

Let's meet:

## What journalism teachers expect from international seminars

### Cross-border conferences about the teaching of integrated journalism

**Main Issue:** There is a need for a cross-border exchange of inspiration and teaching methods among journalism teachers in Europe. A survey among Nordic teachers provides possible models for the establishing of seminars with such a purpose.

This tipsheet refers to issue no. 10 in the IJIE State of the Art analysis (the Ten Tips Guide): "Establish a European conference of journalism schools centered on the training of journalists in a digital technological environment, held for staff, journalists, and researchers from different countries."

**Website:** <http://www.dmjx.dk/international>

**Keywords:** didactics, teaching methods, ethics, visualisation, web video, social media integration, conferences

**Short description:** This paper is based on the findings in a survey done among journalism teachers – all of whom participated in the 2014 version of the biannual Nordic j. teachers' conference in September 2014 in Reykjavik, Iceland.

<http://nordiskjournalistutbildning.org/for-larare/journalistlararkonferenser/2014-reykjavik/>  
<http://nordjour2014.yourhost.is>

The participating teachers and researchers all have a proven interest in the development of their field (as they chose to participate in a two day conference about journalism teaching), and thus are believed to have a critical and informed opinions regarding the issue, allowing them to provide qualified answers.

89 people were invited to answer the survey; 45 responded, with a nationality distribution reflecting the mix of participants.

The respondents' answers on the survey revealed that there is a high interest in attending an international seminar focused on teaching the elements of integrated journalism.

- 80 per cent of the respondents teach online journalism with the integration of different media (text, sound, and video)
- 82 per cent are interested or very interested in online journalism on multiple platforms
- 56 per cent of respondents say they imagine themselves participating in an international conference about teaching crossmedia journalism.

To do	Topic	Teaching method
<b>The most important topics for an international seminar</b>	Ethics regarding online journalism Teaching methods Online visualization Didactics, pedagogics Social media integration Web video	<b>Percentage of respondents answering 'very important', per topic:</b> <ul style="list-style-type: none"> <li>• Ethics regarding online journalism – 59 %</li> <li>• Teaching methods – 58 %</li> <li>• Online visualization – 47 %</li> <li>• Didactics, pedagogics – 44 %</li> <li>• Social media integration – 41 %</li> <li>• Web video - 38 %</li> </ul>
<b>Keep it close, keep it short</b>	Location and duration	<b>Short travel distance is prioritized, as well as a compressed programme:</b> <ul style="list-style-type: none"> <li>• 71 % prefer a conference close to their home country, and of a 1-2 day duration.</li> <li>• 56 % prefer a conference within their own country and of a 1- 2 day duration.</li> <li>• (Multiple answers to numerous options were allowed in the survey).</li> </ul>
<b>Focus on experience and profession</b>	Type of participants	<p>The respondents want to involve and learn from teachers with industry experience, and from working journalists (deemed 'very important' by 56 and 44 %, resp.).</p> <p>Media research experts (scientific media researchers) are deemed 'very important' by 42 %.</p> <p>Representatives that are independent/freelancers or from Start-ups are not considered specifically important participants/speakers.</p>
<b>Create a forum or marketplace for inspiration and exchange</b>	Creative environment Inspiration	<p>The respondents were also asked about their main benefit from the two-day conference, seen in retrospect two months after the conference. This question was open-ended.</p> <p>The answers focus on inspiration; professional updating; networking; exchange of experiences among peers. Several respondents highlighted a specific session with 'bring and share your best teaching tip/tool'.</p>

To avoid	Topic	Why?
The topics receiving the lowest score	Collaboration with non-media Entrepreneurship training Flow management Audience/reader monitoring	<p><b>Share of respondents answering 'less important' or 'not important', per topic:</b></p> <ul style="list-style-type: none"> <li>• Collaboration with non-media – 61 %</li> <li>• Entrepreneurship training – 49 %</li> <li>• Flow management – 46 %</li> <li>• Audience/reader monitoring – 41 %</li> </ul> <p>(Note: there are different possible explanations as to why so many respondents find them unimportant, one explanation being that they can be out of context for the conference focus or that the terms are poorly understood by the respondents)</p>

#### OPEN QUESTIONS / DISCLAIMERS

The sample group selected for the survey was very well defined: All participants who had attended a biannual conference for teachers of journalism in Nordic countries.

The participating teachers and researchers thus all have an explicit interest in the status and future of their field, given that they had chosen to set aside several days for the discussion and development of journalism teaching. As such, there is a bias in the selection of the sample – but the respondents on the other hand are believed to have a critical and informed opinion regarding the issue about cross-border seminars, allowing them to provide qualified answers to our questions, even with the more narrow focus on 'integrated journalism'.

The geographical bias is similarly obvious, as only academia from Nordic universities and journalism schools are covered.

However, as a total, we believe that the survey provides valid insights and useful suggestions.

#### Recommended resources / tools

##### The Nordic Cooperation Committee of Journalism Teachers:

<http://nordiskjournalistutbildning.org>

(in Swedish/Scandinavian only)

##### The programme for

##### the Nordic Conference for Journalism Teachers 2014:

<http://nordjour2014.yourhost.is>

(in Swedish/Scandinavian and English)

##### The survey results:

<http://somenews.mediajungle.dk/>

(in Danish only)

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