NEWLOCAL

New approaches for local media

REPORT ON POLLS

Contents

1. INTRODUCTION

Project name: New approaches for local media

Project acronym: NEWLOCAL

Call: CREA-CROSS-2022-JOURPART

Topic: CREA-CROSS-2022-JOURPART

Type of action: CREA Project Grants

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Local media have an advantage in direct access to local users and in serving content that does not compete with big national media. However, the target market is small, and advertisers are frequently not interested in cooperating with small media companies.

Through the **NEWLOCAL** cooperative project, our consortium of local media companies will develop a new approach to the audience, which will also help us develop new products and opportunities for increasing advertising revenue. We will focus on new technology, first in the form of mobile apps for all consortium partners' media and then on developing tools to improve interactivity with our users. We will focus on polls, quizzes, smart push notifications, gamification, user-generated content and personalization of the content for every user.

We will focus on **internal know-how sharing** during the project through conferences, workshops, reports, and work exchange programmes. But, we will also make our knowledge public, as our findings will be available through the project's website for all interested local media to learn about our activities, experiments and what has worked and what hasn't.

The project will have a significant impact on sustainability, competitiveness and long-term success.

The consortium for NEWLOCAL project is composed of **10 local media companies from 4 countries (Slovenia, Croatia, Serbia, and Montenegro).** We come from diverse backgrounds (radio, print, online), but we are all now established digital media, with editorial teams for online production and increasing online revenues.

Who's Participating?

The NEWLOCAL consortium is a diverse group of 10 local media companies from four different countries:

From Croatia (HR)

Varaždinske vijesti d.d.

Sjeverni pol d.o.o.

RI PORTAL j.d.o.o.

Pro Media d.o.o.

From Serbia (RS)

Tim za razvoj i integracije

Radio Magnum-18 d.o.o.

Privredno društvo Boom93 d.o.o.

From Slovenia (SI)

NT&RC d.o.o.

RADIO TEDNIK PTUJ, družba za časopisno in radijsko dejavnost, d.o.o.

From Montenegro (ME)

Digital media factory d.o.o.

2. REPORT ON POLLS

During the task **3.1 Interactivity through polls**, the idea was to **create models of fun quizzes and polls** that all partners can use.

This task was focused on a short polling system, where people will reply to questions related to current events or to express their thoughts and comments. Task looked at polls from the editorial point of view, from the point of view of readers, but also from the point of view of potential sponsors.

Task will be continual through the whole project and will answer questions like... What is the best way to publish them? How to work on them on technical side? How should they look? Which are the best questions? When to post them, and how to attract the audience? Is it better to keep them internal on the website and in the app, or spread via social media as well?

In order to get the needed information from the project partners on their needs regarding the polls a **short survey was conducted** among the partners.

3. SURVEY FINDINGS

All ten project partners filled out a survey with questions on how to develop polls as a model of interactivity for users in their media, within mobile applications and/or websites.

The survey was divided into 4 parts:

1. Editorial questions
2. Technical aspects
3. Monetization and Sponsorships
4. Distribution and promotion

3.1. EDITORIAL QUESTIONS

Regarding the **topics that will engage the audience most in polls and quizzes** the partners think the most interesting topics would be local news and entertainment and culture, while the least interesting topics according to them would be current events.

What topics do you think will engage our audience the most in polls and quizzes?
10 responses

- Current events
- Local news
- Entertainment and culture
- Sports
- Way of life / lifestyle
- pools - Local news, quizzes-Entertainment and culture
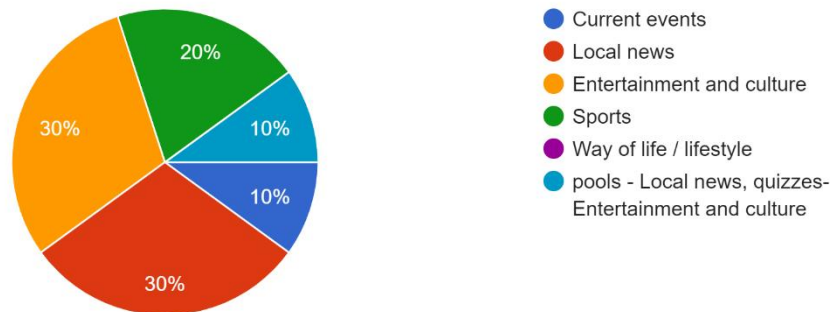
What level of difficulty should our quiz questions have to keep the audience interested?
10 responses
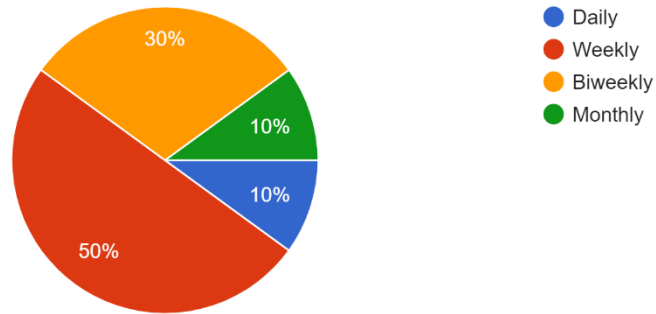

- ● Easy
- ● Moderate
- ● Challenging
- ● A mix of all levels
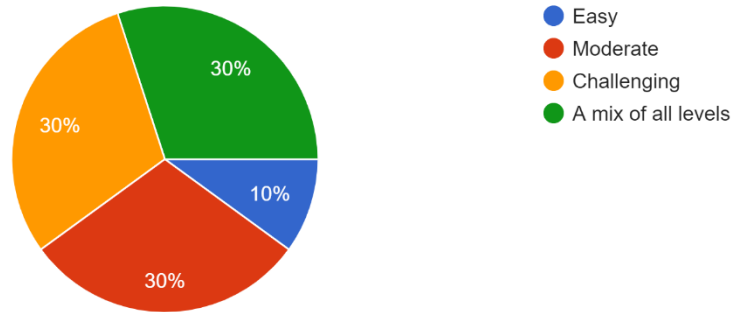
In order **to keep the audience interested** the partners have different opionions on the level of difficulty of the quizzes so it would be best to have a mix of all levels, and when it comes to **how often should new quizzes be published** according to their answers it is best to make them weekly. **The primary target** for quizzes should be general public.
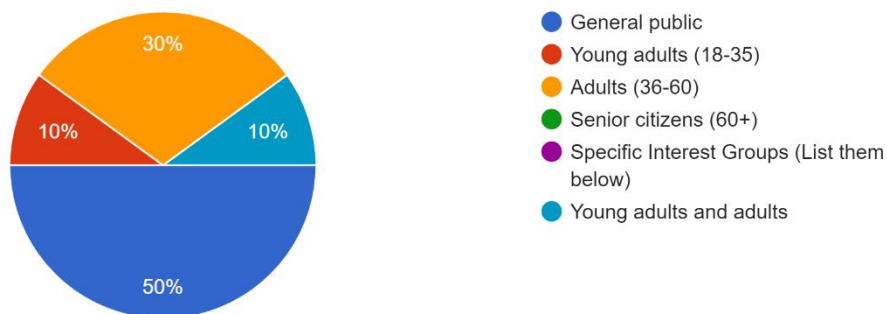
How often should we publish new quizzes and polls?
10 responses

- ● Daily
- ● Weekly
- ● Biweekly
- ● Monthly

Who should be the primary target audience for our quizzes and polls?
10 responses

Legend:
- General public
- Young adults (18-35)
- Adults (36-60)
- Senior citizens (60+)
- Specific Interest Groups (List them below)
- Young adults and adults

Pie chart values: 50%, 30%, 10%, 10%

When asked **how can we integrate quizzes and polls with our existing news content to increase reader engagement** the partners stated it would be best to integrate them in a way to reward readers with symbolic prizes, to integrate quizzes within current news that provoke reactions, invitation to events, with implementation into current articles where content from article can be solution, or answer to questions in quizzes, to include a poll related to a specific topic at the end of the article and to be done in such a way as to increase reader engagement.

For example, if the news content is about increased prices for parking in the town, we can do a poll and ask the audience how much this will affect their home budget. Or, if it is a certain holiday in a country, you can include a quiz in the text with questions about the holiday. Or, if we have media content about the flu, we can ask the audience if they see the doctor regularly or what are the best home remedies for flu. Or, if it is the World Radio Day, we can ask the audience what radio stations they like, when they listen to the radio, what music they like to listen to on the radio, what song they heard for the first time on the radio, etc. These are just some examples and ideas.

Half of the partners believe that the tone of quizzes and polls should be fun/relaxed, while other half believes it should be a combination of fun/relaxed and informative/educational and provocative/challenging, depending on the topic.

What tone should our quizzes and polls predominantly have?
10 responses

- Informative/Educational
- Fun/Relaxed
- Provocative/Challenging
- Mixed, depending on the topic
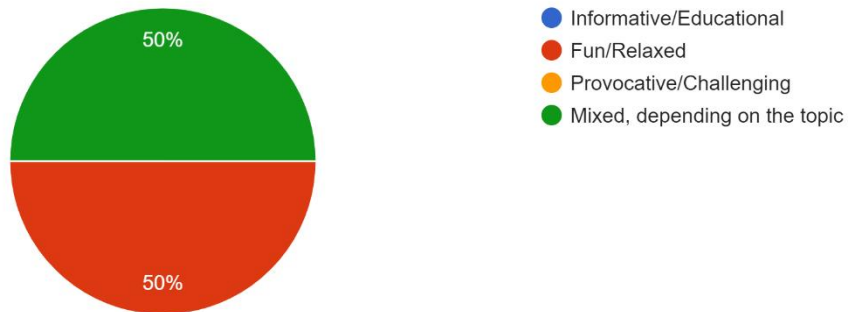
When asked **what interactive elements (such as images, videos, or links)** should we include in our quizzes and polls to make them more engaging all of the partners agree it should be a modern look, following trends, images and videos. Most of the partners think that **participating in polls should be associated with collecting points for users.**

Do you think that participating in polls and questionnaires should be associated with collecting points for users (points can lead to real or virtual... premium content, receiving discount coupons, etc.)?
10 responses


- Yes
- No
- Yes, but not for every poll
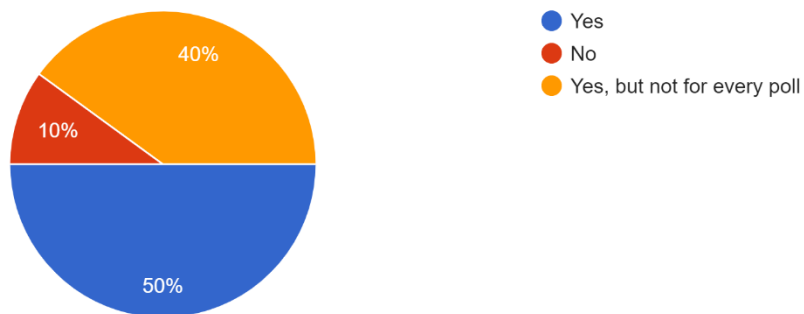
If we want to **involve our readers in the process of creating content for quizzes and polls (for example - submitting questions, choosing topics etc.)** the partners believe we should be rewarding the best, when choosing the best (worst) or most significant people or events, we can allow readers to add themselves who will be voted for in the poll, to give open source acess to some audience thorugh protected view in CMS (this

audience can be some winners of previous quizzes etc.), by submitting suggestions via email, choosing topics, submitting questions and giving suggestions for interviewees, inviting readers to create their own quiz and with constant communication with readers on social networks and research of their needs.

3.2. TECHNICAL ASPECTS

What platforms would you like us to implement quizzes and polls on?
10 responses
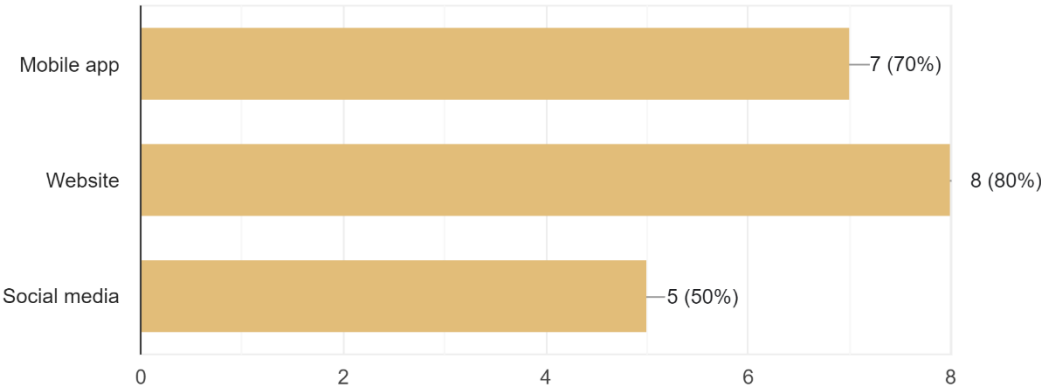
Partners were asked **would an embeded code be a sufficient way to integrate polls into a website and if they have any other suggestions for integrating them** and most of them believe it would be sufficent (with attached instructions), but HTML5 is also recommended and with a participation application.

In regards to **what types of data would they like to get from polls and questionnaires** the following was stated: name and surname and e-mail of the participant, age of the respondents, interest in the medium, education, opinion on different and current topics, gender, place of residence, what do they follow in addition to local news.
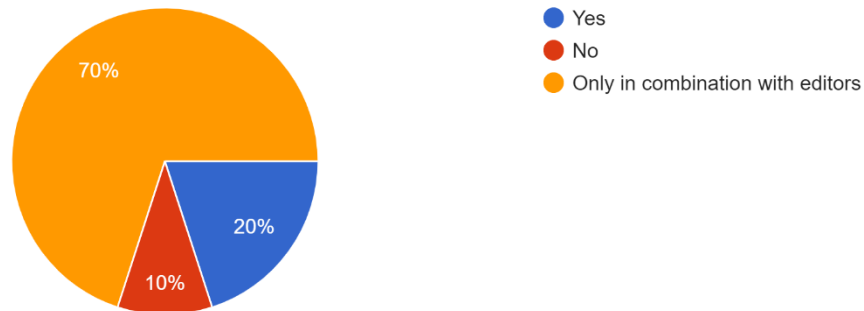
The success and effectiveness of our quizzes and polls can be measured with percentage of correct answers, number of answers, age of respondents, gender, number of entries into quizzes and votes for polls, tracking the level of interaction with users (e.g.

number of completed surveys, number of points earned in quizzes), the number of returning website users as well as the new users

The partners **would mostly use AI to create quizzes and polls**, but only in combination with editors, while most are not really sure that **adding polls to more articles (at the end of each major article) would yield results, if those polls were automatically (AI) generated.**
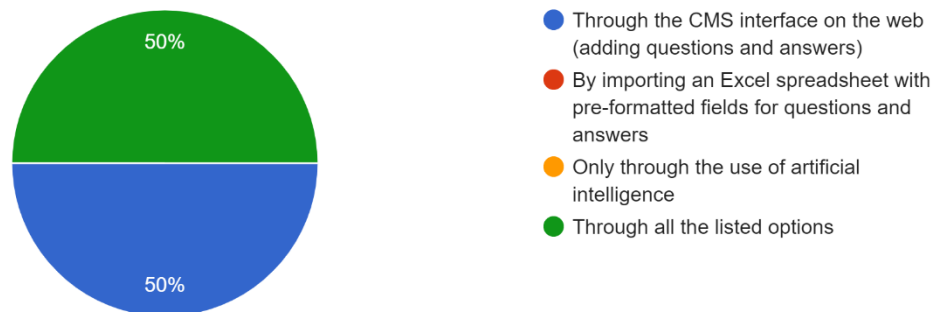
Would you use artificial intelligence to create quizzes and polls (automatic creation of questions and suggested answers)?

10 responses

- Yes
- No
- Only in combination with editors

How would you create polls?

10 responses

- Through the CMS interface on the web (adding questions and answers)
- By importing an Excel spreadsheet with pre-formatted fields for questions and answers
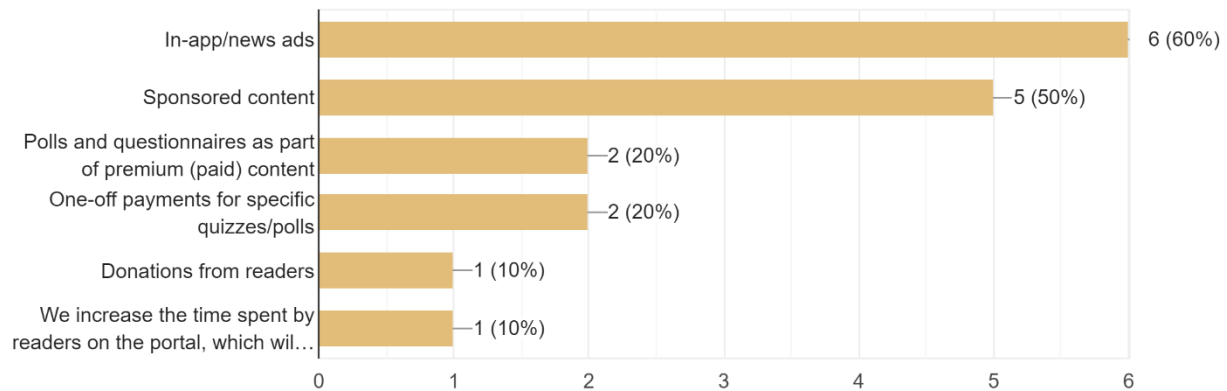- Only through the use of artificial intelligence
- Through all the listed options

3.3. MONETIZATION AND SPONSORSHIPS

What monetization models are most appealing to you for quizzes and polls? (multiple choice)
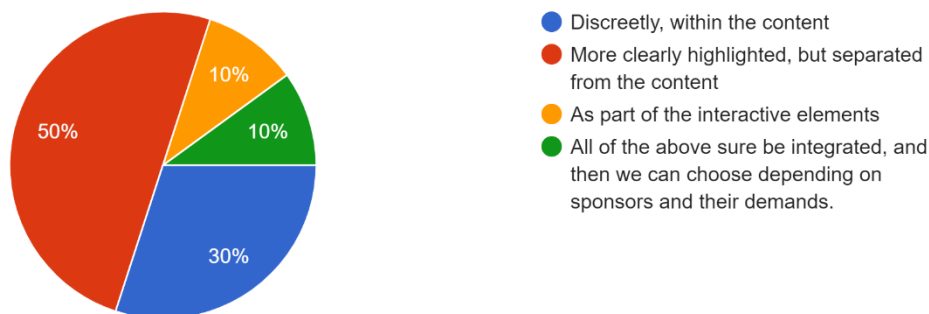10 responses

Majority of the partners believe that in-app/news adds and sponsored content are **most appealing monetization models for quizzes and polls.**

In order to attract sponsors for quizzes and polls partners think it would be good to explaine to them that they get more value than with ordinary advertising, with presentation of the new advertising product, with actual theme, offering sponsors a logo on the quiz, wiith attractive and interesting quiz content, with sponsorship packages (PR, display, native, quizzas, polls), by reaching out to potential sponsors and highlighting the benefits of sponsoring our quizzes and polls, such as increased brand visibility and access to a targeted audience, by offering them cheaper advertising on our web portal and with thematic quizzes related to heritage, sports, fashion, real estate, etc.

Sponsored messages should be **more clearly highlighted, but separated from the content.**

How should we integrate sponsored messages into quizzes and polls?
10 responses

- ● Discreetly, within the content
- ● More clearly highlighted, but separated from the content
- ● As part of the interactive elements
- ● All of the above sure be integrated, and then we can choose depending on sponsors and their demands.

To what extent should we adapt the content of quizzes and polls to sponsor requirements:

- By placing the logo of the sponsor, and a few questions whose answer would be if there is a sponsor, below the quiz a short text about the sponsor...
- In such a way that the demarcation between the survey and the sponsor can be seen
- Minimal
- It depends on the amount the sponsor is willing to pay
- We adapt to subscribers/sponsors of quizzes
- If this is the way to monetazie content, we should consider sponsorship requirementsa to significant extent
- Partial, within the general guidelines provided by the sponsor
- In a way that does not interfere with the quiz and editorial policy of the media outlet
- It depends on how much the sponsor wants and not to get involved in the policy of thinning out the media itself
- Very little. Sponsorships are fickle and our audience is not.

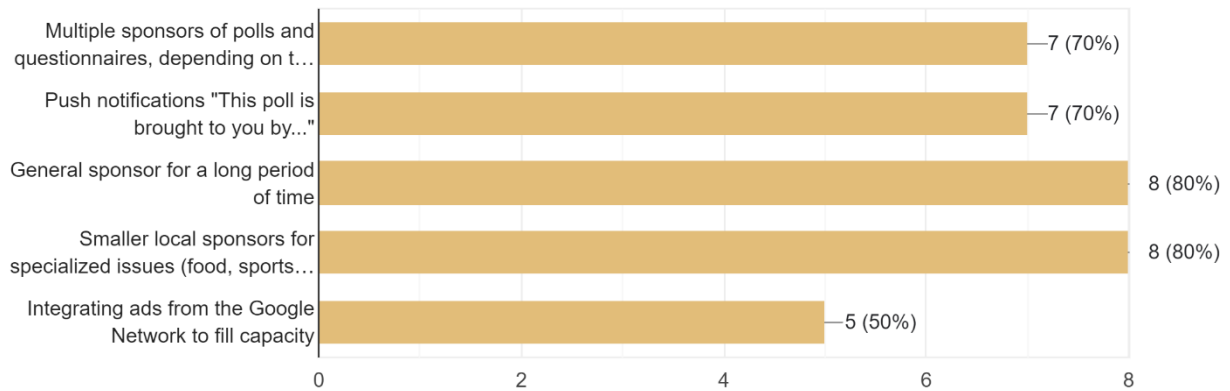How do you plan to maintain transparency with readers regarding sponsorships?

10 responses

- ● Public notice on sponsorships
- ● Flagging of sponsored content
- ● Regular sponsorship reports

40%

10%

50%
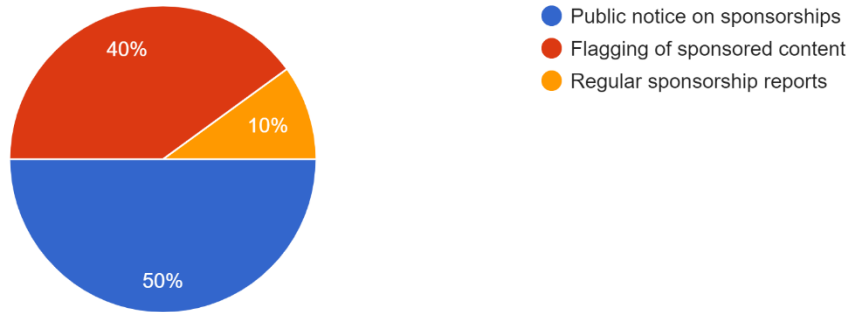
What is the strategy for developing and maintaining long-term partnerships with sponsors? (Multiple choice)

10 responses

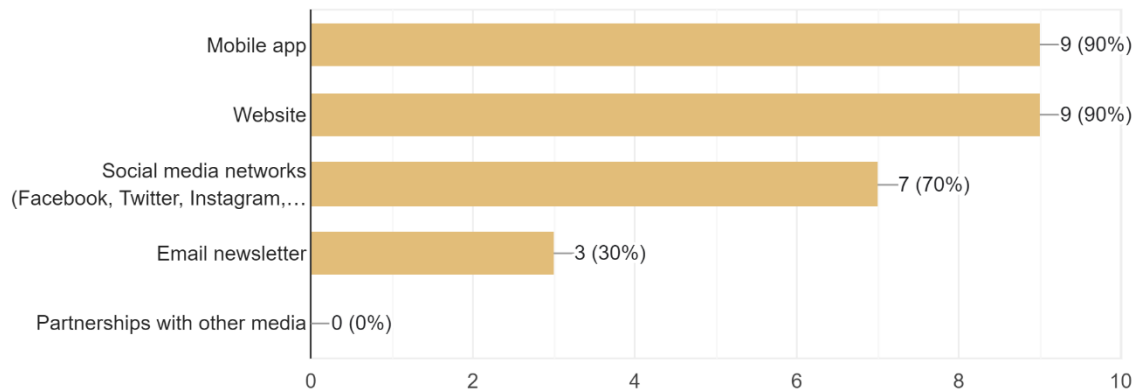|	
Multiple sponsors of polls and questionnaires, depending on t…	7 (70%)
Push notifications "This poll is brought to you by..."	7 (70%)
General sponsor for a long period of time	8 (80%)
Smaller local sponsors for specialized issues (food, sports…	8 (80%)
Integrating ads from the Google Network to fill capacity	5 (50%)

3.4. DISTRIBUTION AND PROMOTION

Through which channels do you plan to distribute the quizzes and polls?
10 responses

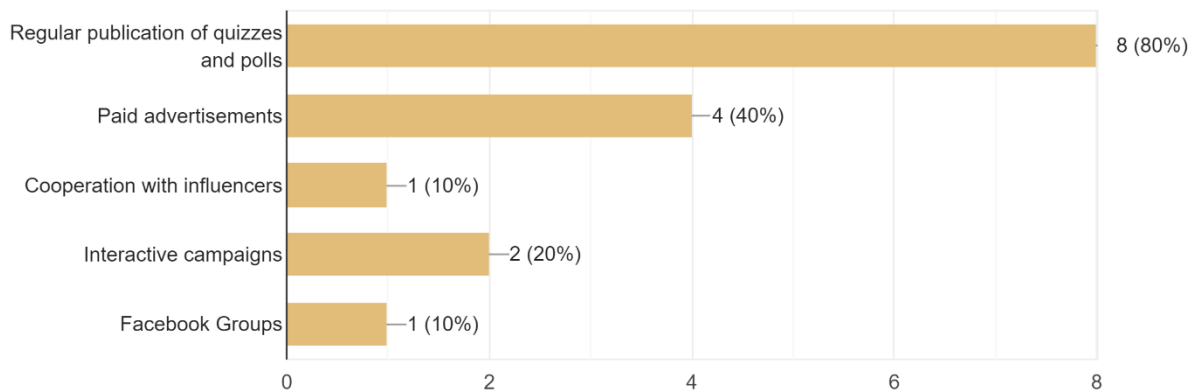| Channel	Responses
Mobile app	9 (90%)
Website	9 (90%)
Social media networks (Facebook, Twitter, Instagram,…)	7 (70%)
Email newsletter	3 (30%)
Partnerships with other media	0 (0%)

In order to include other media partners in polls and questionnaires (e.g. sharing sponsorship income, integrating polls into their website/social media networks, attracting complementary partners that are not exclusively media) partners gave the following answers: mutual exchange with partners, contractual revenue sharing (sponsor networking), attracting complementary partners that are not exclusively media, attracting complementary partners that are not exclusively media, integrating polls into their website/social media networks and through sharing sponsorship income, while some of the partners stated that there is no need to involve other media.

Other strategies that partners plan to use to attract audience to take part in quizzes and polls include: highlighting polls at the top of the portal, symbolic awards, drawing respondents to be guests in the studio or in the newspaper, social network, articles and banners on the my portal, advertising and invitation via radio, announcement thorugh Facebook Groups dedicated to pub quizzas or similar, athrough word of mouth.. (strange as it may seems), promotion of quizzes and polls within media content to be published on the portal and local radio, through rewards from our sponsors, provoke by participating in interesting topics that cover local sensibilities.

How do you plan to use social media to promote quizzes and polls?
10 responses

Category	Value
Regular publication of quizzes and polls	8 (80%)
Paid advertisements	4 (40%)
Cooperation with influencers	1 (10%)
Interactive campaigns	2 (20%)
Facebook Groups	1 (10%)

Using analytics to improve the distribution and promotion of quizzes and polls will be used to eventualy improve the quality of poll and quiz content for better questions and topics in the future, monitor the data and try to create quizzes that will be interesting for readers to participate in, for greater transparency, with worse analytics data, you look for new channels for publication and participation in quizzes, to see what content works, and which doesn't work, to analyze audience engagement data, as well as demographic information about participants, to better understand what attracts our audience and by checking the times when the audience is primarily on our website.

Would you focus on the local or global market in distribution and promotion?
10 responses

- Local — 50%
- Global
- A combination of both — 50%
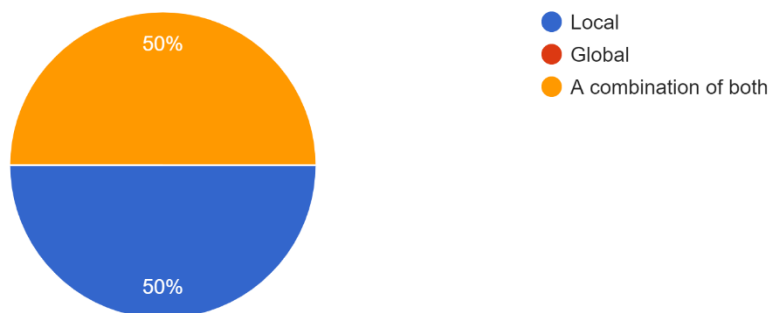
The last questions was „**How do you plan to collect and use audience feedback to improve distribution and promotion**" and partners gave various responses**:**

- Attract a larger number of readers, post positive stories of little people, highlight people from the neighborhood
- With data analysis that will indicate the advantages and disadvantages of distribution (approach to modified methods of promotion)
- Not sure
- The result of solving the quiz can be graphically formatted, so that the most successful readers spread their success on their social networks and thus promote our quiz.
- We will make the quiz content as good as possible
- To see what people want for our qiuzzas and polls, periodically we will do surveys.
- We plan to collect reactions and feedback from our audience through surveys, comments on social media, direct messages... We will use this feedback to better understand the needs and desires and learn what our audience prefers, adjusting our distribution and promotion accordingly
- Through analyzing analytics we will decide where the funds for promotion should go to
- By special surveys
- By monitoring our readers and their habits on our portal pages and social networks.

4. MODELS OF QUIZZES

During this task, we have also **started testing how this would look in practice**. One of consortium members have created a group of 300 questions related to general knowledge and have started trying it out internally.

Together with the technical provider, and on the basis of the above internal research, we are building a web-based tool which will allow every consortium member to create polls and quizzes easily for their own apps, and to integrate them and edit, access analytics, connect to app content and check analytics of the users' replies.

Question 1

Koje je najstarije gazirano piće na svetu?   Radio button

Coca-Cola   Answer type   Incorrect

Incorrect
Correct

Schwepps   Correct

Sprite   Answer type   Incorrect
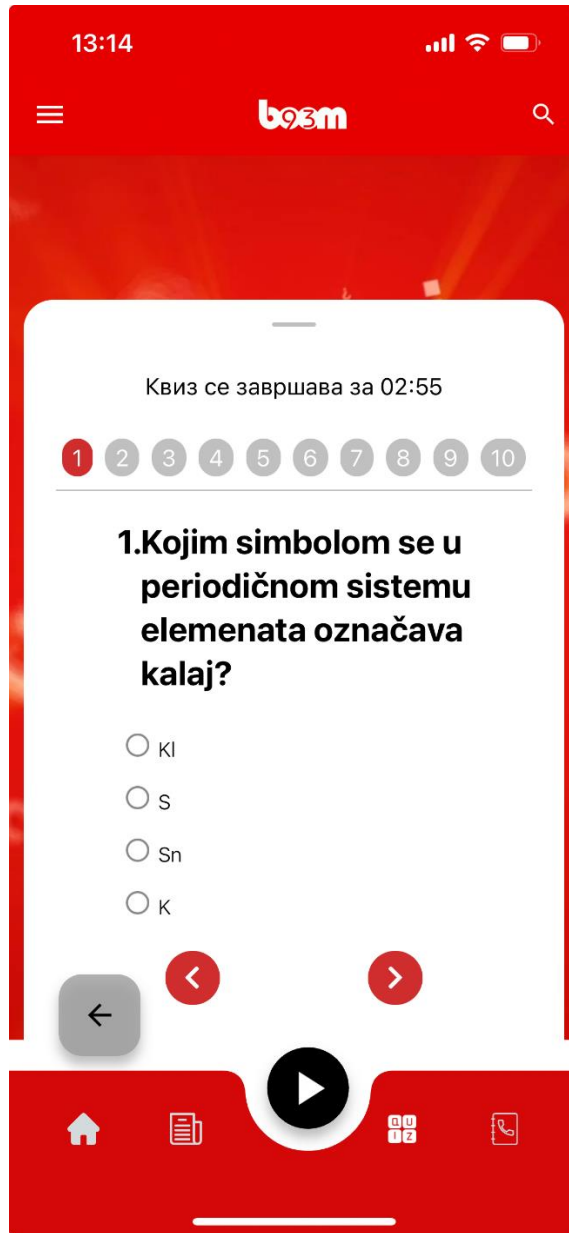
Fanta   Answer type   Incorrect

Add new answer

We are also **discussing possibilities of using these polls and quizzes on websites as well, in order to increase users reach.** This will probably be done via „embedding" them in articles or websites, but might stop some more advanced uses of polls and quizzes when using them in the app. This part will therefore be tested, to see the best practices on this usage.

We have also **created an initial design of the quiz**. This type of quiz has 10 questions with 4 offered answers each. User will move within the app, from question to question, and the time for replying is limited to 3 minutes. When the answers are submitted at the end, the user gets the information about correct answers.

In the next phase, number of correct answers will bring points to the users, in case we use quizzes and polls for registered users. This kind of system for collecting points will be used in the part of „gamification" module, which will be discussed among the partners in one of the next tasks.

It is also possible to create one-page quizzes, where user is answering all questions on one page (by scrolling) and not moving to the next screen every time.