

AHRC/BBC Knowledge Exchange

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Arts & Humanities
Research Council

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User Generated Content: Understanding its Impact Upon Contributors, Non- Contributors and the BBC



original research questions

what is UGC in the context of the BBC?

what do BBC journalists think about UGC?

how does UGC get used across the BBC?

who submits UGC and why?

why don't people submit UGC?

what do audiences think about UGC?



six research methods

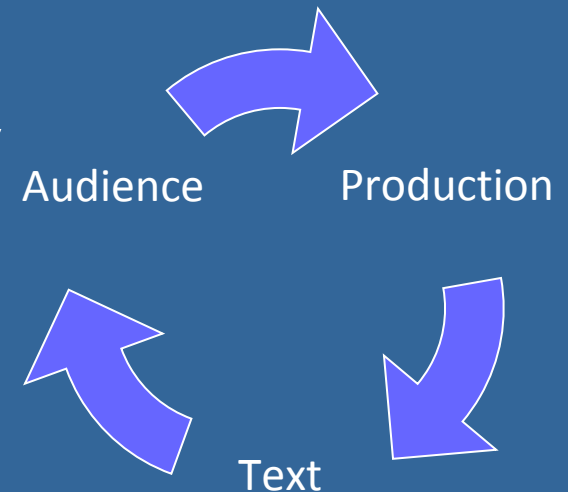
newsroom observations & interviews
interviews with senior managers

content analysis

nationally representative survey

online survey on bbc.co.uk

focus groups



Main Findings

1. 5 main types of UGC and they are playing different roles
2. Small, select group of people contribute
3. Quality of the 'calls to action' significantly impacts what BBC receives
4. Myth that UGC is a 'cheap filler'

5. Audiences want to see UGC have impact
6. Audiences think the BBC knows everything and wouldn't be interested
7. Audiences struggle to know how to contact the BBC
8. Don't want to associate themselves with the types of people who submit UGC

Initiating the Partnership

Call for Proposals
Contact with the BBC
Proposal Process



Establishing the Partnership

Trust

Working Patterns

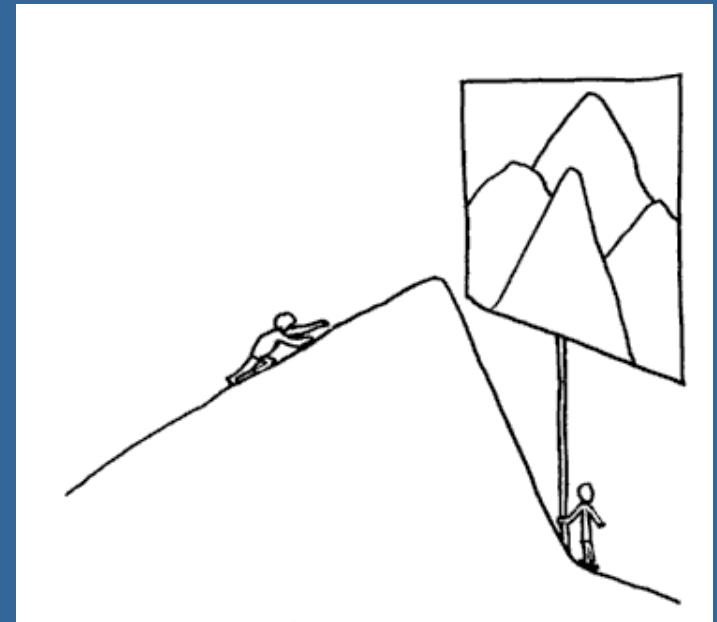
Mutual motivation



Challenges along the way

Access

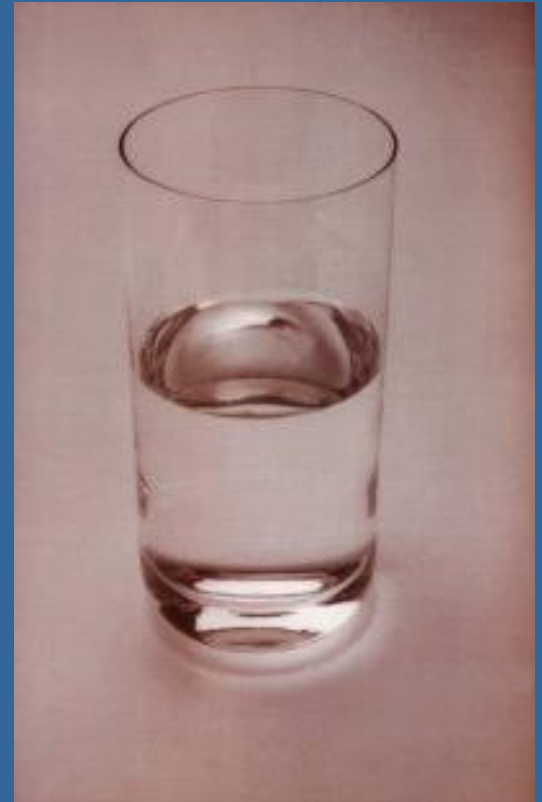
Dissemination



Expectations vs Reality

Different challenges than expected

Very positive outcomes



Benefits

6 month secondment
Significant impact at BBC
Ofcom?

Requests for presentations
Implication on supervision
Implication on teaching
Paper Award



Conclusions

Pilot initiative

Lessons to be learned:

stakeholder buy-in

application process re-think?

IP arrangements

Publication arrangements

But overall this was a
real success

