Alternative Media at UBC

AN OVERVIEW OF /R/UBC, UBC CONFESSIONS AND THE TALON
The Ubyssey

- Traditional Student Newspaper at UBC (Vancouver Campus)
- Run by non-profit organization: The Ubyssey Publications Society
- Editorial Independence
  - Business side and AMS not able to pressure the Ubyssey editorial board
  - Independent student fee (that you can opt out of)
- Best known outside of UBC; considered most credible
- Editor-curated content, volunteer-contributed content
/r/UBC

- UBC Community on reddit.com
- ~12k subscribers
- Community-curated content, user-contributed content
- Dynamic content
  - Constant new content
<table>
<thead>
<tr>
<th>Number</th>
<th>Post Title</th>
<th>Author</th>
<th>Submission Date</th>
<th>Comments</th>
<th>Shares</th>
<th>Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I've decided to leave UBC.</td>
<td>[unistd]</td>
<td>10 months ago</td>
<td>1</td>
<td>3</td>
<td>share</td>
</tr>
<tr>
<td>2</td>
<td>thunderbird logo without eyebrows</td>
<td>(imgur.com)</td>
<td>4 months ago</td>
<td>1</td>
<td>2</td>
<td>report</td>
</tr>
<tr>
<td>3</td>
<td>I hired two interpretive dancers to express my opinions about the AMS.</td>
<td>(dramatic.com)</td>
<td>1 month ago</td>
<td>0</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>[Humour] Sauder Starterpack</td>
<td>(imgur.com)</td>
<td>10 months ago</td>
<td>1</td>
<td>1</td>
<td>share</td>
</tr>
<tr>
<td>5</td>
<td>leaving campus like...</td>
<td>(makubi)</td>
<td>1 month ago</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I heard you guys wanted some high quality memes.</td>
<td>(gfys.com)</td>
<td>1 month ago</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Good on you, Spencer Latu.</td>
<td>(imgur.com)</td>
<td>1 month ago</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>A haiku about UBC</td>
<td>[unistd]</td>
<td>1 month ago</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>UBC Counselling IRL</td>
<td>[unistd]</td>
<td>15 days ago</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
We’re kinda relevant.
/r/UBC Highlights

• Ask-Me-Anything Sessions with:
  • UBC President Santa Ono
  • AMS President Alan Ehrenholz
  • Math Undergraduate Chair Mark T. Maclean
• Relevant Links / News / Discussion
• Memes, sometimes
• Insightful Questions

Title: Literally just posted a picture of a single rollerblade
UBC Confessions

- Best known amongst UBC students
  - Significant student engagement
- Curated media source, user-contributed content
- Neutral administrators that are open to dialogue
The Talon

• Social justice media outlet at UBC
• Editor-curated content, volunteer-contributed content
• Organized as a collective (collaborative structure)
• Focus on climate change, environmental justice, etc. among others
Other Sources

- Her Campus
- Spoon University
- UBC Class of 20xx Facebook Groups
- CiTR Radio
- CiTR Discorder
- Undergraduate Society Publications
# Statistics (Sept-Oct 2017)

<table>
<thead>
<tr>
<th>Media Source</th>
<th>Unique Visitors</th>
<th>Pageviews</th>
<th>Copy Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBC Confessions</td>
<td>~606k / 28 days *</td>
<td>~136k / month</td>
<td>online</td>
</tr>
<tr>
<td>/r/UBC</td>
<td>~130k / month**</td>
<td>~1.3 million / month</td>
<td>online</td>
</tr>
<tr>
<td>Ubyssey</td>
<td>~115k / month</td>
<td>~668k / month</td>
<td>~ 8,000 / month</td>
</tr>
<tr>
<td>CiTR Discorder</td>
<td>~14k / month***</td>
<td>no data</td>
<td>~ 8,000 / month</td>
</tr>
<tr>
<td>The Talon</td>
<td>no data</td>
<td>no data</td>
<td>online</td>
</tr>
<tr>
<td>Her Campus</td>
<td>no data</td>
<td>no data</td>
<td>online</td>
</tr>
<tr>
<td>Spoon University</td>
<td>no data</td>
<td>no data</td>
<td>online</td>
</tr>
</tbody>
</table>

* Includes unique accounts that saw the post on their news feeds, etc.
** Includes a 25k+ addition to unique visitors to account for third-party mobile clients
*** Includes copy distribution
Census (/r/UBC)

- /r/UBC recently conducted a census to determine the demographics of its community
86% of /r/UBC community members are current students.
Most /r/UBC students are in Arts, Science or Applied Science.
<table>
<thead>
<tr>
<th>Year Standing</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Year</td>
<td>182 (26%)</td>
</tr>
<tr>
<td>3rd Year</td>
<td>155 (22%)</td>
</tr>
<tr>
<td>1st Year</td>
<td>114 (16%)</td>
</tr>
<tr>
<td>4th Year</td>
<td>112 (16%)</td>
</tr>
<tr>
<td>Graduated from UBC</td>
<td>51 (7%)</td>
</tr>
</tbody>
</table>

Significant representation from each year standing.
<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>244</td>
<td>34%</td>
</tr>
<tr>
<td>A few times per week</td>
<td>242</td>
<td>33%</td>
</tr>
<tr>
<td>More than once per day</td>
<td>136</td>
<td>19%</td>
</tr>
<tr>
<td>A few times per month</td>
<td>82</td>
<td>11%</td>
</tr>
<tr>
<td>Less than once per month</td>
<td>24</td>
<td>3%</td>
</tr>
</tbody>
</table>

/r/UBC Community Members are heavily engaged.
The /r/UBC community is deeply split over their favourite Taylor Swift songs.
Have alternative media replaced the Ubyssey?
No, they haven’t.

- The Ubyssey focuses on factual reporting and well-defined opinions
- The Ubyssey has far more access to news-worthy events
- The Ubyssey gathers content from alternative media, and vice versa
- The Ubyssey has a lot more money and a lot more credibility
- Alternative media sources don’t have the same goals as a traditional newspaper
Why is alternative media relevant?

• Substantially far more engaging to students and the broader community-at-large

• Significant reach, and more accessible platforms for students to hear about current events and express opinions
  • UBC Confessions & /r/UBC provide open platforms for students to reflect on their student experience
  • The Talon focuses on providing a platform for social justice commentary at UBC
How is this relevant to the AMS?
Student Engagement

- Advertise events on /r/UBC
  - /r/UBC has a massive reach and audience, and offers that platform for free advertisements
- Create a permanent presence on /r/UBC to reach out to UBC students, especially first-years
- Host an AMA (Ask Me Anything/QA Session) to directly engage with students
- Identify pertinent feedback on /r/UBC and UBC Confessions
Student Politics

• /r/UBC and UBC Confessions both have a tremendous impact on AMS and other student elections at UBC
• /r/UBC forms a critical voting bloc/r/UBC and UBC Confessions is monitored by various organizations, incl. UBC, AMS and the Ubyssey
• The Talon can give endorsements for candidates
• Reach quorum; re: referendums
• In Short: CAMPAIGN ON /r/UBC
Thank you!

PRESENTATION MADE POSSIBLE BY THE SUPPORT OF UBC CONFESSIONS ADMINs:
• VANILLA LATTE ADMIN
• POUTINE ADMIN
• CURRY ADMIN
• PEACH ADMIN
• PINEAPPLE ADMIN