

*The Helsingin Sanomat Foundation*

*Final Report*

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*2016-2017*

I studied at the Reuters Institute for the Study of Journalism for the academic year 2016-2017. The year in charming Oxford was one of the best and most instructive years in my life.

Journalist fellows have to conduct a research project as a part of the Reuters Institute's fellowship program. I tried to find out if journalists can get closer to the subject or story by utilising mobile journalism. In the research, I interviewed 11 mobile journalists from the United Kingdom, Ireland, Germany, Italy, Australia, Qatar and the Netherlands.



*You can watch a video of the comparative field experiment by clicking on the photo.*

In February 2017, I organised a comparative field experiment in a shopping centre in Helsinki. The aim was to discover whether a mobile journalist gets more so-called vox pop interviews than a two-person TV crew. The mobile journalist and the two-person TV crew each approached 200 people in two days. People were 59.5 percent more likely to stop and give an interview to the mobile journalist than to the TV crew. When the mobile journalist approached the participants, 33.50% gave an interview, but when the TV crew approached the participants, only 21% gave an interview.

In addition to conducting the research, weeks in Oxford were full of different lectures. Reuters Institute organised three mandatory lectures each week.

In Wednesday mornings journalist fellows told about journalism and society in their home countries. The lectures were very interesting. For example, we learned how journalists' work has changed in Russia, how the Japanese media failed in covering the Fukushima nuclear disaster, what business models the Spanish media has used and how the Cuban media deals with digitalization.

I gave a presentation of the Finns Party, populism in Finland and the Finnish media. The topic couldn't be more actual: the Finns Party's parliamentary group broke down on the previous day.

In Wednesday afternoons, journalists from outside of the Institute gave presentations. We had guests, for example, from the BBC, the Guardian, the Economist, Newsweek, Quartz, BuzzFeed and AJ+. We heard about Panama papers, correspondent's work in Afghanistan and how BuzzFeed, which grew up publishing cat photos and list stories, do now ambitious investigative journalism.

Seminars in Friday evenings dealt with society more broadly. The topics were usually focused on the United Kingdom. For example, former director of BBC radio Helen Boaden,

CEO of New York Times Mark Thompson, former minister David Willets and election expert Jane Green came to talk to us.

In addition to the Institute's internal seminars, we participated in lectures around the University of Oxford. I tried to choose interesting lectures on foreign policy and international relations. Brexit was a hot topic year-round, so I picked up many lectures on Brexit. Lectures on US presidential elections and Russian policy were usually interesting as well.

The year was very eventful in British politics. Political debate heated up in the spring, when the prime minister Theresa May called snap elections. It was fascinating to follow, how the British media covered elections. There is no reason for shame in Finland.

In Autumn, I took part in two language courses in the university's language centre. In the communication skills course we trained to speak English better, and in academic writing course we learnt to write an academic research.

Reuters Institute organised visits to media companies and other destinations. We visited newsrooms of the BBC, CNN, the Financial Times, the Reuters, Al Jazeera and the Guardian. In June, we went to William Shakespeare's home town Stratford-upon-Avon and saw Julius Caesar at the Royal Shakespeare Company.

There were around 20 journalists from all over the world participating the institute's fellowship program. We decided to organise practical workshops, because there was so much talent in the group. In the workshops one of us taught special skills to others. We learnt, for example, basics of data journalism and how to use Snapchat. In two workshops, I trained how to shoot and edit a video with a smartphone.

In April, the group organised a visit to the International Journalism Festival which was held in Perugia, Italy. At the festival, 13 journalist fellows each gave a short presentation about their research projects. I spoke about the mobile journalism research.

In May, I participated the mobile journalism conference MoJoCon, which was held in Galway, Ireland. The Media Industry Research Foundation kindly funded my trip to the conference. It was a great opportunity to do research interviews and to network, because the most talented mobile journalists around the world participated the conference.

However, the most precious aspect of the year were the colleagues who participated the fellowship program. In the group, we had journalists from Finland, Hong Kong, Austria, India, China, Lebanon, England, Russia, South Korea, Japan, Kenya, Poland, Spain, Norway, Palestine, South Africa and Cuba. Our group was very close-knit. Almost every day we spent time outside lectures and libraries as well.

The year in Oxford offered a great possibility to observe my own profession and the Finnish media from further. During the year, I had many ideas that are useful when I'll return to the newsroom. I would like to thank Helsingin Sanomat Foundation for this unique opportunity.