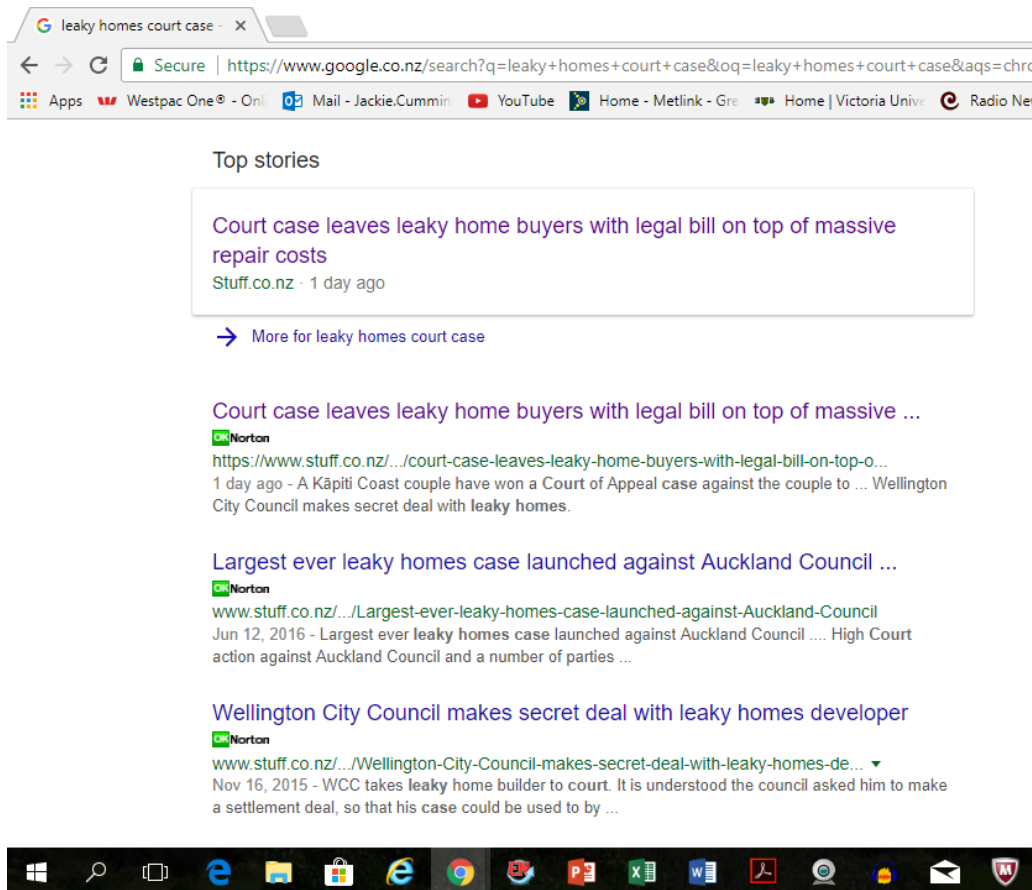


Exercise 1: Answers

1. The online headline goes into more detail than the newspaper headline. The online story is the same text as the newspaper version but uses sub-headings to break up the text. The online version is dated a day before the printed version. The time the story was filed featured at the top of the story, so the viewer immediately knew how fresh the story was. The online version has fewer images than the newspaper version and no video/audio, showing that multimedia does not feature in all online stories. Under the headline READ MORE the online version includes links to related articles. It also has a comments section at the end. Social media badges at the top of the online version give the reader the opportunity to save, share or comment using Facebook, Twitter, Google+ and email. The final badge is a link to the comments under the story, further encouraging readers to interact with the story and each other. The online version, then, focusses on breaking the story and creating interactivity with readers.
2. Terms like “leaky homes” and “court case” would easily have picked up this headline. Indeed, a Google search at the time using these terms produced these results:



The screenshot shows a Google search results page for the query "leaky homes court case". The browser's address bar shows the search URL: <https://www.google.co.nz/search?q=leaky+homes+court+case&oq=leaky+homes+court+case&aqs=chr>. The search results are displayed under the heading "Top stories".

The first result is a story from Stuff.co.nz, dated "1 day ago", with the headline "Court case leaves leaky home buyers with legal bill on top of massive repair costs". Below the headline is a link: [More for leaky homes court case](#).

The second result is also from Stuff.co.nz, dated "1 day ago", with the headline "Court case leaves leaky home buyers with legal bill on top of massive ...". The snippet below the headline reads: "1 day ago - A Kāpiti Coast couple have won a Court of Appeal case against the couple to ... Wellington City Council makes secret deal with leaky homes."

The third result is from Stuff.co.nz, dated "Jun 12, 2016", with the headline "Largest ever leaky homes case launched against Auckland Council ...". The snippet below the headline reads: "Jun 12, 2016 - Largest ever leaky homes case launched against Auckland Council High Court action against Auckland Council and a number of parties ..."

The fourth result is from Stuff.co.nz, dated "Nov 16, 2015", with the headline "Wellington City Council makes secret deal with leaky homes developer". The snippet below the headline reads: "Nov 16, 2015 - WCC takes leaky home builder to court. It is understood the council asked him to make a settlement deal, so that his case could be used to by ..."

Exercise 2: Answer

Online news includes a variety of media, including written words, images, video and links. Breaking news is often advertised along the top of the page. The time the stories were published or updated is given at the top of the articles, emphasising their immediacy.

The audience is encouraged to send in user-generated content with highly visible appeals for photos and video.

Users are encouraged to share the material – for example, the share button at the top right of the videos.

Advertising, including for the news websites themselves, plays a major role on the sites.

There are copy-sharing in place, with, for instance, RNZ and newsroom.co.nz copy appearing on Stuff's site. This helps reduce the cost to the news organisations of providing comprehensive coverage.