The News is Dead. Long Live the News. Re-thinking the article and news presentation

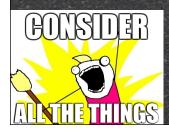
Editors don't know what we read

Same front page for everyone!
 Legacy of print
 Articles focus on narrative, not news
 News doesn't understand its readers



Front pages have all the power

- Social media is great at deep-liking
 Reporters spend time lobbying for homepage features so they can make numbers.
- Does that sound like journalism?
 So front pages get more noisy.



One Front Page

"All the news that's fit to print"
Really?
Lack of diversity and analysis
Democracy needs more voices, more opinion, more engagement



Aggregation is not the (entire) answer

I love Techmeme. Great aggregation.
Why not take it one level deeper?

Aggregate at a news level, not at the subject matter level.

EG: Tech Industry > Jobs Death

NOT SURE IE TROLLING



Have all the Pixels, use just a few

We're still designing for 800x600.
 There are tons of real estate if we can think of varying the levels of engagement

Each Page = A News Item (Broad or Specific)

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