Tallinn University

Institute of Informatics

YOUTH MEDIA USE. THE CASE OF NOORTE HÄÄL PORTAL

Master's thesis

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Author's declaration

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The thesis was completed under the supervision of Hans Põldoja on 3rd of May, 2011.

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(date)   (author)

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Introduction

This thesis concentrates on the fast progress of online-media. Since Web 2.0 (O'Reilly, 2005) onslaught, there are many speculations that newspapers are fading away on paper and becoming more and more online (Kamiya, 2009). The economical recession forces to act. Recession affects the sale and sale is dramatically important for staying alive. Both, disappearance of advertisements and the attack of new possibilities have boosted the change process: if and who starts to ask money and for how long?

Today the biggest news websites in Estonia have started to ask money for selected articles. For example Eesti Ekspress[1], Õhtuleht[2] and Postimees[3] are offering some stories for a fee, while Delfi[4] has took the position to observe if this trend becomes rewarding or not.

Online-media is affected by many Web 2.0 factors: blogs, microblogs, homepages, forums, social networks — these factors are a big risk for online-media because they can compete in speed. New technologies and laws are in continuous changing. The criteria for the online-media are in the stage of creation and formation. Online-journalism is fighting with so called click machine image.

Still, the most important thing, irrespective of all factors, is the information, because information is the capital of all. As Rupert Murdoch says the success will still depend on the bond of trust between readers and content (Murdoch, 2009). Information and being informed will be the most important part of the online edition. Irrespective of all channels, news will always dictate the day of journalism.

Online-journalism has many advantages: bomb-news, links to trustworthy sources, archives, interactivity, photo and video plus the opportunity to use the web whenever there is a need for it. Over 60 years, the newspapers have again the chance to deliver bombshells, and all because of the paper's web editions. Information gathers to the place where there is enough information. The good publication gives the answers to questions that nobody knows to ask.

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[1]Eesti Ekspress. http://www.ekspress.ee

[2]Õhtuleht. http://www.ohtuleht.ee

[3]Postimees. http://www.postimees.ee

[4]Delfi. http://www.delfi.ee

During past 13 years online-news portal Delfi has become from small Internet portal to the main mass medium in Estonia. As Delfi is also leading Internet media company in Baltics, it has larger audience than biggest dailies in Baltics. There are more than 2,5 million users of Delfi in Baltics while whole population of region is 8 million.

In Estonia Delfi has ca 800 000 unique visitors in a week and it is operating 13 different web environments: news portals in local language (Delfi) and in Russian language (RusDelfi[5]); entertainment portals (Publik[6] and Weekend[7]), science and technology portal (Forte[8]), women's portal (Naistekas[9]), video portal (Delfi TV[10]), economy portal (Majandus[11]), portal for sports news (Sport[12]), local news (Eesti Elu[13]), portal for user generated content (Rahva Hääl[14]), children's portal (Täheke[15]) and youth portal (Noorte Hääl[16]).

Delfi's purpose is to maintain and increase its position on the market. Today the biggest shortage of different target groups are young people between 13–18 years. In 2008 Delfi launched youth portal Kuut.ee which didn't succeed. One of the reasons why the website failed, was the insufficient groundwork. There was very little done to find out the user needs of young people. In half a year the site was closed. Young people spent their time in formerly leading youth portals, mainly social networks Orkut.com[17] and Rate.ee[18].

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[5] Rus Delfi. http://rus.delfi.ee

[6] Publik. http://publik.delfi.ee

[7] Weekend. http://www.weekend.ee

[8] Forte. http://forte.delfi.ee

[9] Naistekas. http://naistekas.delfi.ee

[10] Delfi TV. http://tv.delfi.ee

[11] Majandus. http://majandus.delfi.ee

[12] Sport. http://sport.delfi.ee

[13] Eesti Elu. http://eestielu.delfi.ee

[14] Rahva Hääl. http://rahvahaal.delfi.ee

[15] Täheke. http://taheke.delfi.ee

[16] Noorte Hääl. http://noortehaal.delfi.ee

[17] Orkut. http://www.orkut.com

[18] Rate.ee. http://www.rate.ee

In September 2010 Delfi launched new youth portal Noorte Hääl. It was decided that the editors should also belong to the same target group and 3-4 teenagers started to manage the site. Since then the website has got approximately 40 000 unique visitors in a week. First 3–4 months the website concentrated on school violence, which was too serious topic for an online portal. Young people want in their spare time more entertainment and useful information.

I have worked in online-media for seven years and as Delfi's biggest problem is to get younger people on the site, then this is the main problem of my thesis. Teenagers are opened for different (technical) innovatory outputs, but it is hard to predict what interests them besides game environments and social networking. My goal is to find out what kind of changes there should be made that the site would be interesting for the target group.

I'd like to find out the functions and topics that young people look from Noorte Hääl, the website that wants to have him or her as a daily user. Thereby the purpose is not to develop another social network or games site. As a result I hope to change and complement Noorte Hääl in a way that fits in Delfi's portfolio.

The goal of this master's thesis is to find out how Noorte Hääl portal could be improved to meet the needs of its target group. This thesis has the following sub-goals:

- To give an overview of related studies about youth media and Internet use.
- To do a competitive analysis of online youth portals in Estonia and in abroad.
- To analyze the use of Noorte Hääl portal based on visitor analytics.
- To organize focus group interviews with young people to find out their needs and receive feedback to the scenarios.

This thesis is divided into six chapters. In the first chapter an overview of related studies about youth media and Internet use and the background of Noorte Hääl portal has been described. The second chapter describes the methodology of this paper and third chapter concentrates on similar youth websites from Estonia and aboard. In the fourth chapter the statistics of Noorte Hääl and its best and worse parts has been analyzed. The fifth chapter rejects the outcome of focus group interviews and in the sixth chapter the suggestions have been given. Length of the thesis is 55 pages, the thesis contains 17 figures, 4 tables and 3 appendixes. 22 sources of literature is included in the list of references. Web sites mentioned in the text are references in footnotes.

Keywords: online media, youth media use, focus groups, scenario-based design, personas

1 Background and related works

1.1 Previous youth portals of Delfi

In 2008 Delfi launched youth portal Kuut.ee (see Figure 1) which was a predecessor of Delfi Noortekas. Hopes on the website were high, because the environment's setup was similar to popular social networking sites Orkut, Facebook[19] and MySpace[20]. But the difference between those three sites was that the user could replace different features and change the layout and colors.

Users were attracted in the project right from the start to choose the name for the portal which was meant for people in age 10–24. Kuut.ee should have been the site which had the feature that enabled to make as many personal options as wanted - registered users could create their own pages, determine their functions and share videos, music, pictures and text.

Website's purpose was to create a social network that enabled three actions: communicate in different ways (groups, forums, posts, letters and comments); share texts, pictures, videos and music; create a page and choose different content in there (own creation, Delfi's content, favorite links, news, games, etc).

This is a good example of the project that didn't succeed because no people from the target group were involved to the work process. One of the reasons why the website failed, was the insufficient groundwork. There were no personas, scenarios, user stories or design sessions made. In half a year the site was closed. Young people spent their time in formerly leading youth portals, mainly social networks Orkut.com and Rate.ee.

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[19] Facebook. http://www.facebook.com
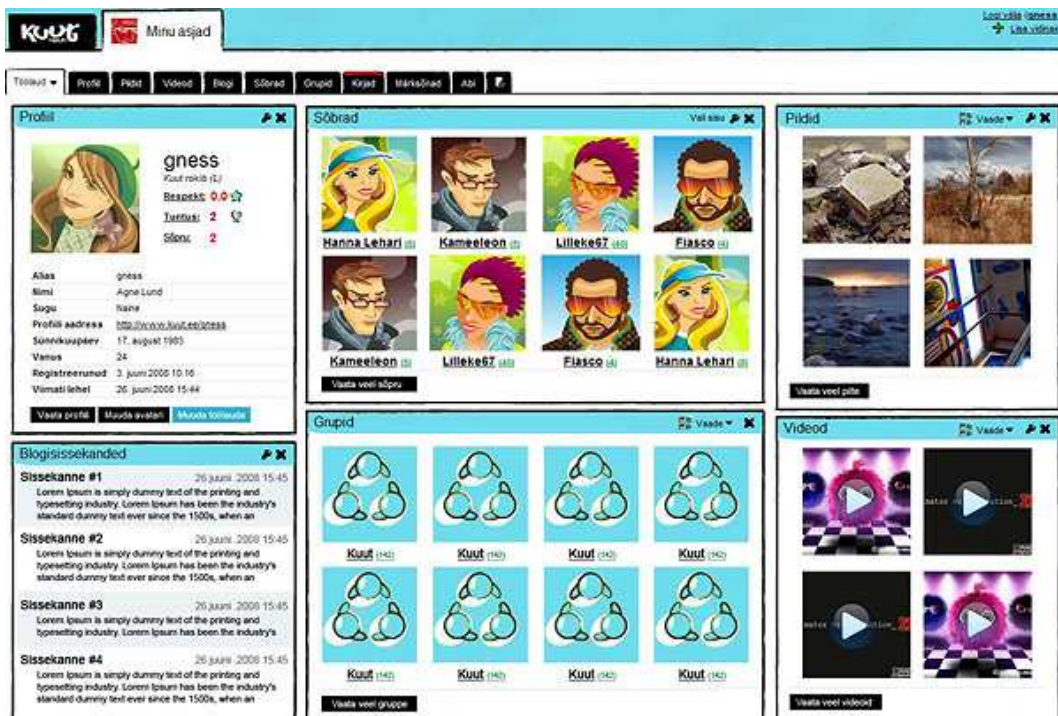
[20] MySpace. http://www.myspace.com

Figure 1. Design prototype of Kuut.

In 2010 September Delfi launched new youth portal Noorte Hääl that is made by young people to young people. Additionally to the chief editor, there are 4 students who give their daily contribution to the website's development and content. The target group of the portal are young people in age of 13–18 years and also parents who can keep up with their children's doings.

The main purpose of Noorte Hääl is to give output for youngsters to share their thoughts and opinions with people at the same age all over Estonia.

Topics and articles are divided widely into five parts: school, free time, fashion, relationships and social problems. As there is a psychologist cooperating on the website, users can share their problems anonymously and get daily feedback from the specialist. Noorte Hääl is also reflecting news to keep youngsters informed about different events and important information.

Noorte Hääl wants to offer its users the environment where they can communicate with each other and discuss about the topics that concern them. Young people who want to write and share their stories are welcomed to do that. Editorial board looks through all articles and publishes the best of them.

At this stage it is important for the website to find out if current conception justifies itself:

- Do youngsters search from Internet rather entertainment than useful information?
- Which sections of Noorte Hääl do they like most?
- What kind of topics or features are missing?

There are 12 sections in Noorte Hääl portal: Homepage, Relationships, Chilläks, Dr Noormann, Pepper, In, School, Be Creative, Forum, Support and Q&A, My Stuff and Team.

- *Relationships* is a place where all kind of stories about good and bad relationships can be found. This section is a popular output for people who want to write stories to share their joy and sorrow. Examples of the articles: "A formula of pointless relationship: Untrustworthiness & jealousy", "The key of happiness: Trust, hope & love."

- *Chilläks* section is for fun things and young superstars all over the world. There are also music videos and photo galleries. Examples of the articles: "Look what kind of clothes fit to your body", "Advice from superstars: How to make your dreams come true".

- *Dr Noormann* is a pseudonym for a psychologist who gives advice online. Young people can turn to him anonymously whatever problems or questions they have. Expert looks through all the letters and answers them daily. Examples of the articles: "How do I know if he still likes me", "Why do I miss my mom so much?"

- *Pepper* is a place for more serious and socially important topics. There are a lot of stories from Noorte Hääl's readers who want their voice to be heard. Examples of articles: "I'm happy I moved in Estonia!", "Family violence affects particularly descendants".

- *Whatever* is cool it belongs to *In* section. There can be found interviews with young and famous, prize games, music video of the day, movie trailers, etc. Examples of articles: "Bored? Answer these weird questions …", "Ask questions from young formula driver Kevin Korjus!"

- *School* category focuses on school related topics: it gives advice about different schools, universities and future occupations. There are also information about different events for students, exams and teachers. Examples of articles: "Share thoughts: How do you prepare for final exams", "Future pofession is for the whole life!"

- *Be Creative* is a section for user generated content. This is a place where all kind of interesting pictures from street and any other place are posted. Besides photos different poems and short stories are published. User who has a need for creation can express

himself by sending the material he wants to share with other people. Examples of articles: "Photos of colorful Easter eggs", "The girl who teaches others to draw".

- *Forum* is a place where users can communicate to each other on different topics from fashion to advertisement. Most popular categories are free time, relationships and school.

- *Support and Q&A* give answers to different questions related to Noorte Hääl.

- The page *My Stuff* reflects how many stories have one sent to Noorte Hääl and user can see the list of the stories.

- *Team* section holds the contact information about editors.

1.2 Design and layout

When creating the first mock-ups of the final design of Noorte Hääl it was taken into account that the appearance should be youthful but not overreached to be too youthful. Then first 4 designs were made which differed for the logo, color selection and general layout.

The final design (see Figure 2) was created on the base of the fourth version. It has simple layout of the categories with 4–5 stories from each part like most of Delfi portals have. Purple is mixed with orange color that gives the site brighter look. Still, the image of Dr Noormann section was changed to new and more informative one (see Figure 3).

Figure 2. Design prototype of Noorte Hääl.

Figure 3. Design prototype of Dr Noormann section.

1.3 Related works

Youth media use in Estonia has been studied by Künnapas (2007) and Viilup (2007).

Künnapas (2007) studied youth media use in relation to youth lifestyle, social attitudes and political matters. As the effect of changing media world has been greatest upon youth, author focused on youth and their media use in today's world, trying to find relations between media use and youth lifestyle; interests; social attitudes and judgements; political engagement and interest in politics.

Viilup (2008) analyzed the youth as the viewers of Estonian Television through their expectations and considerations towards television in general and, specifically, towards Estonian Television. Author also analyzed the importance of the youth in the audience of Estonian Television during the years 2003–2006 and the characteristics of the youth as audience.

Vihalemm (2006) has studied the general trends in media use in Estonia over the last 15 years, making some comparisons with Nordic countries. He states in his article that renewed media system has emerged, characterized by a diversity of channels, formats, and contents. But also the patterns of media use among audiences have gone through a process of radical change - the impact of emerging new media and global TV is notable.

The media use of the youth is strongly influenced by their environment and the restrictions thereupon (Viilup, 2008). As youngsters in age of 15–19 can be called as Internet-centered generation, the growing usage time of Internet affects the consuming of other mediums. Thereby, Internet is used more frequently.

Flanagin & Meltzer (2010) analyzed youth Internet usage to understand how young people may be affected by the Internet. They examined children's general use of the Internet, parental control of their child's use of the Internet, also a number of questions about children's online activities were asked in order to fully understand their usage behaviors. Finally, young people's perceptions of their Internet skill level were evaluated.

There is no doubt that contemporary youth with their technical skills is an important group of Web 2.0 (O'Reilly, 2005) world. Amy Shuen describes in her book „Web 2.0: A Strategy Guide" (2008) that the greater part of us already is integrated to the Web 2.0 business economy. Shuen explains that every move one makes in Internet, is getting involved with the new platform's features. Shuen uses a great expression for it — sparking „network effects".

One can create business values for companies without truly understanding it himself or spending any money. For example, by a Flickr[21]-enabled cell phone or checking Yahoo![22] finance for stock quotes (Shuen, 2008).

Internet is the most important medium since the printing press. When anyone can be a writer for a global audience, many of us will be (Gillmor, 2006). The stronger voice of audience is having, is a beneficial effect on the range of stories and perspectives that journalists cover. The wider range of sources generated by audiences should improve the quality and story gathering (Horrocks, 2008). Information and being informed will be the most important part of the online edition. Irrespective of all channels, news will always dictate the day of journalism.

21st century is rapidly becoming an era of educated consumers utilizing the most up-to-date technology to assume control over their own health care (Kraus, Striker & Speyer, 2010). With the fast development of citizen journalism, there is a new direction coming more and more online - asking help on the Internet in a wide variety of topics. Although Kraus, Striker & Speyer find that most people tend to be afraid of the anonymous, many studies show that online counseling can be as effective as face-to-face sessions.

However, some of the most popular online services are social networks that help people find each other, to share their interests, pictures, videos. The main idea is to interact with familiar or unfamiliar people to share stories. Shuen (2008) explains that Facebook bases fully on social networking, in the other hand photo sharing website isn't social networking site, but the social aspect is critical to its success. The majority of 10–19 year old young people living in Estonia communicate through Rate, one of the most popular social network s launched in Estonia in 2002 (Kalmre, 2010). The users of Rate can add their description to the profile, upload pictures and watch these of others, assess and comment on them. In addition, the users can also write messages to each other, there is a forum, a chat room and a blog, whereas the entries therein can also be assessed and commented by others. In Estonia, Rate has been studied by Andra Siibak (2007). She points out that the TOP 100 of the most remarkable women and men in Rate form the elite of the site and the results of the study show that these youngsters prefer to be socially approved.

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[21] Flickr. http://www.flickr.com

[22] Yahoo! http://www.yahoo.com

More and more people have a desire to connect with each other. And even though the social networking explosion is on the Internet is relatively recent phenomenon, it was an inevitable development that was only ever waiting for he right tools to emerge to power it. The rise of the social network has been incredibly fast. The first foray into modern social networking was Friendster[23], launched in 2002, but the model failed to anticipate the phenomenal growth of the site and technical issues, predominantly very slow page load times, cost it much of its momentum (Cahill, 2009).

Online social networks use a variety of mechanisms to connect people through both real and virtual contacts. Cahill (2009) brings an example of Facebook and MySpace which allow searching from e-mail contacts list to find people who are already registered on the site, while an professional social networking site LinkedIn[24] uses current and former workplaces to build a network of professional connections. Facebook networks allow one to connect with people in immediate geographical area, and most social networking sites also suggest mutual friends and people from other criteria.

According to Cahill (2009), MySpace is about the quick-and-dirty virtual connections, while Facebook is about building virtual relationships with real-life connections. That phenomenon can be stated as one of the key areas in which Facebook appears to be well ahead in its battle for social network dominance. The other increasingly popular Web 2.0 site is the media sharing community, as typified by YouTube[25] (video sharing) and Flickr (photograph sharing).

What we are seeing at the moment is the emergence of a new information environment. Those who have grown up in an environment saturated with networked digital media technologies may be highly skilled in their use of media (Vihalemm, 2006). According to Flanagin & Metzger (2010) children believe that they are highly skilled Internet users. Even 11-year-olds believe that their technical skill, search skill, and knowledge about Internet trends and features are higher than other Internet users. Contemporary youth is not about passive consumers of online content, but the generators of the content and users.

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[23] Friendster. http://www.friendster.com

[24] LinkedIn. http://www.linkedin.com

[25] YouTube. http://www.youtube.com

2 Methodology

This thesis is trying to find out about youth media use in online-media. The choice of the method of the study is based on the need to get authentic qualitative data about youth media use. Collected data is to be used to improve the existing design and not to make any generalizations about youth media use. Thereby, a small selection and focus groups were chosen.

5 main methods used in the thesis are:

- Competitive analysis
- Web analytics
- Focus groups
- Scenario-based design
- Personas

A competitive analysis can be one of the fastest ways to hone in on a workable design paradigm for the product (Brinck, Gergle & Wood, 2002). It is a fast and easy way of gathering and analyzing information about similar sites. In this thesis competitive analysis techniques are taking into consideration in order to apply to competitor's sites, and to other sites with similar functionality (whether competitors or not). Brinck, Gergle & Wood (2002) are suggesting to make a comparison based on each site's brief introduction with screenshot, and pros & cons.

Web analytics is the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage. The most common form of collecting web visitor data are page tags, which refer to data collected by a visitors' web browser, and log files (Clifton, 2008). In this thesis log file analysis is used to find out the visitor behavior of Noorte Hääl portal.

The purpose of this thesis is to get authentic qualitative data about youth media use. Thus, there were two methods to choose from: interviews or focus groups. Main difference between the two methods is that interviews entail speaking to one individual at a time while focus groups gather a group of people together to discuss raised issues (Brinck, Gergle & Wood, 2002). Author decided to use focus group method because participants can react to one another's ideas and therefore the conversation may lead to the unexpected useful points that the interviewer couldn't foresee. On the other hand, interviewer has to watch out for

groupthink in focus groups, where people tend to conform to one another's views and are reluctant to disagree with the consensus view (Brinck, Gergle & Wood, 2002).

The purpose is to improve the existing design of Noorte Hääl portal based on the collected data, not to make any generalizations about youth media use. A good thing about the selected method is that focus groups are appropriate at almost any stage of design. As Noorte Hääl is already existing portal then interviewees could react in a more specific and concrete way to actual designs. Thereby, three focus groups were interviewed: two groups consist of people in 8th grade, third group consist of high school students who are also co-authors of Noorte Hääl.

One method of this research is scenario-based design as constructing scenarios of use inescapably evokes reflection in the context of design (Carroll, 2000). According to Carroll scenario-based design addresses several technical challenges: scenarios evoke reflection in the content of design work, they are at once concrete and flexible, they afford multiple views of an interaction, and finally, scenarios can also be abstracted and categorized, helping designers to recognize, capture, and reuse generalizations.

According to authentic qualitative data received from focus group interviews personas were created. Personas, which are user models that are represented as specific, individual human beings, provide a powerful tool for communicating about different types of users and their needs, then deciding which users are the most important to target in the design of form and behavior (Cooper, Reimann & Cronin, 2007). Personas are not actual people but are synthesized directly from observations of real people — in this study the observation takes place in focus groups.

Web-design is iterative process and personas created in this thesis are an input for supplementary user scenarios and user testing. Further development of Noorte Hääl portal is ongoing process and doesn't fit into this master thesis.

3 Competitive analysis of online youth portals

This chapter concentrates on similar youth websites. According to Brinck, Gergle & Wood (2002) suggestion to make a comparison based on each site's brief introduction with screenshot, and pros & cons, in this part 6 examples of youth websites from abroad and 4 from Estonia have been described. In the selection there are different websites: girls only sites, teenage boys and girls sites, kid's sites, school-oriented and entertainment-oriented sites, also one interactive social community dedicated to the health and wellness of the youth. Target group of these portals are ages between 10–20+ (see Figure 4).

At the end of every site's overview there are pros & cons given to bring out the strongest and weakest parts of the portal, and a summary about good topics that Noorte Hääl doesn't have.
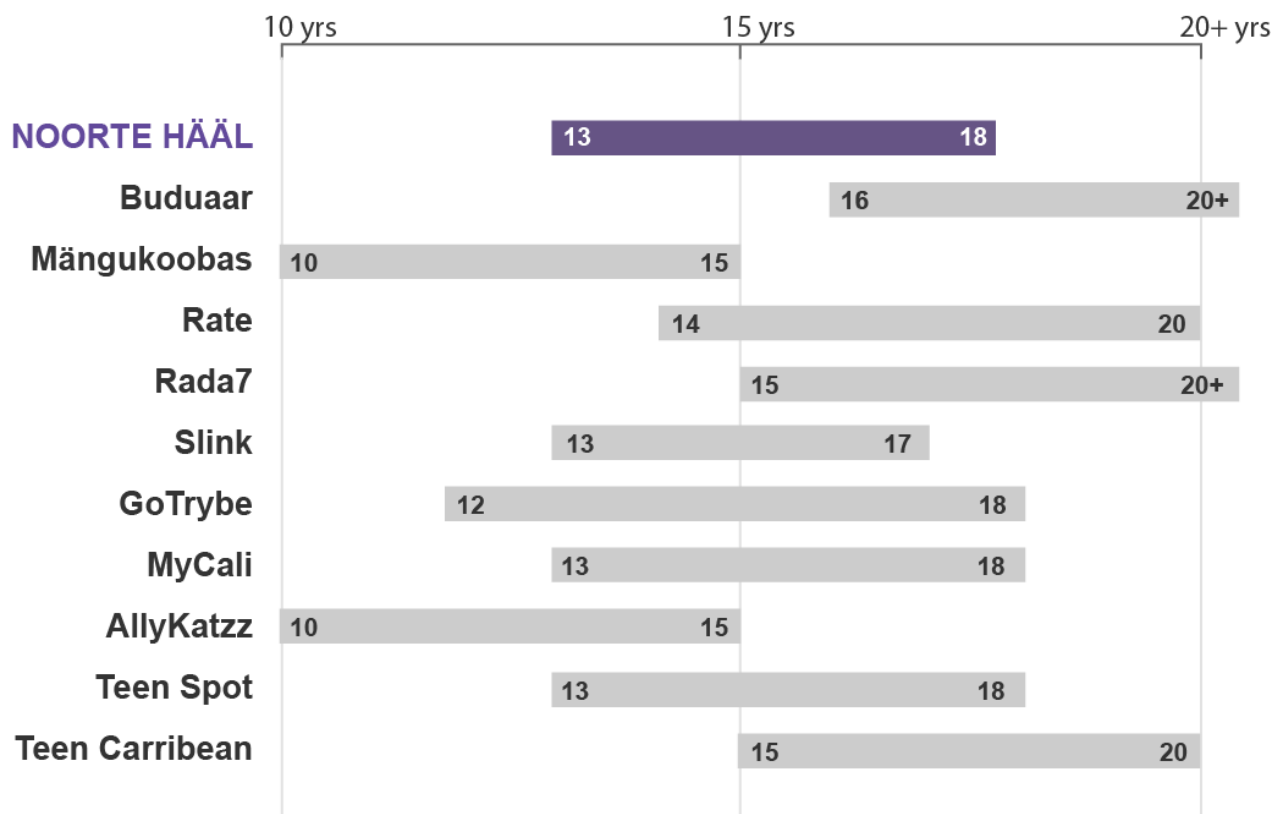

Figure 4. Distribution between agegroups.

3.1 Buduaar

Buduaar[26] defines itself as a real world of girls and young women where one can talk about anything - hot topics are men, sex, children, home, cellulite, food, sorrow, sports, fashion, travelling and parties. The website is meant for girls and women who are interested in looking good, fashion trends and relationships.

Buduaar wants to offer the best entertainment and useful information. Thus, they are happy about any kind of cowork about different opinions and world view. Buduaar offers more opportunites to its registered users who can ask free help from different experts - people, who know everything about women health, trainings, make up, cosmetics and psychology. Registered users get special offers and they are invited to Buduaar's parties.

Buduaar has 3 main categories (see Figure 5): TV, articles & news, B-market. TV section features fashion and lifestyle program, articles are about beauty, health, family, relationships, career, entertainment, cooking and travelling. B-Market is the most important part of the website where each week thousands of offers are added. Traders need to have a contract to sell their products, private individuals can make deals and communicate with each other in the special forum.

Pros:

- website has reached the target group
- articles are well connected with the e-store

Cons:

- outdated layout since 2006
- irregular length of titles
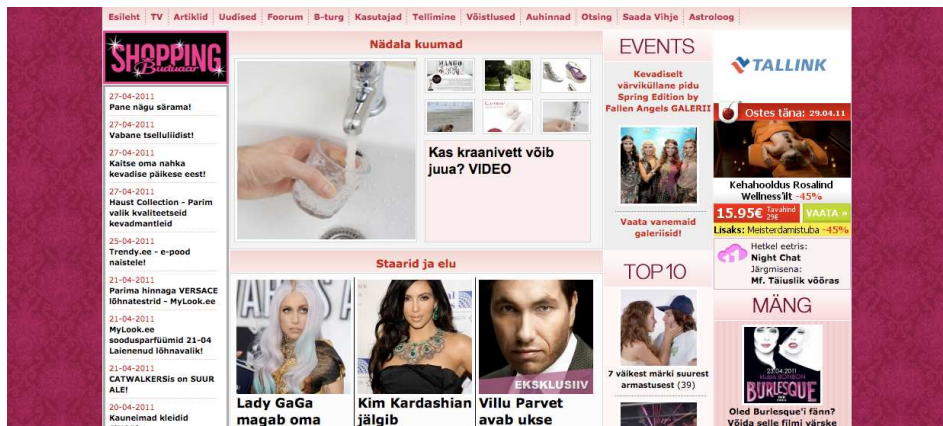
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[26] Buduaar. http://buduaar.ee

Figure 5. Front page of Buduaar.

3.2 Mängukoobas

Mängukoobas[27] is a children's website that offers entertainment and a light way of spending time. Target group of the web site is children between 10–15 years who are supposed to visit the site after coming from school.

Mängukoobas has a wide variety of different content (see Figure 6): games, entertainment, forum, children created stories and poems, design corner which comprises photos, videos and design, and learning resources for school.

Pros:

- humorous use of word
- wide selection of content

Cons:

- too cluttered
- a bit oldfashion design

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[27]Mängukoobas. http://mangukoobas.lahendus.ee

Figure 6. Front page of Mängukoobas

3.3 Rate

Although Noorte Hääl is not trying to compete with Facebook or Orkut, one social networking site is described because it is specially targeted for Estonian users. Rate.ee was launched in 2002 and since then it has become one of the most popular social networking site in Estonia. However, past few years the number of website's users has been strenuously going down. According to Estonia's largest market research company TNS Emor the number has been decreasing from more than 400 000 unique visitors (in a week) to 200 000 visitors.

Anne Tupits, who is a marketing manager of the website, said that the decrease is happening due to the powerful advent of Facebook. But yet the number of 200 000 users is big enough to be considerable website on the Internet market ("Rate.ee sureb loomulikku surma", 2011).

According to the site's own statistic the users are 54 percent of men and 46 percent of women. Three most popular cities among the users are Tallinn (54%), Tartu (10%) and Pärnu (5%). There are also users from Turkey, Finland, Latvia, Sweden, USA, Great Britain, Lithuania, Russia and Germany.

Rate is a website where people can post their photos and other personal data in order to receive comments and points from other website users (Siibak, 2007). Additionally there are also communities, diaries videos, tests, polls and forum (see Figure 7).

Pros:

- one of the leading Estonian youth site
- good structure

Cons:

- bad reputation
- 1 of 3 main colums is half empty

Figure 7. Front page of Rate.ee

3.4 Rada7

Rada7[28] is one of the leading Estonian online communities of event organizers, artists, reporters and fans. Rada7 reflects particularly alternative music concerts and festivals, both international and local acts. In April 2009, Rada7.ee had roughly 5400 registered users and daily unique visitors in about same scale (Kiviorg, 2009).

Rada7.ee is concentrated on reflecting music and culture news. The website has become an important nodal point for the promoters and organizers of different events, artists, media and audience. Rada7 has 4 main categories: articles, forum, events and artists (see Figure 8).

Pros:

- simplicity
- event calendar

Cons:

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[28] Rada7. http://www.rada7.ee

- too little contrast between the navigation bar and the rest of design
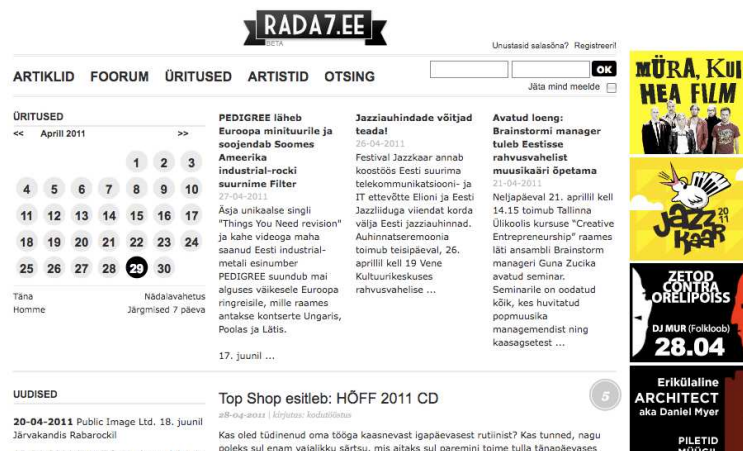- pictures in small quantity

Figure 8. Front page of Rada7

3.5 Slink

Slink[29] is an online magazine for teenage girls. The site provides girls entertainment with games and quizzes, fashion and beauty tips, useful articles about life, love and sex. Slink has also a health pages which are written by qualified Dr. Mel and they collaborate with health and welfare organisations such as Women's Aid, the Suzy Lamplugh Trust, Jo's Trust and the Maguire Project on their real life stories and other advice content.

Slink is created daily by a small BBC team, with the help of freelance contributors and qualified health workers. As Slink is a part of BBC, it also needed to be redesigned to fit with new design rules that were put in place across the whole BBC. Slink is a website that describes itself with keywords fun, fashion and facts of life.

Slink's design is made by using pink colors which is a favorite color of many teenage girls (see Figure 9). There are 5 main categories on the site: News & Views, Love & Fun, Advice, Real Life and Fashion & Beauty. Most popular features of the site: The Crushwall, Ask dr Mel, Love Calculator.

News & Vies section has 8 subcategories: Slink Loves, Your Say, Slink Mail, Slink TV, Daily Legend, Girl's View, Boy's View, Links. Following list of highly rated articles show the most popular topics and features: „How can I make her first kiss special?", „Would you look your teacher up on Facebook?", „She's confusing me".

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[29] Slink. http://www.bbc.co.uk/slink

Love & Fun is a section for light entertainment: Horoscopes, Quizzes, Games, The Crushwall, Love Calculator, Snapped, What Boys Love. Popular articles are "Snapped Vs Justin Bieber", "Are you getting enough sleep?", "Boys like funny girls".

Slink also has a corner for asking help. The section is called Advice and it consists of subcategories such as Ask Dr Mel, Friend Advice, Am I A Freak? Following list of highly rated articles show the most popular topics: "Are my friends lying to me?", "They all have boyfriends …", "How can I make them like me more?"

The last section is a place for real life stories, films and features. Most popular articles are: "I've got cancer", "Driven out by my mum", "Jessie J's confidence tips".

Pros:

- a part of BBC's quality brand
- wide variety of worthy information for teenage girls

Cons:

- about a week old stories on the homepage
- too few related stories in article view

Figure 9. Front page of Slink

3.6 GoTrybe

GoTrybe[30] is an online, interactive social community dedicated to the health and wellness of the youth. Their mission is to motivate young people through fun and edutainment to integrate fitness, nutrition and wellness into their everyday lives. "Trybers" can get information and help with fitness, nutrition, motivation and wellness. GoTrybe wants to be an inspiring force in the fight to get children and teens active. Gotrybe.com classifies children into three targetgrups: kids up to 5th grade, 6th–9th grade and 10th–12th grade. Children have to members to be able to use the site.

GoTrybe project is done by a team of designers and developers, project manager, nutritionists, exercise physiologists, physical education teachers and marketing specialists. Foundational exercise programs are developed by Olympic trainers and comprehensive online fitness videos led by exercise professionals.

On the website there is also a prize rewards system. GoTrybe's point system rewards Trybers for completing daily exercise routines and working through the question-and-answer segments of the new and changing health information. These points can then be redeemed for enhanced online rewards such as avatar upgrades.

The site also offers socialization with friends through the buddy list, "Shout out" messaging and forum features, and competition through the Trybal leader board.

There are four main categories with few subcategories (see Figure 10): Home: kids fitness blog; Daily Activity: fitness, nutrition, motivation, wellness; My Avatar: avatar creator, trybe store, my closet; My GoTrybe: my page, my profile, my forums.

GoTrybe manages also a blog called Kid's Fitness where they publish stories about health in different ways. A celebrity chef and health advocate Jamie Oliver is on a mission to decrease obesity. He is going through America's schools and educating students on healthy foods and eating habits.

Pros:

- noble purpose
- playsome solution

Cons:

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[30] GoTrybe. http://www.gotrybe.com

- difficult to get young people to be members
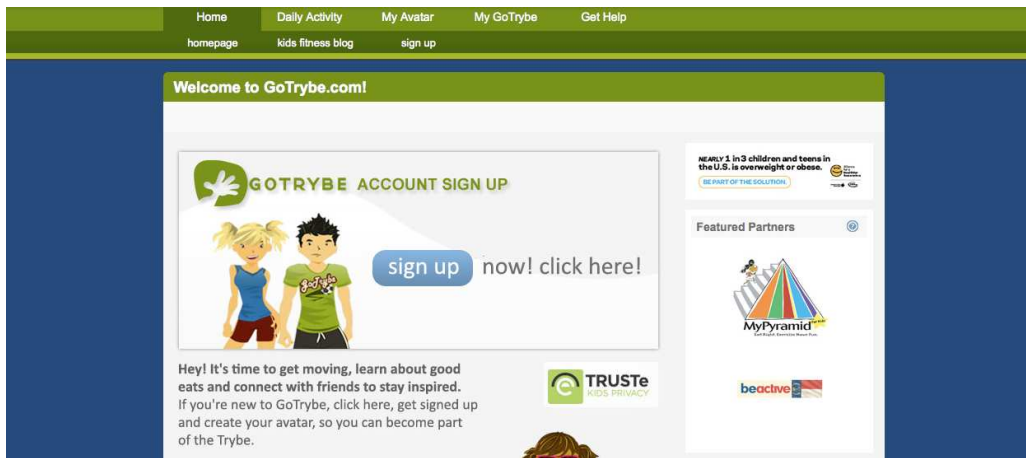- community only for registered users

Figure 10. Front page of GoTrybe

3.7 MyCali

MyCali[31] was created by students for students ages 13–18. MyCali allows youth to connect with hundreds of public and private youth-oriented resources. Teens can find student jobs, find volunteer opportunities, get information about driving and get help with homework.

The concept for the site was created by a class of talented seniors from Sutter High School in Sutter, California. The students were asked to develop creative ideas to enhance California's web presence. The students created the name for the site, designed the logo, wireframe concept, and brainstormed ideas (see Figure 11).

There are 4 main categories with subcategories which direct user to selections of useful links. Fun: general, reading, games, music, sports & hobbies; Education: college, high school, homework help; Health & Safety: health, safety. MyCali has also an interactive comment board and links to social networks and forums.

Pros:

- target group was involved in the design process
- youthful appearance with good color combination

Cons:

- site's direction is too informative

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[31] MyCali. http://www.mycali.ca.gov

- all sections built on the list of different links

Figure 11. Front page of MyCali

3.8 AllyKatzz

AllyKatzz[32] is the social networking site for girls ages 10–15. AllyKatzz offers job for college students and adults to monitor every word and photo before they are posted on the site. AllyKatzz is a platform for fun and diverse community where teenagers can tackle real issues and find solutions for problems. Users can create their own pages and profiles, send messages and virtual gifts, talk about their lives, write songs, upload pictures, report news, review books, listen to music and rate movies.

Allykatz design is made by using pink and black color combination and an image of a cat (see Figure 12). There are 7 main categories on the site: News, Reporters, AK Girls, Buzz, My Page, Contests and I'm Bored!

News category has 12 subcategories: Latest, Books & Mags, Boys, Celebs, Fashion, Friends & Family, Movies & TV, Music, School, Sports, Gadgets, Writing & Poetry. Most popular topics are weddings, fashion and body issues.

Reporters is section for teen girls who want to become a reporter. Reporters will be given their own AllyKatzz.com columns and have the ability to write their own stories through words, videos, art and photos — focusing their time and talent on topics that are of interest to them and others, from the daily life of a tween-teen to celebrities and fashion. Additionally reporters are given the opportunities to interview authors, actors, musicians and CEO's and being published from a young age is also advantage — this means also having a portfolio for college.

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[32] AllyKatzz. http://www.allykatzz.com

Buzz section represent all the coolest and newest things: I Want To, Secrets, Blogging Rules and White House Wall. Most popular articles are "The Best Experience of My Life", "What Do You Want To Do In Your Life?", "Music Inspires Me. What Inpires you?"

Pros:

- interesting selection of topics for teenage girls
- more than 50 teen reporters from around the world

Cons:

- articles are monitored but not edited
- too much written text on the homepage

Figure 12. Front page of AllyKatzz

3.9 Teen Spot

TeenSpot[33] is entertainment-oriented community and social network for teenagers who are offered a wide variety of interactive features. Users can chat with friends, create profile, post in the message boards, check out the latest music and movies and win a prize. TeenSpot was opened in 2001 and they allow only teenagers to join the website and participate in community.   Popular TeenSpot features are profile editor, member search, message boards, chat rooms, giveaways and prizes, music, movies and trailers (see Figure 13).

There are 10 main categories on the site: People, Profiles, Chat, Boards, Messages, Games, Music, Movies, Spotlight, Contests. Examples of articles of Music category: "The pretty

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[33] TeenSpot. http://www.teenspot.com

reckless - interview", "Hot or not? Bruno Mars "The lazy song" music video", A million pieces introduce quirky style with "Laserbeams"".

Movies category reflects the stories of new films: "Scream 4 - Are you going opening weekend?", "Pirates of the caribbean: On stranger tides", "Abduction - official trailer".

Examples of popular stories in Spotlight: "Demi Lovato opens about eating disorder, depression", "Is Justin Bieber involved politically with the Middle East?", "Vanessa Hudgens has a few words for nude photo hackers".

Pros:

- good visual hierarchy
- a wide variety of interactive features

Cons:

- too many sections restricted, logging in needed
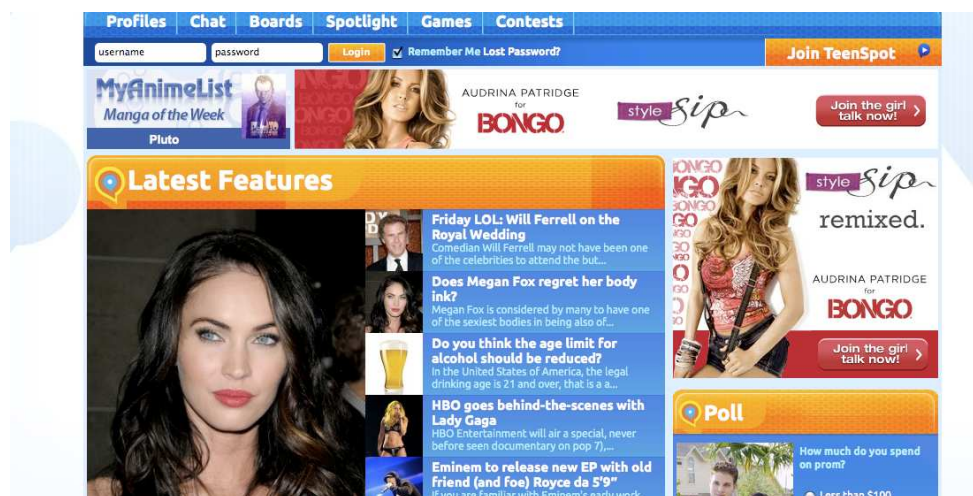- minors not allowed to use the site without the permission of parent or guardian

Figure 13. Front page of Teen Spot

3.10 Teen Caribbean

Teen Caribbean[34] is an online magazine and social network for Caribbean Teens. TC users have the chance to meet new people, find jobs and get involved. The majority of the editorial content is written and contributed by site's users — young writers ranging from high school students to college graduates. It offers fresh news content, current celebrity gossip, and features include tips on hair and dress for boys and girls, as well as information on lifestyle (see Figure 14).

One popular feature on the site is Teen Carib Live Stream Channel which is hosted by teens: volunteers from different schools and colleges. Most of these teens aspire for a career in radio or some form of journalism, and see this as a good opportunity to gain practical experience.

There are two navigation bars with different selection of topics. The first menu consists of music, videos, members, photos, radio, swap & shop and events. The other menu has 10 categories: student focus, latest news, contests, live stream channel, black history, top artists, trending topics, trailers, forums, blogs.

Pros:

- job offers for youngsters
- live stream channel

Cons:

- restricted access to blogs and forum
- 3 news without date in news category

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[34] Teen Carribean. http://www.teencaribbean.com

Figure 14. Front page of Teen Carribean

3.11 Summary

These 10 youth websites were analyzed in a way that each site's best practises could be integrated to Noorte Hääl.

A good example is GoTrybe which is all about health and wellness of the youth. Users can get information and help with fitness and nutrition, as well as motivation for sports trainings. As healthy lifestyle and fitness for youngsters are very important keywords today's society, health topic could also be integrated in Noorte Hääl to motivate young people through edutainment. Most of the foreign sites of this selection have also a section for anonymous help, so the fact that this feature is popular, was confirmed. Therefore, a section for nutritionist is worth of trying.

There were other features to be taken as suggestions. An online magazine Slink provides teenage girls besides articles with quizzes, the crushwall and love calculator. MyCali has a selection of job offers for youngsters and Teen Carribean has a live stream channel for different radio stations.

4 Visitor's analysis of Noorte Hääl

To get the general overview of Noorte Hääl portal's statistics the data of sections, articles, average visit duration, site and search engine referrals with key phrases have been analyzed on Delfi cookies' statistics. According to this information it can be said which are the most popular categories and topics that readers are attracted to. Data about referrals gives the information where the site's visitors are coming from. Analysis of visit duration helps to monitor the time spent on the site. The statistics is given in time period January–March 2011.

4.1 The division of page views between the main sections

Following table (see Table 1) shows the most visited sections of Noorte Hääl, which has approximately 40 000 unique visitors per week. The most visited category is Dr Noormann with 536 364 page views during the given period. Followed by Pepper, In, Chillax, Relationships and School in range of 153 384–255 929 page views.

Table 1. Division of page views between the sections

Section	Page views	%
Dr Noormann	536 364	31,72
Pepper	255 929	15,14
In	244 461	14,46
Chillax	239 941	14,90
Relationships	173 773	10,28
School	153 384	9,07
Forum	55 579	3,29
Be Creative	31 535	1,86

4.2 Page views per section

The most and less popular articles and most commented articles are given in following tables. At first the most read articles are given. According to readers statistics the most popular topics are relationship central (see Table 2). The list of unpopular articles are about youth festivals, seminars, press releases and quality films (see Table 3). The table of most commented articles with the number of comments are given in Table 4.

Table 2. Most popular articles

Title	Section	Hits
What have these pointless sexual relationships done with me?	Dr Noormann	23 107
What should I do if no boy is interested in me?	Dr Noormann	18 924
I'm 13 and 4 months preagnant. How should I tell it to my parents?	Dr Noormann	18 466
Sander was invited to president's reception and thought somebody was making a bad joke	Chillax	17 101
How I fell for my teacher and got preagnant	Pepper	16 954
PHOTOS: Look what happened during the finale of Eesti Laul	Chillax	16 906
I was 16 when I started to earn more than my parents	Pepper	13 852
I am 16 and still a virgin - Is it normal?	Dr Noormann	12 778
Miss Raplamaa 2011 - choose your favourite!	In	12 355
Men's talk: I don't know if I want to be with her	Dr Noormann	11 038

Table 3. Most unpopular articles

Title	Section	Hits
The biggest bicycle parking was built upon near Solaris	In	13
VIDEO: There's something in the night	Chillax	15
Sixth festival of Kultuuritehas in Polymer	Chillax	57
Does driver feel almighty in streets?	Pepper	59
Letter from a reader: a love towards to extreme sport	Chillax	70
International debate tournament comes again	School	70
The biggest fear of Jamie Bestwick: himself!	Chillax	75
Youth film festival celebrates jubilee	Chillax	76
Have your say about international decisions	School	85
Sign up to DJ competition!	Chillax	89

Table 4. Most commented articles.

Title	Section	Comments
Who wants to win Simpel Session tickets and T-shirts?	Simpel Session (special category)	378
Confession: I've trying a suicide because of school violence	School	200
Let us know about our first euro purchase!	In	134
Advanced e-school: faster, better, more convenient?	School	123
Physical education as a painful lash?	School	117
Gays and heteros - where's the difference?	Relationships	108
Letter from a reader: uniforms to Estonian schools!	School	102
What kind of music do you like?	Chillax	101
Let us know: What did you like the first part of "Class - a life after"?	School	96
Let us know: Which kind of mobile phone do you use?	In	96

4.3 Referrals

Visitors come to the site in different ways: from search engine referrals, using different keywords, sites that are linked to Noorte Hääl and directly.

Main sites that refer to Noorte Hääl are Delfi (ca 50%), approximately 20% of users go directly, about 10% come from Mängukoobas and the rest of the visitors find their way to Noorte Hääl through different parts of Delfi. Average visit duration is between 2,3–4,2 minutes.

There is a number of different keywords used in search engines, mainly Google[35] and slightly Neti[36]. Following list shows TOP15 repetitive words, which have been led to Noorte Hääl more than 50 times. The words are given in arbitrary sequence.

- noorte hääl/noortehääl
- ott lepland
- stig rästa
- sarcasm
- 30 seconds to mars concert/30 seconds to mars in estonia
- fibit
- how to find a girl
- getter jaani
- dr noormann
- pregnant
- how do I know if a boy likes me
- school dance
- sunrise avenue
- valentine's day
- simpel session

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[35] Google. http://www.google.ee

[36] Neti. http://www.neti.ee

5 Focus group interviews

To get answers to the questions of this thesis the author conducted three focus groups interviews with students at the age of 14–18. Two groups consist of people in 8th grade, the third group consist of high school students who are also co-authors of Noorte Hääl. The interviews were about to investigate what are the main habits of the participants while browsing the web. There are several aspects to study: what do they do in the computer, do they want to find rather entertainment than useful information from Internet, what are their emotions about Noorte Hääl and what are their suggestions to make the site better and more interesting for them.

At the end of the session interviewees were also asked to walk through the website Noorte Hääl to observe their reaction as they go, performing an informal kind of user testing. They were asked to look the site and comment about whatever they wanted: text, different features or layout.

All the sessions were recorded to help the interviewer assure the highest reflection of the gathered information. Of course, the permission for recording was asked.

5.1 Focus group interviews with 8th grade students

Summary

Date and Time: 20.04.2011, 12.00–14.00

Participants: 2 groups of 3 boys and 7 girls in age of 14–15

Topics discussed: Youth media use, hobbies, Delfi, Noorte Hääl

Scenarios discussed: Anonymous help asking on the Internet; writing stories and publishing

Internet usage

- Students spend usually a lot of time in Internet: ca 3 hours in a day. When there is no access to the computers, they use their mobile phones to go to Internet.
- The main sites they visit and activities what they do while being in the computer are: Facebook, YouTube, Google, Elu24, Delfi, Õhtuleht, talking with friends in MSN on Skype, schoolwork. "From Facebook to YouTube."
- Uploading photos of themselves or photos what they have took are popular material for uploading to social networking sites, specially Facebook.

- The most important for them while browsing the web is to find good entertainment and only then useful information. Mainly they want to talk to friends and amuse themselves. Entertaining things are music and YouTube. They also read news which are rather useful information than entertainment.

- Information about new music and films they get from the cinema's website and newsletter which they have subscribed to. The information is also available on Facebook and Elu24.

- The most popular social networking site is Facebook, then Orkut and after that Rate which is not very popular anymore. They don't use Twitter because they can't see the point of the site. "It seems pointless."

- Girls blog more than boys. Boys think that keeping a blog is more girl's thing to do. "For some reasons blogging has turned out to be more "girly" thing. "Oh, I went shopping today and looked shoes … how cool!" They admit that keeping a blog about photography or travelling is fine. They don't like to share personal information publicly. Girls say they have a blog but don't write it very often.

- The most popular news portals are Elu24, Õhtuleht and Delfi. "When I use MSN, I see the headlines from Õhtuleht. When they seem interesting I click and read them.

- The most popular news are entertainment news. "Generally I don't read news about what's happening in Libya. I look throw the list of news and go to sports then."

- The other internet portals which they use from time to time are Wikipedia, Pirate Bay, Formspring, Minclip. A while ago they used Miksike but as their school is no longer in the list there, they don't use it anymore. They also use E-school web page and search for the useful things in school, such as book reviews and essays.

- Popular foreign web pages are CNN, blogs and online stores such as Amazon and E-Bay.

Hobbies

- Boys are interested in cars, BMX, Airsoft, floorball, kart racing, football, swimming, sailing, photography. Girls like dancing, volleyball, track and field, tennis and spending time with friends.

- They use few websites which are related to their hobbies. They look for different photo equipment from the web and work with their photos in LightRoom. After that they upload their pictures on Facebook or Fotoalbum. Information about Softair is available in special forum. Girls look from the web for the starting time of the dancing class, also dancing videos to learn new dance program.

Delfi

- Students use Delfi for reading news. "When I go to Delfi I start from the upper part and moving down. When I have looked through all news, I'll go back up and open Delfi Sport. Popular feature is also Delfi Kaart. "Seven years ago there were good games, but I can't find them anymore. There were funny videos also."

- They remember Delfi Noorteka's forum. "Generally I don't like sharing my personal stuff . I don't care is it about tobaco and alcohol or family problems. I don't like sharing this kind of things." Boys look from forums rather something useful than somebody's personal problems. Girls are more receptive using forums. They admit they read read different topics but don't write there very often.

Noorte Hääl

They also like more easier contests where are smaller tasks and smaller prizes: cinema and concert tickets, DVDs, CDs, etc. "But if I had to write like 10 pages text and the prize is a little chocolate bar, I think the deal is off."

- Students are very receptive for different contests in Internet. They like photo contests, campaigns in Facebook where they have to share or like some kind of product, and all the participants have took part in Limpa game to win game console PSP. The bigger prize, the bigger motivation to participate. The most desirable prizes are travelling tickets to some warm country, game consoles, computers, equipment of Airsoft. "I could take in part in some kind of video contest. For a really good prize I could do a really good video."

- They would like to use different tests and polls which are available for free: tests about personality, relationships, etc. These kind of tests are also available on Facebook and they spread also through MSN.

- When they are bored, they would like to amuse themselves with humorous stories and pictures about funny phenomenons and things. They carry little cameras and mobile phones with them and can take pictures on the street or where ever they are where they see something cool. They don't mind to send these kind of interesting pictures to some website for publishing.

- In youth portals in Estonia there is a lack of easy and puzzle games such as Facebook has. Girls would like to read longer horoscopes for longer period. They would also like the opportunity of asking help from nutritionist.

At the end of the interview the group had a look at the Noorte Hääl site and discussed their impressions.

5.2 Focus group interview with co-authors of Noorte Hääl

Summary

Date and Time: 26.04.2011, 16.00–17.00

Participants: 2 boys and 1 girl

Topics discussed: Youth media use, hobbies, Delfi, Noorte Hääl

Scenarios discussed: Anonymous help asking on the Internet; writing stories and publishing

Internet usage

- Students spend in Internet 4–8 hours. "My computer and iPad are connected to Internet all the time so whenever they make sound I'll check it out. Passively I use Internet 24/7, actively about 6-7 hours."

- Facebook, Twitter (also in mobile phone and iPad), Google reader and YouTube are the main sites they use.

- In the computer they mainly use Internet and communicate with friends. "You can do all the things in Internet school tasks as well. I don't play any games of that matter." Still, they don't need Internet for editing films or working with photos.

- They think that uploading user generated content to the web is all Internet is about. Thus, they are uploading their generated material often.

- Students are very open-minded about blogging. "Some time ago I was blogging every day and my blog was quite popular. Now I don't blog daily anymore because it takes too much time." Boys write mainly about technology and socially actual topics, about different phenomena, events and organizations. Girls like writing fiction. "I want to write a book some day, so, when a thought comes to my mind, I'll write it down."

- They say that most important for them is to find useful information from the web rather than entertainment. Although they admit that entertaining part is also important. "It is like getting familiar with the world through a little box." However, the girl admits that entertainment is more important for her.

- Information about new movies and music can be found on Twitter, Internet Movie Database and from friends.

- Besides Facebook there are other social networks they use: YouTube, LinkedIn and Foursquare. "The advantage of Facebook Places is that one can comment on different places and lots of companies are giving discounts on coffee, for example. You just have to check in and get 50% off.

- Popular Estonian news sites are Delfi, Postimees and Õhtuleht. But technology news can be found on Kizmodo, Engadget and TechCrunch.

- The most popular news categories are Estonian, economy and opinions. "The most important criteria is geographical and emotional aspect. When I see a picture of my home street, I will automatically read it. When the topic concerns me, I will read the story."

- Popular foreign sites are CNN and BBC, however the news flow is too fast. "So, it is better to use the mobile app for these sites to read the news from iPad."

Hobbies

- "School isn't a hobby, right?" In free time they are interested in martial arts, BMX, literature, art and media.

- They use few websites which are related to their hobbies. BMX new tricks and bikes, drawing related material and other artists can be found on Devianart.com and media related topics are all over the web. "Journalism is my biggest hobby. Also audiovisual media and editing videos."

Delfi

- Students browse Delfi mainly through the homepage and upper navigation bar.

- They haven't heard about Delfi Noortekas but they are familiat with Kuut.ee. One of them has used the website but as the structure of the site was difficult, he quit.

Noorte Hääl

- Although they are receptive for different contests in Internet, they have several aspects before they decide to participate or not. "It depends on the prize, topic and organizer. For example, ERR has a contest "School film" - the prize, which is a 2 hours workshop with some proffesionals, is good but not that good. But the key factor here is the organizer - ERR - this means experience!" They say that topic has to be interesting, this way they don't compete with others but themselves.

- They don't mind more easier contests as far as they don't have to "share" or "like" anything. "Besides, why should I give free publicity to somebody? I would rather prefer sending an e-mail with my name and some kind of answer, for example."
- Tests and polls are not so interesting for them anymore. "When I was younger, I did like these kind of things, but now I'd rather prefer more capacious career test."

At the end of the interview the group had a look at the Noorte Hääl site and discussed their impressions.

Direction where Noorte Hääl is heading to is a citizen journalism. There are several things they'd like to change on the site. First, the form for cowork should be more easier and uploading pictures faster. Secondly, to produce stories that interest readers more - the general direction is to be more entertaining. And third, facelift. They would change the structure and put newer articles at the top of the site. Additionally, they'd like to give up the category-related presentation of stories - menu bar takes care of the visibility of categories. "Youngsters don't like to scroll and scroll to find something they like. When good article is represented at the top, it is visible to everybody without looking. They had also comments on technical issues such as flash banners used on site. It came out that a banner which was in the middle of the homepage during March until May created more trouble than fun because of its technical peculiarity.

5.3 Feedback to the scenarios

There were 4–5 questions asked about each scenario and discussion was held according to the questions.

Scenario 1: Asking help anonymously on the Internet

- Asking help anonymously on the Internet seems interesting to them. It is important for them, who is answering to their problems. If that somebody is a professional psychologist, they could give it a try. "There are times when you have problems in family or in relationships. In this case I could ask help like this way. But I would not ask advice what to do if I have a hangover. This kind of worries I can handle myself."
- Students think that asking anonymous help on Internet is a really good idea, however, most of them find that they have parents and friends to tell their problems. "All in all, there is no difference as far as the problem will be solved. When you have a question and you want it to be answered, it is personal decision how to get that answer."

- "Actually this is a very good feature. There are people that can not turn to their parents or friends and in that case they have a place to pour all out and nobody is saying that you are stupid."
- "When I had such problem, I could definitely ask help anonymously. However, I have enough good friends who could help me. I was sent to a psychologist when I was in the first or second grade and I didn't get any help. Maybe asking help through Internet is really easier way. I could do that!"

Scenario 2: Writing an article for a youth website

- Students are open-minded about writing an article and sending it to editorial for publishing. The word "article" causes a little confusion, because it seems something difficult. They would like somebody to call them to write and give some topics as well. Although money is a little motivation for them, they say that sharing the problem is a bigger motivation. They would also like to get some kind of backfeed. "It makes me want to write when something bad has happened to me. This way I could warn other people."
- "I am like the girl from the scenario, I also don't like sciences. I write often but I think writing an article is something else. I feel very often that I would like to write, for example, I wrote a book because of that."
- As these students are doing co-work for Noorte Hääl they are fond of writing. Each of them has a story how they discovered the charm of writing.
- "I got interested in media after one live stream show where one guy had a camera in his room for 24/7. Then I had the thought that some day I want to do something like that. Actually, I find writing a bit like a naive purpose to make the world better."
- "I have been writing since I was 14 years old. I took part in few story contests, however, I didn't know how to write at all. One day I felt that this is something I could actually do. I started to develop my writing skills on blog."
- "I was keeping a blog but what do you have to write when you are 14 years old? One day there was this click that made me write in a different way. I felt that this is something I'd like to do for the rest of my life. And now I have the dream to write a book some day."
- The biggest motivation for them is a feedback given by professionals and seeing how one real editorial works. "Money isn't a motivation because the amount of the sum isn't that big. Real motivator is the experience. The people here are like mentors who give the real feedback, not like friends who just say what they think."

6 Findings and suggestions

According to focus group interviews 4 personas were created on real-life observation. Cooper, Reimann & Cronin (2007) suggest to find a single persona (see Figure 15) from the set whose needs and goals can be happily satisfied by a single interface without disenfranchising any of the other personas. This was accomplished through a process of developing persona types. Additionally to primary persona there were created two secondary personas (see Figure 16 and 17).

Gert is an 8th grade student. He is a creative boy who wants to express himself through different output and learn new things. In the spare time he likes to do his favorite things which are related to his hobbies.

GOALS:

Photography: Gert got a camera as a birthday gift. He is motivated of getting advice from other photographers to make better pictures. Besides that he wants to find good tips to work with his pictures and only then share them with friends.

BMX: As a big fan of extreme sport Gert reads from the Internet about new achievments of sportsmen and watches videos about new tricks. At the same time he is interested in other people's new bikes.

Writing: Gert is really good at different languages and literature. From time to time he feels that there are things that need to be written down. At the moment, the only output for his stories is a blog.

GERT, 14

Figure 15. Primary persona.

Sonja is an 8th grade student. She likes pop music and is very fond of dancing - she goes to dancing class three times a week. She is spending every spear minute with her friends.
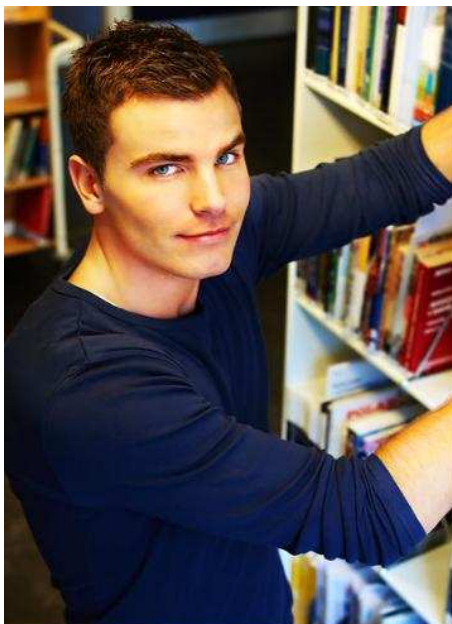
GOALS:

Dancing: Sonja likes to discuss thoughts about dancing with her friends. He can do it face to face but in the evenings she is communicating with her girlfriends on the Internet, where they change different links. She is also looking new dance moves from videos and tries them out by herself.

Online shopping: Sonja is interested in beautiful clothes, make-up and fashion. She likes to watch movies and TV series with her friends and discuss about outfits and hair. Sonja has discovered online shopping for her. When she can't buy anything, she likes just to watch.

Relationships: Sonja is reading different articles about relationships on the Internet. From time to time she reads also a women magazines. She is interested in boys and reads different articles and tips how to communicate with boys.

SONJA, 14

Figure 16. Secondary persona.

Oliver is a high school student who is interested in media. After graduating he wants to go to Tartu University or Baltic Film and Media School. His computer and iPad are connected to Internet 24 hours a day because he doesn't want to miss any important news or event.

GOALS:

Technology: Oliver is a big fan of technology. His favorite sites are TechCrunch and Engadget. He is writing a technology blog and keeps himself posted with the newest trends in science.

Events: Oliver and his two friends created a non-profit organization which conducts different events for youth. He is interested in spreading the word in a larger scale.

Writing: Oliver started to write 3 years ago. At the moment he is one of the co-authors of Noorte Hääl and he has two reasons for doing this job: professional backfeed is as much important for him as sharing his thoughts with thousands of readers.

OLIVER, 17

Figure 17. Secondary persona.

All the teenagers who participated in the focus group interviews admitted that they use Facebook every day. They pointed out that Facebook is the environment where they can play easy games, take part in prize games, communicate with friends and keep up with their doings. As Facebook is being used for both personal and business needs, it has become an integral part for lots of companies in their promotional campaigns. As Facebook is the place where to find young people, there should be bigger emphasis on contribution to Noorte Hääl's fanpage. In April 2011 there were more than 2000 fans on Noorte Hääl fan page. The results of focus group interviews show that students like prize games, especially great prizes, that are held on the Internet. Thus, young people can be connected with Noorte Hääl fan page through different games - this gives the editorial board chance to bring out the popular topics and features.

The biggest difference of these focus groups was between the ages, not between the genders. The majority of the focus group participants in age of 14–15 years are rather consumers than creators of the content. When most of them found that blogging and twittering are pointless, then the group of students in age of 17–18 years find those activities even important. Specially Twitter which they find a great advertising channel. Another difference between the ages is connected with creating content — writing stories. Although the older group of students consist of co-authors of Noorte Hääl, they started writing a few years ago. Therefore, the target group should be offered both, output in content creation and simple entertainment.

One of the scenarios used in the focus group was about asking help on the Internet. Students think that asking anonymous help on Internet is a really good idea, however, most of them find that they have parents and friends to tell their problems. But as there are people that cannot turn to their parents, a specialist giving advice through Internet might be helpful. Liisi Laineste (2010) has investigated the influence of the Internet on experiencing private crisis of Estonian youth. She finds that one must admit that the Internet can help in a numerous ways: there is information and help for those who want to get help and likewise to those who are determined to follow more gloomy scenarios. According to Laineste (2010) the new media as a profound influence on traditions and it has changed the ways that private crisis are perceived and experienced in the contemporary society. Noorte Hääl portal's section Dr Noormann is about asking and getting help. The psychologist behind the project answers three problems per day, but the amount of answered letters could be doubled.

At the end of each interview the participants of focus groups had a look at the Noorte Hääl site and discussed their impressions. There are several things to improve to meet the needs of

the target group. Technical issues that need to be solved are described in more detail in chapter 5. It was also suggested to change the content of articles more fun and entertaining. One important idea is also a facelift and change of the structure to let go the category-related presentation of stories and bring newer stories always on the top of the page. The main idea is that they want to see more fresh appearance and get all important and new stories at once.

Conclusions

This master's thesis concentrates on the fast progress of online-media, particularly, youth participation in it. Needless to say, the new technology that surrounds us today is changing rapidly. Internet have definately changed the way we behave in many ways. People shop online, get their news online, find friends online and children spend time playing games online. Contemporary youth is called Internet generation and the majority of them couldn't imagine their life without Internet.

Estonian leading online-news portal Delfi is operating 13 different web environments and the biggest shortage of different target groups today are young people between 13-18 years. The main goal of this master's thesis is to find out how Delfi's youth portal Noorte Hääl could be improved to meet the needs of its target group. Thereby, Noorte Hääl is not trying to compete with any social networking site.

Although youngsters are open-minded about new and innovatory solutions, there is lack of knowledge what kind of other features attracts them in one youth portal.

In this thesis author gives an overview of related studies about youth media and Internet use, analysis online youth portals in Estonia and in abroad, describes Noorte Hääl portal based on visitor analytics and organizes focus group interviews with young people to find out their needs and receive feedback to the scenarios.

As a conclusion it can be said that Noorte Hääl attempts to be the environment for those young people who wants to get some other value from the portal besides the social networking. The portal should provide a possibility for creative young people to publish their own writings, get feedback for their problems and get information about the topics that are important for the young and active.

Kokkuvõte

Käesolev magistritöö keskendub online-meedia kiirele arengule noorte seisukohalt. On ütlematagi selge, et uus tehnoloogia, mis meid igapäevaselt ümbritseb, muutub uskumatu kiirusega. Internet on muutnud inimeste harjumusi mitmel moel: veebis ostetakse, müüakse, vahetatakse, leitakse sõpru, lahutatakse meelt ja mängitakse. Noored on saanud endale hüüdnime internetipõlvkond ning suurem osa neist ei kujutaks oma elu internetita ettegi.

Eesti juhtiv online-uudiste portaal Delfi haldab 13 veebikeskkonda ning suurimat puudujääki nähakse just nooremas vanuserühmas 13-18 aastat. Seega ongi käesoleva uurimuse põhiliseks eesmärgiks leida moodused, kuidas Delfi portaal Noorte Hääl paremini sihtgrupini viia. Sealjuures ei ole Noorte Hääle eesmärgiks konkureerida ühegi sotsiaalse võrgustikuga.

Kuigi noored on uutele ja innovaatilistele ideedele avatud, on raske ennustada, mis neid peale nimetatud sotsiaalsete võrgustike ja mängusaitide veel huvitab - milline peaks olema see veebileht, kuhu nad tagasi sooviksid tulla.

Käesoleva magistritöö peaeesmärgiks on selgitada välja, kuidas arendada edasi portaali Noorte Hääl vastavuses sihtgrupi vajadustega.

Eesmärgi saavutamiseks püstitati töös järgnevad alameesmärgid:

- Anda kirjanduse põhjal ülevaade noorte meedia- ja internetikasutuse alal läbiviidud uurimustest.
- Viia läbi kohalike ja välismaiste noorteportaalide võrdlev analüüs.
- Analüüsida portaali Noorte Hääl külastatavuse statistikat.
- Organiseerida fookusgrupi intervjuud saamaks teada noorte vajadusi ja tagasisidet koostatud stsenaariumidele.

Kokkuvõtlikult võib öelda, et Noorte Hääl tahab olla keskkond neile noortele, kes otsivad lisaks sotsiaalsetele võrgustikele ka muid väärtusi. Portaalil peaks olema oma koht nii kasulikel ja huvitavatel teemadel, kergel meelelahutusel kui ka vajalikel eriosadel, mis noortele erinevates küsimustes abiks on.

Märksõnad: online meedia, noorte meediakasutus, fookusgrupid, stsenaariumi-põhine disain, personad

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Appendix 1. Focus group interview questions

Internet usage

- How many hours in a day you spend on the Internet?
- What do you do in the computer?
- Do you upload videos and photos you have made? Where?
- Do you blog?
- While you surf in the Internet, is it more important for you to find entertainment or useful information?
- Where do you get information about new films and music?
- What kind of social networking sites do you use?
- Do you use Twitter?
- What kind of news portal do you use?
- What kind of news do you read?
- What kind of other websites do you use?
- What kind of foreign websites do you use?

Hobbies

- What are your hobbies?
- Do you use some kind of webpage related to your hobbies?

Delfi

- Do you use Delfi? Which portals of Delfi do you use?
- Have you used Delfi Noorteka's forum?
- Have you used Delfi Kuut?
- Have you used Delfi Noorte Hääl?

Noorte Hääl

- Would you use the opportunity to ask anonymously help on the Internet?
- What kind of topic would interest you most: relationships, family, health, sex, school problems, depression.
- Would you use the opportunity to write the article yourself and send it to some editorial for publishing?
- Would you be motivated by the feedback, money or the new experience?

- Have you taken part in different contests in Internet?

- What kind of contests would be interesting enough for you to participate?

- Would you take part in different prize games?

- What kind of prizes would interest you: movie and concert tickets, DVDs, CDs, etc.

- Would you use different tests and polls. Would you read horoscope?

- Considering foregoing, is there something you could bring forth - what kind of functions or features one youth portal should have?

Appendix 2. Scenario 1: Asking help anonymously on the Internet

Gert is a 14 years old boy who studies in the 7th grade. He is taken in one girl from his school but he doesn't have the guts to show his feelings. He afraids that the girl wouldn't feel the same and will only laugh about it. Although Gert has many friends, he doesn't wat to bother them with his problem and also turning to parents with that kind of worry seems too strange.

However, he only keeps thinking of that girl and decides to ask advice on the Internet, knowing that his problem will be answered by a psychologist and he will remain fully anonymous. Thus, he has nothing to lose — but he might get supportive advice and few useful tips. So, Gert posts his problem and looks forward to the answer.

Questions:

- What kind of thoughts this kind of scenario created in you?
- Could you imagine yourself as that boy?
- How do you feel about asking advice from a specialist through Internet?
- Would you use the opportunity to ask help from Internenet, staying anonymous.
- What kind of topics would interest you most: relationship, family, health, sex, school problems, depression.

Appendix 3. Scenario 2: Write an article which will be published in youth portal

15 years old Kristiina studies in 9th grade. She has never liked sciences, but she finds reading and languages pleasant. When Kristiina was a little girl, she wrote short stories and poems — today she knows she wants to dedicate her life to media. What is her speciality in the university, she hasn't decided yet, but the future speciality has to be in the field of journalism.

Kristiina is a girl with lots of hobbies and she is active in school. She is keeping a blog to write down all exciting things what have happened to her. Recently she heard that one of her friends' story got published in youth portal. Besides that, it was named one of the best articles in a week that readers have sent to the editorial and thus she got a little fee also.

More than the fee, Kristiina is interested in the feedback and the opportunity of thousands of readers following her thoughts. As her future is one or the other way connected with journalism, she decided to give it a try as well. Besides that she was fond of the idea that the topic can be whatever she likes to talk about as far as it is interesting for other students at the same age.

Questions:

- What kind of thoughts this kind of scenario created in you?
- Could you imagine yourself as that girl?
- Would you use the opportunity to write an article and send it to the editorial for publishing?
- Would you be motivated by the backfeed, fee or the new experience?