



May 2023

Tinius Digest report on changes, trends and developments within the media business at large.

Share the report with colleagues and friends, and use the content in presentations or meetings.

Link post views on Facebook almost halved in two years

Meta (Facebook) has published its quarterly report, 'Widely Viewed Content Report Q1 2023'.

[Download the report.](#)

Three main findings:

1. Sees fewer link posts

The proportion of views of Facebook posts with links has dropped from 13.5 percent to 7.7 percent of all posts from 2021 to 2023.

2. Pages and groups

Only 2.5 percent of link posts in the newsfeed come from Facebook pages that users follow— e.g. pages from news organisations. 0.4 percent are from groups they have joined.

3. Priorities post by friends

Posts without links from Facebook pages account for 4.3 percent of all views in the newsfeed. 45.8 percent are posts without links from friends or people followed.

AI opportunities outweigh threats

The International News Media Association (INMA) has published 'News Media At the Dawn of Generative AI'.

[Download the report.](#)

Three main findings:

1. Many benefits for media

For media organisations, the benefits of using artificial intelligence outweigh the threats and can help them increase productivity, reduce costs, and reach new target groups and users.

2. Many opportunities

The opportunities include seamless delivery of content in multiple languages, moderation,

transcriptions, proofreading, and systematization of databases.

3. Practical tools

Among the tools listed are Otter.ai, Good Tape, Jojo, and ChatGPT. Two examples include Aftenposten (AI-reading) and NPO in the Netherlands (synthetic images to make podcasts accessible for people with hearing impairments).

Decreasing willingness to pay for podcasts

NRK, Bauer Media, Aller Media, and Norstat has published their annual report on podcast listening in Norway: 'Den store podrapporten 2023'.

Download the report.

Five main findings:

1. Falling willingness to pay

21 percent financially support podcasts or pay for access to them. The willingness to pay for podcasts is falling – both to avoid advertising and to get exclusive content.

2. Not just for the youngest

46 percent of Norwegians have listened to a podcast in the past year. Those aged 30-39 now listen to podcasts more often (65%) than those aged 20-29 (59%).

3. Many new listeners

19 percent of podcast listeners have started listening in the past year. 36 percent began

listening to podcasts after recommendations from friends and family. 20 percent cite social media as a source.

4. Effective ads

22 percent have taken action after hearing a product or service advertisement in a podcast. This includes everything from seeking information to purchasing products.

5. Prefers longer episodes

65 percent prefer episodes to be over 30 minutes, of which 28 percent want episodes to be over 45 minutes. Only eight percent want episodes shorter than 20 minutes.

Digital debt hinders innovation

Microsoft has published its annual Work Trend Index: 'Will AI Fix Work?'

[Download the report.](#)

Three main findings:

1. Digital overload

The increasing use of digital tools and technologies has led to a 'digital debt' that can constrain innovation and productivity. This debt can take many forms, including information overload, inefficient workflows, and burnout. 64 percent of workers report difficulties finding the time and energy to complete tasks, and these individuals are 3.5 times more likely to face challenges in fostering innovation.

2. A new AI-employee alliance

Although 49 percent of individuals express

concern over AI potentially replacing their jobs, a more significant portion—70 percent—would happily assign as much work as possible to AI to reduce their workloads.

3. AI-aptitude essential

There's a rapidly growing demand for individuals with AI competence in the professional world. The number of job advertisements on LinkedIn mentioning GPT has increased by 79 percent in the past year. Leaders are twice as likely to say AI will provide value by boosting productivity vs cutting headcount.

AI increased production with 14 percent

National Bureau of Economic Research (U.S.) has studied the effect of AI at the workplace: 'Generative AI at work'.

Download the report.

Four main findings:

1. Increased productivity

Introducing a generative AI-based conversational assistant increased productivity by 14 percent on average, measured by issues resolved per hour, for customer support agents.

2. Significant impact on low-skilled workers

The impact was most significant on novice and low-skilled workers, while experienced and highly skilled workers saw minimal impact.

3. Knowledge distribution

The researchers also provide suggestive evidence that the AI model disseminates potentially tacit knowledge of more able workers and helps newer workers move up the experience curve.

4. Several benefits

According to the study, customer satisfaction increased significantly, employees reported improved job satisfaction, and the need for managerial follow-ups decreased.

Journalism threatened by fake content industry

Reporters Without Borders has published its 21st edition of the World Press Freedom Index.

[See the index.](#)

Five main findings:

1. 'Very Serious' conditions in 31 Countries

Seven out of ten countries are classified as having 'bad' environments for journalism. Conditions are described as 'very serious' in 31 countries.

2. The rise of fake content

The Index highlights the troubling rise of the fake content industry, with two-thirds of countries reporting that their political actors frequently or systematically engage in disinformation or propaganda campaigns.

3. The impact of AI

Artificial Intelligence creates significant challenges for journalists and the public as it

becomes harder to differentiate between factual reporting and AI-generated fabrications.

4. Propaganda warfare escalates

Propaganda warfare is on the rise, with Russia leading the charge. Russia (164) has fallen another nine places in the Index.

5. Norway is on top—again

Norway leads the ranking for the seventh consecutive year. Ireland (2) is the second-ranked, ahead of Denmark (3), Sweden (4) and Finland (5). Asian countries Vietnam (178), China (179), and North Korea (180) rank at the very bottom due to the severe repression of journalism. The United States (45) has fallen three places in the Index.

Differing perspectives on funding journalism

NENPA University has published a study in Journalism Practice: 'Revenue & Readership: Rescuing & Reviving Rural Journalism'.

This American study compares how local newspapers and their readers perceive new revenue streams for funding journalism.

[Download the study.](#)

Three main findings:

1. Clear disconnect

While readers of local newspapers are willing to support journalism through alternative revenue streams such as events, memberships, and newsletters, local newspapers are less inclined to try them out. Readers express less desire for digital subscriptions and commercial print newspapers.

2. Focuses on traditional revenue streams

Local newspapers aim to foster growth through traditional revenue streams such as advertisements and subscriptions, and least

through memberships, newsletters, and state support.

3. Differences in willingness to pay

Young adults and older people (65+) are broadly willing to pay for journalism if they know their local newspaper is in danger of going bankrupt. The least support comes from individuals aged 55-64 years. More men (47.5%) than women (34%) are willing to pay. The gender difference is apparent across all age groups. Four out of ten say they will likely donate money directly to the media house.

Nearly 1 in 3 concerned about election interference

The Norwegian Communications Authority has published 'Webbus – Mars 2023'.

[Learn more about the survey.](#)

Three main findings:

1. Technology companies

30 percent of Norwegians are worried about international technology companies influencing the autumn election. The survey highlights Facebook, Google, YouTube, and TikTok as potential sources of influence.

2. Young adults more concerned

The most significant concern is among young

adults (18-29 years), where 42 percent say they are worried. Men (34%) are more concerned than women (27%).

3. Majority not concerned

35 percent of Norwegians say they have little or no concern about manipulation of the election campaign.

YouTube's alarming recommendations

Tech Transparency Project has published 'YouTube Leads Young Gamers to Videos of Guns, School Shootings'.

Read the report.

Five main findings:

1. Guns and gun violence

YouTube's algorithm suggested hundreds of videos about guns and gun violence to accounts marked as 'boys interested in video games'.

2. Violating YouTube's policies

Many recommended videos violated YouTube's firearms, violence, and child safety policies. These guidelines are designed to ensure that harmful or disturbing content doesn't reach vulnerable users.

3. Engagement trumps user safety

The gun- and shooting-related content volume significantly increased for gamer accounts that interacted with YouTube-recommended videos.

This suggests that engagement, rather than user

safety or content appropriateness, is crucial for recommendations.

4. Contradicting YouTube's claims

The study's findings contradict YouTube's claims that its recommendation algorithms are safe and do not lead viewers towards extreme content.

5. Lack of scrutiny

Despite YouTube's popularity among children aged 13-17, it has evaded the scrutiny faced by other platforms like TikTok and Instagram. The report points to the importance of a broader accountability for popular platforms among younger audiences.