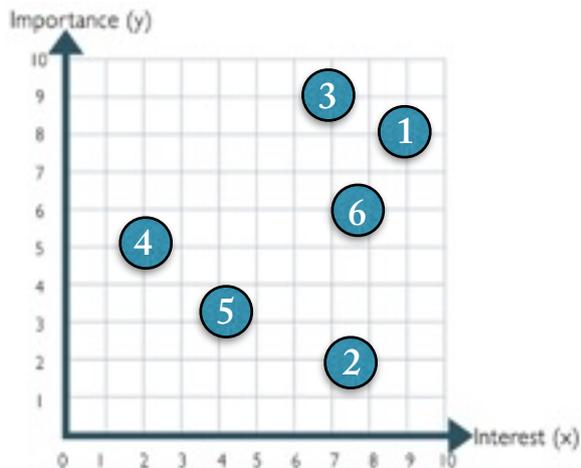
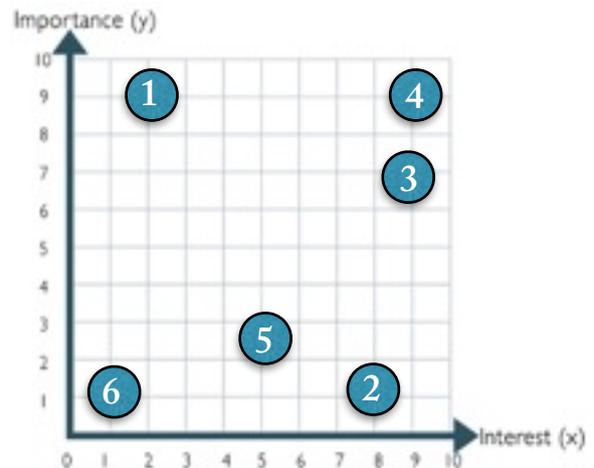


Billy



Audrey



You can see the charts created by our students Billy and Audrey above. The following is the transcript of the discussion they had after the exercise.

Story 1:

The banking regulator in your country announced that it will open consumer protection bureaus nationwide after many investors complained about the aggressive sales techniques in the banking sector.

Billy: So, Audrey, I think for the first item we both agree that it's important probably because it concerns everyone's money. It concerns everyone's finance. But I think it's quite interesting because we all can be investors. That means everyone can relate to this piece of news. So I think it's interesting to everyone in society. That's why I put it quite high up in the interest scale.

Audrey: Right, right. I think I put it sort of a little lower because I think that ordinary people, more often than not, if they're readers they would look at a piece of news that is about, you know, bureaucracy and it's about banking and I'd sort of write it off as boring and they probably wouldn't find it as interesting. I agree that it's very important, just like you, but I just think it's quite difficult for journalists to make it seem interesting, and so for consumers, it usually wouldn't seem interesting.

Story 2:

A famous male actor in your country says he decided to file a lawsuit against his two daughters who are managing his finances. He says they are illegally taking his fortune away from him.

Audrey: So for the second example, I put it down as quite interesting because it involves a famous person, somebody who is a public figure, probably a lot of people know. But I didn't put down as very important. Well, this sort of news, it seems quite a lot more gossipy. It's about the actor's personal life and I'm not sure it really adds very much to our, you know, intellectual capacity as a society about our world.

Billy: I agree and I think that kind of thing, this event itself, the lawsuit, happens all the time. It happens with different families or different people. It's just that this time it happened

in a famous person's family, that's why it makes news. So I would say that the event itself doesn't have much value added to our intellectual capacity or knowledge, it just that because it has a famous name attached to it, that's why it becomes news. So, I would say it's not important but it might be interesting, especially to the fans of that famous person.

Audrey: Yup, very true.

Story 3:

The most popular social media platform in your country unveiled a new “family protection” function in which parents can tie their accounts to their children’s, which gives them the ability to control their children’s privacy settings.

Billy: So Audrey, as for the third item I think we both find it quite interesting and important. For me, I think it's very important because I think it affects the way people use social media because now parents can use this function to monitor their children. So it definitely affects the way how children or especially teenagers who are active internet users, who are also active news consumers, how they use, how they live their life and how they use social media. So I would say it has huge impact on people's lives, that's why I find it very, very important.

Audrey: Yeah, and I think that's also one of the reasons that I put it down in a similar category as also very interesting, because social media is such a huge part of our lives, it's a huge part of parents' and children's lives. So I think it's quite interesting because a lot of the time we think, as young people, as teenagers, we don't really want to associate, sort of like, our parents with our social media because it's like a private space. But now, it's sort of like a news story about parents dominating that field and butting in, so it could be perceived in a lot of different ways and it definitely it will spark a lot of debates. So that's what makes it very interesting.

Story 4:

A motorist rammed his vehicle into a group of people waiting in line at a food stand in your community, injuring at least three.

Audrey: So for the fourth story, I think it's very important and I think it's a very interesting event as well, so I scored it quite high. I think it's because the the emotional sort of attachment that people might feel to this kind of story is quite strong, it's got a high, I would say, like emotional value. People reading this, if it's happened in your community it could be a food stand that you have visited, it could be people injured that you know, so it's definitely something I think most readers in that community, for certain, would be interested in. And also, it's a story that, because people were injured and hurt, these sorts of stories, I think people empathize with more and that's why I think I scored it quite high.

Billy: I do agree that it's important as well as interesting. But I don't really agree to the extent or magnitude that you said. Because I think this kind of story is, is quite, it happens quite frequently. Traffic accidents or car accidents happen quite frequently every year. And it's not, it's nothing new or unusual to news consumers and it's not a natural disaster with huge death tolls. So I would say, although it happened in my community, I will still say it's not unusual, the fact that it's not unusual, makes it not as interesting or important. It would just come as any other car accident to news consumers.

Story 5:

A tennis player from your country lost in the fourth round match at Wimbledon. You may not be interested in tennis personally, of course, but you should also think about whether other people, especially your news audience, would be interested or not.

Billy: So as for item five, it's about sport. And I put it quite high up in the scale. I do think it's moderately interesting and important. Because I think sport is not just about competition. It's also about the nationalistic value it has. Because it unites people in the same country, especially when it come to some star player or some star sports person, they have the hopes of the entire country. And let's say one important star player lost in Wimbledon, which is the biggest game in tennis, in the world. And it would be huge news, especially to sports fans or even to people of that country. So the nationalistic value that sports had, can make this piece of news very, very big in the country.

Audrey: That is a really good point. Definitely, sport plays a huge part in your country and uniting people. But I think that for this particular story, I'm not very familiar with tennis, but to me it seems like the person losing the fourth round, whatever that round is, it's not like the final. If it was the final then probably you'd put it as your front page story. So I thought that it wasn't that important. And in relation to the other stories, in terms of like, the banking story and the people getting injured story, I think it's less important. It is mildly interesting, I agree. But maybe that also just my own bias because I'm not interested in tennis.

Story 6:

A group of medical scientists in your country just published an academic paper that indicates there is no health benefit to drinking orange juice in the morning.

Audrey: So for the sixth story, the medical students, I put it down as not interesting and not important. I put it way down. I think it's, I can understand how it can have some interest in terms with the fact that the scientists are from your country, but the health benefits of orange juice? I just don't think that that is really relevant to a lot of people when they drink orange juice. I don't think a lot of people pick orange juice thinking, "Yeah, I'm going to drink it because there's so many health benefits to it." I think, maybe if they said, "The health benefits of drinking freshly-squeezed orange juice, there's none", then yeah, I could understand how that would be mildly interesting. But otherwise, I don't think it is. And I don't think it really is going to affect a lot of people's lives. And it's not going, it's not something that's also going to change people's habits, because it's not telling them that it's unhealthy.

Billy: I understand your perspective. I understand maybe in general people think it's not so important or so impactful. But to me, I will have a very subjective answer in this one. I think it's quite important and interesting. At least to me, because I drink orange juice every day. I do care about my diet, I pay attention to my diet and what I eat everyday. And I think orange juice is, to me, at least I still think it's very healthy. That's why I drink it. So, after this report, I will have a second thought about my diet and maybe make changes to my diet and my drinking habit. So I will say it's important to me subjectively. And it's also interesting because it's something so counter-intuitive. It's something contrary to my belief. So I will say it's interesting as well.