OUTDOOR ACTIVITY

**Introduction**

The last years, traditional media ecosystem has been disrupted from the evolution of Internet. The flow of information has changed from a top-down model to a multi-direction, interactive model which has been enabled from the characteristics of Web 2.0. One of the most important changes was that the news content nowadays is not only created from professional news writers. Each one of us has its own platform and voice, being able to produce content that can be read from a wide audience and can be spread all over the world. Journalists are not anymore gatekeepers of news content. Gates have opened and citizens can now also play in this game.

**INFORMATION FLOW IN WEB 2.0 ERA**

Social media platform Group 1

Group 4

Social media platform

Group 2

Traditional media

Zone

Social media platform

Group 4

Social media platform

Group 3

STEP 1:

The trainer draws in the board a big circle, which symbolizes the traditional media[[1]](#footnote-1) zone. Asks the participants about their opinion: How the media landscape has changed during the last years? Who decides now what is newsworthy?

As the discussion evolves, the trainers draws the platforms that are mentioned in the board. Eventually something that looks like a board game is being painted.

STEP 2:

After a short brain exercise, an outdoor activity follows. The trainer explains the rules, diving the group in four teams of different color.

Each team has a safe zone, which represent a social media platform. There they can use their voice to write a story, or reframe the news according to their perception. This zone is distinctively painted in the ground. Four big circles/platforms are drawned in the ground, each one of them in another corner of the field.

In the middle of the field there is a big circle which symbolizes the traditional media zone. There all news information used to be stocked before the Web Era. The traditional media zone is guarded from Gatekeepers (Journalists). The citizens are called to get into the circle and take the info back home, to their zones. There is a basket that contains information with different colors.

Once they entered in the circle the Gatekeepers cannot touch them. But when they leave the circle, they must run to go back to your safe place. The gatekeepers are chasing them. If they touch them, while you go in or out of the big circle, they lose their information.

The first team that will collect all the information that is related to their color wins. Then they used the pieces of information to write the story in their own way.

Note: The citizens can also copy paste information from other platforms. That means that they can get into the other platforms/circles and steal info of the other teams.

1. Television, Radio, Press [↑](#footnote-ref-1)