

Investigative Research on the Net - Part One

Duration: 1 day

Description:

The Investigative Research on the Net courses unmask the hidden aspects of the Internet, enabling staff to get more from the Internet than they ever dreamed possible. Part 1 concentrates on information research. It takes delegates beyond simple Googling, introducing a wide variety of online sources, research techniques and technical tools. It also equips researchers to spot and avoid the various hazards and pitfalls of Internet research.

Who it's for:

Journalists, researchers, programme makers and anyone whose role involves professional use of the Net for research purposes.

Aims:

To teach researchers good practice and how to overcome the various pitfalls of the net. The course enables delegates to learn advanced search techniques, make an informed choice of search engine, evaluate websites and their provenance.

Outline:

- Alternative research resources - harness the power of weblogs; streaming media; newsgroups; chat rooms; peer to peer; message boards; specialist directories
- Under the bonnet - how the Internet works explained in plain, simple language.
- Identify the pitfalls - many factors can undermine research. Information could be out of date, poorly researched or driven by unseen agendas. Some sites are outright hoaxes. This part of the course highlights the dangers and shows how to overcome them.
- The science of searching - using the best technique and the appropriate search engine for each research task.
- Showing Google who's boss! How clever keyword selection, correct syntax and cunning lateral thinking can produce amazing search results.
- Advanced research - the specialist tools that hide beyond the search engine's front page.
- Provenance - methods for identifying the owners of websites and evaluating sites.

Prerequisites:

Attendees should be familiar with the World Wide Web and be able to conduct basic searches.

Investigative Research on the Net - Part Two

Duration: 1 day

Description:

The Investigative Research on the Net courses unmask the hidden aspects of the Internet, enabling staff to get more from the Internet than they ever dreamed possible. Part 2 explores how clever use of online technology can help investigate people and organisations. Delegates will learn how to exploit online communities, dig behind the scenes of a website and go undercover online without being detected. Plus techniques for evaluating the reliability of websites.

Who it's for:

Journalists, researchers, programme makers and anyone whose role involves finding people or serious investigative / covert research.

Outline:

- Provenance and beyond - reveal the owners of amateur websites; access a professional website's domain name registration; uncover the different sites owned by an organisation or individual; access web archives and historical domain registration details
- Detective work - combine information gleaned from various technologies to help trace people, uncover hidden information and build up a dossier on an investigation. This part of the course uses genuine research examples to illustrate investigative techniques
- Ethics and online espionage - use hidden technology to locate individuals via email; stay undercover during covert investigations; discover tools that extract hidden images stored on web servers; ensure compliance with BBC guidelines relating to undercover and obscene material research
- Using online communities - best practice and effective use of message boards. Find guests, experts, opinions and informally disseminated information

Prerequisites:

Attendees should be comfortable with online research and ideally will have attended part one of this course.

Training Modules	Timing	Reporters			Editors			Producers		
		Day 1 Essential	Month 1 Required	Months 1-3 Useful	Day 1 Essential	Month 1 Required	Months 1-3 Useful	Day 1 Essential	Month 1 Required	Months 1-3 Useful

Module 1: DTI - For Reporters and Editors

1 Day	X				X					
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Introductory presentation to show broadly how the system works, taking us from reporter opening and creating story file, through to design and final production. Aim of presentation is to highlight best practice workflow, why certain protocols are vital/important, and to bring all participants (who will include reporters, commissioners and producers) to a basic level of understanding, breaking down silo mentality of people only understanding what is immediately relevant to their part of the production process. The main part of this session focuses on the functionality within inCopy, specifically for Reporters and Editors

Module 1: DTI - For Producers [including Advanced newspaper design]

2.5 Days								X		
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Introductory presentation to show broadly how the system works, taking us from reporter opening and creating story file, through to design and final production. Aim of presentation is to highlight best practice workflow, why certain protocols are vital/important, and to bring all participants (who will include reporters, commissioners and producers) to a basic level of understanding, breaking down silo mentality of people only understanding what is immediately relevant to their part of the production process. The main part of this session focuses on the functionality within inDesign, specifically for Producers, including key skills required to produce basic layouts from a design perspective.

Module 2: Media Mogul
[Presenter: Sarah Colthorpe & Hinesh Patel]

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A one-hour overview of Media Mogul that includes a demonstration of how to log in and search for pictures in both the library and the desk, and how pictures are sent to DTI. It should answer the following questions:
 What is Media Mogul Dam versus Media Mogul Picture Desk?
 Why is it called Picdar in drop down menu?
 How do pictures end up in the library?
 How do I find pictures in the library?
 Do we own the pictures in the library? Why do some have pound signs beside them?
 Top tips for searching
 Searching for wire pics
 Where else do we get pictures from?
 How pics get from media Mogul into DTI.

Module 3: Internet as a user
[Presenters: Ian Douglas & Emma Henry]

2 HOURS										
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A presentation on how to get the most out of your internet browser and our own website. The presentation should focus on explaining the messages that appear on our screens, demystifying language and finding your way around. It should cover such things as:
 Why am I being invited to download Flash? And should I? And how do I?
 Why can't I see the World Cup map?
 What exactly are pop-ups and do I want to block them?
 Can I have iTunes on my computer?
 Why some things play in media player and others play in browser.
 A Cook's tour of our website
 What does xml mean, and what is it? What is a URL?
 How do I save favourites, organise favourites?

Module 4: Introduction to MS Office
[Presenter: Hester]

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An overview of Word, Excel and PowerPoint and how they might be used relevantly for the roles involved with the pilot. For example Editors might not use the numeric elements for Excel, but could be using it for planning roais, project planning etc. Similarly, basic PowerPoint might be useful to help demonstrate or visualise ideas that need to be shared with colleagues etc. The templates available on the Microsoft site should be 'showcased' and used as examples of what is available to help, rather than starting from scratch. The emphasis here should be very much on basic understandings, followed up with some practical assignments/suggestions that allow users to explore the programmes for themselves, and identify how/when they might be useful to themselves.

Module 5: Advanced Guide to the Internet
[Presenters: Ian Douglas & Emma Henry]

2 HOURS										
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This module would aim to stimulate the user to go and explore the web and develop their own selection of favourites and reference sites. It should outline some suggested 'Great sites to visit' and include areas like blogging sites, aggregators and RSS feeds. For active users this session should allow plenty of feedback into the group with recommendations etc and for less frequent 'surfers' this is the chance to demystify the web and really understand what is available. An output from the session should be a group 'library' of recommended sites and some initial blogging activity for the new test site.

Module 6: Use of the Pilot web site
[Presenters: Ian Douglas & Emma Henry]

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An overview of the mechanics of the Pilot site, explaining how to upload a basic story with pictures. What makes good copy online and any basic text styling requirements that people need to be aware of. This module should also include any essential housekeeping points that people need to be aware of - best practice should start here. This module should also highlight the importance of cross media signposting to ensure that a newspaper based story can potentially be enhanced (e.g. more background, greater detail, more pictures etc) online, or indeed what starts as an online story can also point towards the following day's newspaper for comment and analysis by named Leader writers or experts

Module 6a: Detailed use of Pilot web site
[Presenters: Ian Douglas & Emma Henry]

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More detailed look at the admin site, showing in detail the upload options and most importantly, spending time actually using the site.

For Distribution to CPs

Example exercises to be included here to ensure full knowledge of the site and the admin functionality.

Module 7: Writing for the web.
 [Presenter: Shane Richmond]

1 HOUR

This module should cover the basic characteristics of the web and the considerations that should be made as a consequent when looking to engage with readers/users. This should include:
 The principles of hyper linking, non linear structures etc
 Good and bad examples from the web
 How do people use the internet (browsing, jumping around, following links etc)
 Psychology of reading on a screen vs newsprint
 Writing articles for the web, especially headlines and choosing the correct headline type e.g. clickbait
 Combining text, pictures, audio and video

Again, this module should include exercises with relevant feedback.

Module 8: Handling photos and basic Photoshop
 [Presenter: Sarah Colthorpe & Himesh Patel]

Following on from Media Mogul module, this will give a broad overview of how to handle photographs covering: copyright and costs; preparing pix for web use; attaching pix to story media; how to send pix for processing; ordering special effects (cut-outs, bust outs etc); assessing quality.

Module 9: Media convergence – what's it all about?
 [Presenter: Dietmar]

3 HOURS

This module aims to highlight the variety of media sources and devices that are now available to our traditional readers, and therefore the importance of engaging with them in 'new' ways

Again, this module should include exercises with relevant feedback.

Module 10: Introduction to audio for the web
 [Presenter: Jonathan Halls - BBC]

4 HOURS

An overview of the development of audio and podcasts in the media market. How the audience uses podcasts (situations, favourite content etc.) and who are typical users. When does it make sense to use audio as a (additional) format to tell the story. i.e. what makes a story worthy of being 'Heard' More specifically this should include:

Usage statistics around the world
 Best practise and examples
 Writing for audio – basic principles

Basic dos and don't and key 'rules' – e.g. talking speed, use active language not specialist terms, not referring back to people in case their names are edited out at a later stage etc.

Different styles on audio for News, Sport, Comment etc e.g. length and structure of 'article'

Finally this module would cover how to produce audio content in an easy way and how to publish it to the web site. An important element of this module will be exercises, with relevant feedback.

Module 11: Introduction to video
 [Presenter: Howard Elston?]

An overview of the development of video for the web and vodcasts within the media market. How the audience uses video (situations, favourite content etc.) and who are typical users of web based video content. When does it make sense to use Video as a (additional) format to tell the story i.e. what makes a story worthy of being 'Seen and Heard' More specifically this should include:

Usage statistics around the world
 Best practise and examples
 Writing for video – basic principles

Basic dos and don't and key 'rules' – e.g. talking speed, how to sit/look/stand, orientate the viewer, keep a pause after finishing your speech to camera etc

Different styles on video for News, Sport, Comment etc e.g. length and structure of 'article'

Finally this module would cover an introduction to production of video content and publishing/uploading to the web

An important element of this module will be exercises, with relevant feedback.

Module 12: Mobile publishing
 [Presenter: TBC – any suggestions?]

This module should cover the basics for publishing to mobile devices. How the audience uses mobile (situations, favourite content etc.) and who are typical users. When does it make sense to use mobile as a (additional) channel to tell the story or alert to the story breaking. i.e. what makes a story worthy of being 'Known'. More specifically this should include:

Usage statistics around the world
 Best practise and examples
 Writing for mobile – basic principles

Basic dos and don't and key 'rules' – e.g. length, timeliness etc

Finally this module would cover how to produce mobile content in an easy way and how to push this content to subscribers. An important element of this module will be exercises, with relevant feedback.

Module 13: Media convergence, story telling and news management
 [Presenter: PA -John?]

6 HOURS

How to combine all the different formats and channels to achieve the best possible coverage of a topic whilst reaching the maximum number of target groups. This module should cover the process of planning, organising, gathering and publishing across all available formats and channels. Consideration should focus on whether people will want to Know (text – paper, email, mobile, web), See (video, pictures) or Hear (audio) the story. Which order is most important, and which combination will be most compelling to our audience.