

Computer science in the mind of a journalist

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Structure of the Italian publishing industry

- Books
- Magazines
- *Papers

Structure of the Italian publishing industry

- **Books**

- scientific
- technical
- popularization
- trade books

- Magazines

- *Papers

Structure of the Italian publishing industry

- Books
- **Magazines**
 - weekly quality
 - monthly quality
 - weekly and monthly popular press
 - monthly technical
 - monthly "vertical"
- *Papers

Structure of the Italian publishing industry

- Books
- Magazines
- ***Papers**
 - daily newspapers
 - website quality
 - website popular
 - website “vertical”

What my colleagues think when
you say: "Computer science"

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you say: "Computer science"

They don't understand

What they understand is:



What they understand is:

- Hackers
- Virus
- Trade industry
- iPhone/iPad/BillGates/SteveJobs

Why is that?

- The main interest for a journalist is NEWS
- News are cultural defined
- Newsworthiness is cultural defined

What is “news”?

“Things relevant”

Newsworthiness is the key

Newsworthiness

- is defined by subjective and objective criteria
- ...and it changes country by country

Newsworthiness

- In Italy, following Wikipedia...

Newsworthiness is when:

- New (it's "strange")
- Timing (the newest thing)
- Space (closer to the public)
- How many people are in the news
- Who is in the news
- Is there a fight? (real or figurative)
- Immediate impact on public opinion
- Future impact (consequences of the news)

...but from a cultural point of view

- Journalists don't study
- They are lazy
- They like stereotypes
 - Because stereotypes are social tools
- The need to be comprehensible by the less smart/less informed of their readers
- Journalists think they can understand the need of the general public

Solutions?



Solutions?

- Change journalists...

Thank You

Q&A

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