

Exercises: What Spreads Online?

1. Rank these websites by international popularity:

- a. buzzfeed.com _____
- b. nytimes.com _____
- c. rt.com _____
- d. bbc.com _____
- e. aljazeera.com _____
- f. huffingtonpost.com _____

2. Visit either <http://www.huffingtonpost.com> or <http://buzzfeed.com> and review some of their articles: How do the websites and content differ from traditional media?

3. What lessons can be learned? Can their approach be adapted to a traditional media organisation?

-
4. Using Alexa (www.alexacom/topsites/countries) find the most visited websites in your country. Why do you think they are popular? Are most visited news sites using similar tactics to BuzzFeed or Huffington Post? What might these sites do better?

5. In your groups, find as much information about your target audience, such that you could create a plan for reaching out to them:

- a. Who are key influencers on your topic?

- b. Can you determine any common demographics (age, gender, profession, location etc)?

-
- c. Can you determine any psychographics (values, interests, lifestyles, personalities etc)?

- d. What does your target audience do online? What sites do they visit?

- e. What do they do offline? Are there publications you could target? Places to advertise?

- f. Are these influencers accessible on social media? Save their contact information for later!
