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Content marketing unknown by 59 percent

A Norwegian Media Authority report shows that media's embrace of content marketing has blurred the lines between news and advertising.

[Download the report.](#)

Four main findings

1. Unknown term

59 percent have either not heard of content marketing or do not understand what it is. Only 32 percent understand what the term 'content marketing' means.

2. Confusing design

41 percent of Norwegians say they have clicked on what they thought was a news article, but which turned out to be advertising.

3. Can't differentiate

When the participants in the survey were asked to distinguish between news articles and content marketing, 58 percent answered incorrectly on one or more articles. Only 42 percent managed to differentiate between all the articles.

4. Age differences

Those under the age of 24 and over 60 found it most challenging to differentiate between content marketing and news articles. Among those over the age of 80, only 18 percent managed to determine all editorial articles from content marketing advertising.

Increased online violence against women journalists

Women journalists are more exposed to online violence than ever, shows a UNESCO report.

The report is based on surveys in 125 countries and case studies of 2,5 million posts on Facebook and Twitter.

[Download the report.](#)

Five main findings:

1. A worsening crisis

Online violence against women journalists has worsened in the context of the COVID-19 pandemic. Nearly three-quarters (73%) of women journalists have experienced online violence.

2. Serious threats

Threats of physical violence (25%) and sexual violence (18%) were the two most common online threats against women journalists.

3. Online violence moving offline

One-fifth (20%) of survey respondents have been attacked or abused offline in connection with online violence they had experienced. This includes physical attacks and offline abuse and harassment that is seeded online and legal harassment enabled and reinforced by online violence.

4. Self-censoring

When asked 'How does the level of online violence you experience affect your journalism practice and your interaction with sources/audiences?', 30 percent answered that they self-censored on social media. 20 percent described how they withdrew from all online interaction.

5. Social media to blame

Facebook is rated the most dangerous of the top five platforms/apps used, with nearly double the number of respondents rating Facebook 'very unsafe' compared to Twitter. Despite fledgling responsive efforts and stated commitments to enhancing journalists' safety on their platforms, the social media companies are failing to stem online violence against women journalists.

Recommends more ephemeral content

An experiment from Instagram Research and Carnegie Mellon University shows a need for more ephemerality across digital platforms.

[Download the article.](#)

Three main findings

1. Protect users digital legacy

Long-term ephemerality suggests adding an 'expiration date' to content that is currently designed as permanent, for example, content on social media 'Feeds'. Automatic deletion of all social media posts may serve to protect user's digital legacy.

2. Identity exploration

Short-term ephemerality (6-12 hours) limit exposure and supports identity exploration – like attempts to share content different from what people usually share, revealing and trying new parts of their evolving identity.

3. But there are drawbacks...

There are two main arguments against the more widespread use of ephemerality. First of all, data longevity is essential for sustaining knowledge over time and supporting interpersonal communication. Second, ephemerality may strengthen the fear of missing out on content and create a need to log on more often.

The paradoxical consequence of correcting fake news

Researchers from the Massachusetts Institute of Technology have studied how American Twitter users who post false political news reacts when being corrected.

[Download the article.](#)

Three main findings

1. Opposite effect

Being corrected by another user for posting false political news increases subsequent sharing of low quality, partisan, and toxic content.

2. Retweeting others

The effect was observed for retweets and not primary tweets, showing an urge to confirm more widespread support for the narrative in the false political news shared.

3. More partisan slant

Being corrected increased the partisan slant of content retweeted by the user in the 24 hours following the correction. Being corrected also significantly increases the language toxicity of retweets.

Significant age gap in podcast listening

There is a clear difference between the age groups regarding podcast listening in Norway and Sweden.

[Download 'Den store podkastrapporten'](#) (in Norwegian).

[Download 'Årsrapport Poddindex och Poddlyssnande 2020'](#) (in Swedish).

Three main findings:

1. Age gap

The younger you are, the more often you listen to podcasts. There is a significant difference between people under and over the age of 44. In Sweden, 75 percent of podcast listeners are under 44 years.

2. Stagnating growth

Podcast listening is still growing, but the growth has slowed down. The weekly listening in Sweden is now 29 percent (2,5 million swedes) and 31 percent in Norway.

3. Urban phenomenon

Both in Norway and Sweden, podcast listening is mainly an urban phenomenon. In Sweden, 75 percent of podcast listeners live in Stockholm, Malmö, Göteborg or other larger cities.