

How Cultural Time Orientation Affects News Readers' Information Practice

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+ News value and newsworthiness



- “News selection and gatekeeping will remain among the most important functions of the news media”
- News and newsworthiness are theoretically distinct
 - “what people*even journalists*think is newsworthy is not necessarily what becomes news”

+ Social media managers & the Fourth Estate



- Act in the public interest
 - Detect or expose crime or serious misdemeanor
 - Protect public health and safety
 - Counter and clarify misleading information
 - Expose the public to varied perspectives
- Maintain the public's trust
 - Provide accurate and **valuable** information
 - Protect sources and properly represent their views
- Financial solvency

+ Social media managers & the Fourth Estate



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+ What makes news valuable



- Online news readers rely on their **experience** to assess source credibility and news value
- **Routine** procedures, **cultural** categories, and **social** positions influence interpretation

+ Cultural influences on news valuation



- Cultural dimensions
 - Hall
 - Hofstede
 - House
 - Kluckhorn & Strodtbeck
 - Schwartz
 - Trompenaars & Hampden-Turner

+ Time or·i·en·ta·tion

tīm ,ôrēən'tāSH(ə)n/ noun

- the measure of a culture's focus on the past, present, or future relative to other cultures

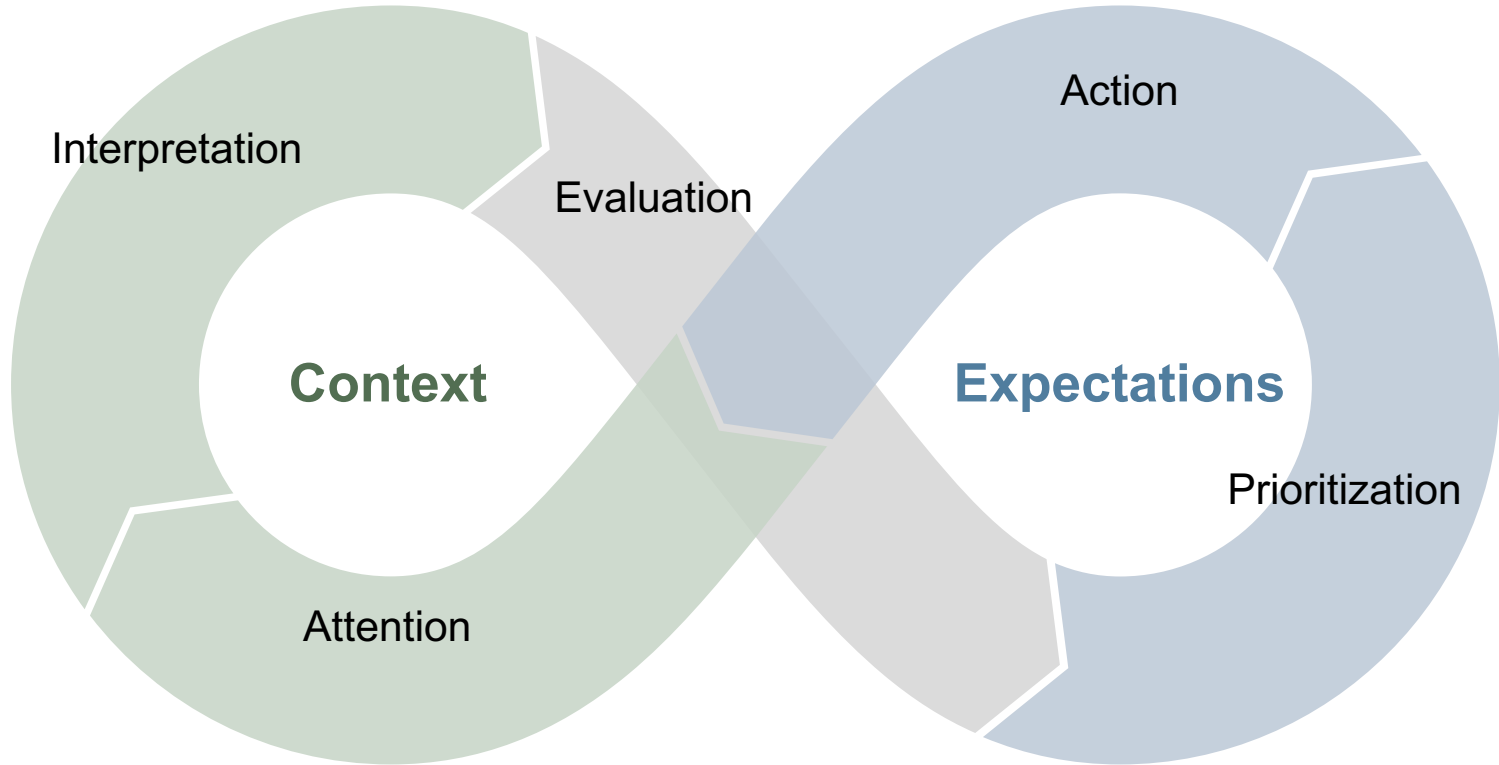


+ Why focus on cultural time orientation?



- News organizations are settings in which time is a defining factor in effective information search, acquisition, and use

+ Stages of information practice



+ Stages of information practice



+ Culturally influenced decision rules govern prioritization of information action



+ Evaluation of news sources

Profile summary

CNN
Breaking News

TWEETS **39.2K** FOLLOWING **114** FOLLOWERS **25.9M** **Following**

CNN Breaking News ✓
@cnbrk

Breaking news from reporters and editors on the CNN Digital news team. Now 25M strong. Check @cnn for all things CNN, breaking and more.
Everywhere · cnn.com

Followed by Syracuse iSchool, Stu Shulman, Syd Sallabanks and 100+ others.

CNN Breaking News @cnbrk · 41m
Obama, Raul Castro meet. First substantive talks of top U.S., Cuban leaders in over 50 years. cnn.it/1ygs5rb pic.twitter.com/s54FhUHQvd

Details

CNN Breaking News @cnbrk · 2h
Shooting that prompted lockdown of U.S. Capitol was a suicide, police spokeswoman says. cnn.it/1aCneS

Details

+ Social media managers



- Upholding the mandate of the Fourth Estate requires understanding the cultural time orientation(s) of the target audience
- Financial solvency is contingent on meeting news readers' selection criteria