

The 12 Principles of New Media

Principle #1: The economics of your time

Conversation video transcript

Subject: Attention

GARY A. BOLLES
MICROCAST

It's more the economics of attention because I don't know that the average person puts their consumption of new media in the context of their time as much as they do in the context of what they're doing at this particular moment.

SAMANTHA MUCHMORE
DRAFTFCB

As the communication hits at a critical time, how do you make sure that that is a thing of utility, a thing of benefit at that point in time of the media cross section, and everything that's going on in their lives.

SAMANTHA MUCHMORE
You think about cooking for example, it's important to think about not necessarily that point when the mom or whoever is preparing the food is in utter chaos and trying to whip something together. You have to figure out a time when she is thinking about the meals she wants to work on and she's developing her grocery list and at a point when she might be open to receiving that message rather than hitting at 6 o'clock dinner time cause that's not necessarily something that's going to be useful. So utility is the key thing.

CHRIS PETERSON
CHAUTAUQUA COMMUNICATIONS

As time goes on you learn more and more if you measure the response that more and more you have to cut to the chase of really what it is you got and what it is you're offering. So the notion of teasing people into anything is dead. The notion of trying to be clever to engage someone first and then say something to them is dead.

Subject: The people filter

CHRIS HEUER
SOCIAL MEDIA CLUB

Personally, I actually don't have enough time to use an RSS reader. Because there's too much information out there. And I know too many people who I would love to read regularly. So I rely on my human filter. The people I meet at parties and through events and who I interact with on a daily basis.

CHRIS SHIPLEY
GUIDEWIRE GROUP

I have a bias but I still think editors are the best technology here...But we become our own editors.

BRIAN POWLEY
ICROSSING

I'll try to get through the Economist, that's one of my favorite reads. And then I rely on people. I rely on friends who I trust and admire and like to keep me abreast of what are the key things.

GREG STERLING
STERLING MARKET INTELLIGENCE

I'm a blogger among other things and so some people rely on me to sort of distill and digest news that's relevant in certain segments and I in turn rely on other people who have expertise in particular areas.

CHRIS SHIPLEY

Create your filters so that you're able to manage this onslaught of information. And that I think means trusted sources. Where do you go? Who do you trust? How do you optimize your time in order to get the gist of the messages you need.

COLETTE VOGELE
VOGELE LAW

But I think that managing all of that content is probably one of the biggest struggles that we're facing as people and users of this stuff going forward. So all of the tools and the brands of people who will select that information for you is really important I think coming down the line.

Subject: Importance of serendipity

CHRIS PETERSON

Now I find myself looking at the newspapers a lot less, spending more time online. But not just more time online, but more time looking specifically for the things I want to look for. Now I'm trying to balance that with what I see as the value of serendipity. Because I think if you only allow yourself to become self directed. If you only look for the things you want to look for you miss a whole world of information and entertainment that you would never otherwise come across.

I think that's kind of the big danger of media consumption, becoming too narrow in what you think you need and opening up to what might be relevant to you and you didn't even know in the first place.

GARY A. BOLLES

Everybody's got different metrics. Everybody's got different style for how they use the time. And for some, the whole issue of serendipity and being able to be exposed to a bunch of new ideas and new entertainment and new people is a huge part of what they do and for others everything is focused on work and you want to be as efficient as possible at work.

CHRIS PETERSON

So what I loved about the newspaper was I would see things that I would never see otherwise. I would find it fascinating and learn things. Whereas if you're purely self directed and you're only seeing things you look for that's kind of a very narrow way of seeing the world.

COLETTE VOGELE

But there are times I'm like oh, how did I end up over on this page. You know 15 minutes later. (laughs) But usually it's because something has really intrigued me and I find it valuable for my work or something that interests me personally.