

Investigative Research on the Net - Part One

Duration: 1 day

Description:

The Investigative Research on the Net courses unmask the hidden aspects of the Internet, enabling staff to get more from the Internet than they ever dreamed possible. Part 1 concentrates on information research. It takes delegates beyond simple Googling, introducing a wide variety of online sources, research techniques and technical tools. It also equips researchers to spot and avoid the various hazards and pitfalls of Internet research.

Who it's for:

Journalists, researchers, programme makers and anyone whose role involves professional use of the Net for research purposes.

Aims:

To teach researchers good practice and how to overcome the various pitfalls of the net. The course enables delegates to learn advanced search techniques, make an informed choice of search engine, evaluate websites and their provenance.

Outline:

- Alternative research resources - harness the power of weblogs; streaming media; newsgroups; chat rooms; peer to peer; message boards; specialist directories
- Under the bonnet - how the Internet works explained in plain, simple language.
- Identify the pitfalls - many factors can undermine research. Information could be out of date, poorly researched or driven by unseen agendas. Some sites are outright hoaxes. This part of the course highlights the dangers and shows how to overcome them.
- The science of searching - using the best technique and the appropriate search engine for each research task.
- Showing Google who's boss! How clever keyword selection, correct syntax and cunning lateral thinking can produce amazing search results.
- Advanced research - the specialist tools that hide beyond the search engine's front page.
- Provenance - methods for identifying the owners of websites and evaluating sites.

Prerequisites:

Attendees should be familiar with the World Wide Web and be able to conduct basic searches.

Investigative Research on the Net - Part Two

Duration: 1 day

Description:

The Investigative Research on the Net courses unmask the hidden aspects of the Internet, enabling staff to get more from the Internet than they ever dreamed possible. Part 2 explores how clever use of online technology can help investigate people and organisations. Delegates will learn how to exploit online communities, dig behind the scenes of a website and go undercover online without being detected. Plus techniques for evaluating the reliability of websites.

Who it's for:

Journalists, researchers, programme makers and anyone whose role involves finding people or serious investigative / covert research.

Outline:

- Provenance and beyond - reveal the owners of amateur websites; access a professional website's domain name registration; uncover the different sites owned by an organisation or individual; access web archives and historical domain registration details
- Detective work - combine information gleaned from various technologies to help trace people, uncover hidden information and build up a dossier on an investigation. This part of the course uses genuine research examples to illustrate investigative techniques
- Ethics and online espionage - use hidden technology to locate individuals via email; stay undercover during covert investigations; discover tools that extract hidden images stored on web servers; ensure compliance with BBC guidelines relating to undercover and obscene material research
- Using online communities - best practice and effective use of message boards. Find guests, experts, opinions and informally disseminated information

Prerequisites:

Attendees should be comfortable with online research and ideally will have attended part one of this course.

Training Modules	Timing	Reporters			Editors			Producers		
		Day 1 Essential	Month 1 Required	Months 1-3 Useful	Day 1 Essential	Month 1 Required	Months 1-3 Useful	Day 1 Essential	Month 1 Required	Months 1-3 Useful

Module 1: DTI - For Reporters and Editors

1 Day	X				X					
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Introductory presentation to show broadly how the system works, taking us from reporter opening and creating story file, through to design and final production. Aim of presentation is to highlight best practice workflow, why certain protocols are vital/important, and to bring all participants (who will include reporters, commissioners and producers) to a basic level of understanding, breaking down silo mentality of people only understanding what is immediately relevant to their part of the production process. The main part of this session focuses on the functionality within inCopy, specifically for Reporters and Editors

Module 1: DTI - For Producers [including Advanced newspaper design]

2.5 Days								X		
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Introductory presentation to show broadly how the system works, taking us from reporter opening and creating story file, through to design and final production. Aim of presentation is to highlight best practice workflow, why certain protocols are vital/important, and to bring all participants (who will include reporters, commissioners and producers) to a basic level of understanding, breaking down silo mentality of people only understanding what is immediately relevant to their part of the production process. The main part of this session focuses on the functionality within inDesign, specifically for Producers, including key skills required to produce basic layouts from a design perspective.

Module 2: Media Mogul
[Presenters: Sarah Colthorpe & Hinesh Patel]

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A one-hour overview of Media Mogul that includes a demonstration of how to log in and search for pictures in both the library and the desk, and how pictures are sent to DTI. It should answer the following questions:
 What is Media Mogul Dam versus Media Mogul Picture Desk?
 Why is it called Picdar in drop down menu?
 How do pictures end up in the library?
 How do I find pictures in the library?
 Do we own the pictures in the library? Why do some have pound signs beside them?
 Top tips for searching
 Searching for wire pics
 Where else do we get pictures from?
 How pics get from media Mogul into DTI.

Module 3: Internet as a user
[Presenters: Ian Douglas & Emma Henry]

2 HOURS										
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A presentation on how to get the most out of your internet browser and our own website. The presentation should focus on explaining the messages that appear on our screens, demystifying language and finding your way around. It should cover such things as:
 Why am I being invited to download Flash? And should I? And how do I?
 Why can't I see the World Cup map?
 What exactly are pop-ups and do I want to block them?
 Can I have iTunes on my computer?
 Why some things play in media player and others play in browser.
 A Cook's tour of our website
 What does xml mean, and what is it? What is a URL?
 How do I save favourites, organise favourites?

Module 4: Introduction to MS Office
[Presenter: Hester]

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An overview of Word, Excel and PowerPoint and how they might be used relevantly for the roles involved with the pilot. For example Editors might not use the numeric elements for Excel, but could be using it for planning roais, project planning etc. Similarly, basic PowerPoint might be useful to help demonstrate or visualise ideas that need to be shared with colleagues etc. The templates available on the Microsoft site should be 'showcased' and used as examples of what is available to help, rather than starting from scratch. The emphasis here should be very much on basic understandings, followed up with some practical assignments/suggestions that allow users to explore the programmes for themselves, and identify how/when they might be useful to themselves.

Module 5: Advanced Guide to the Internet
[Presenters: Ian Douglas & Emma Henry]

2 HOURS										
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This module would aim to stimulate the user to go and explore the web and develop their own selection of favourites and reference sites. It should outline some suggested 'Great sites to visit' and include areas like blogging sites, aggregators and RSS feeds. For active users this session should allow plenty of feedback into the group with recommendations etc and for less frequent 'surfers' this is the chance to demystify the web and really understand what is available. An output from the session should be a group 'library' of recommended sites and some initial blogging activity for the new test site.

Module 6: Use of the Pilot web site
[Presenters: Ian Douglas & Emma Henry]

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An overview of the mechanics of the Pilot site, explaining how to upload a basic story with pictures. What makes good copy online and any basic text styling requirements that people need to be aware of. This module should also include any essential housekeeping points that people need to be aware of - best practice should start here. This module should also highlight the importance of cross media signposting to ensure that a newspaper based story can potentially be enhanced (e.g. more background, greater detail, more pictures etc) online, or indeed what starts as an online story can also point towards the following day's newspaper for comment and analysis by named Leader writers or experts

Module 6a: Detailed use of Pilot web site
[Presenters: Ian Douglas & Emma Henry]

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More detailed look at the admin site, showing in detail the upload options and most importantly, spending time actually using the site.

For Distribution to CPs

Example exercises to be included here to ensure full knowledge of the site and the admin functionality.

