

Newslines User Guide

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ABOUT THE FINANCIAL TIMES

The Financial Times (FT) provides readers with award-winning reporting and insight from over 600 journalists around the globe. The FT’s in-depth coverage of international news is organized according to the region, industry sector or financial market in which you are interested and is complemented by award-winning comment and analysis.

Reading the FT will broaden students’ knowledge of international issues and cultures. With the introduction of the annotation tool, FT Newslines, professors will be able to recommend articles to read, add context to classroom theory, as well as communicate with a network of other professors and students.

FT HIGHLIGHTS FOR STUDENTS AND PROFESSORS

Lex: The Lex column is the oldest and arguably the most influential business and finance column of its kind in the world. It helps readers make better investment decisions by highlighting key emerging risks and opportunities. <http://www.ft.com/intl/lex>

Blogs: FT.com publishes a large number of blogs written by FT journalists. The two most popular blogs are Alphaville (<http://ftalphaville.ft.com/>), a financial markets blog, and beyondbrics (<http://blogs.ft.com/beyond-brics>), a blog on emerging markets which allows readers to filter news and comment by 40+ developing countries.

Lexicon: Lexicon is the FT's definitive glossary of economic, financial and business terms and phrases. It is updated weekly by FT journalists and business school professors. <http://lexicon.ft.com/>

Management: The Management section of FT.com delivers insight into management ideas and practice, the personalities behind the world's biggest businesses and the trends that are changing the way we work. <http://www.ft.com/intl/management>

Special Reports: The Financial Times produces over 20 special reports each month, providing readers with practical business information on the issues, trends and events affecting different countries and industries. <http://www.ft.com/intl/reports>

In Depth: In depth brings together all content relating to major topics or events in the news. In depth is the perfect place to find all articles, blogs, videos and charts relating to an important story or theme, allowing you to keep up to date on new developments. <http://www.ft.com/intl/indepth>

NEWSLINES – HOW TO ANNOTATE ARTICLES

FT Newslines is a tool created by the Financial Times to allow professors to annotate articles. Newslines can be used by professors to communicate complex ideas with students and can raise one's profile within the academic community. Professors and students from over 60 schools around the world have access to this tool and form the 'Newlines Community'. Professors and students from any school can both read and vote for annotations, allowing professors to showcase their expertise and raise their public profile. Professors can write public annotations, annotations just for their class, or private annotations. Students can comment on the annotations and write private annotations. Please note that FT Newslines (the ability to annotate) is currently not available via FT apps.

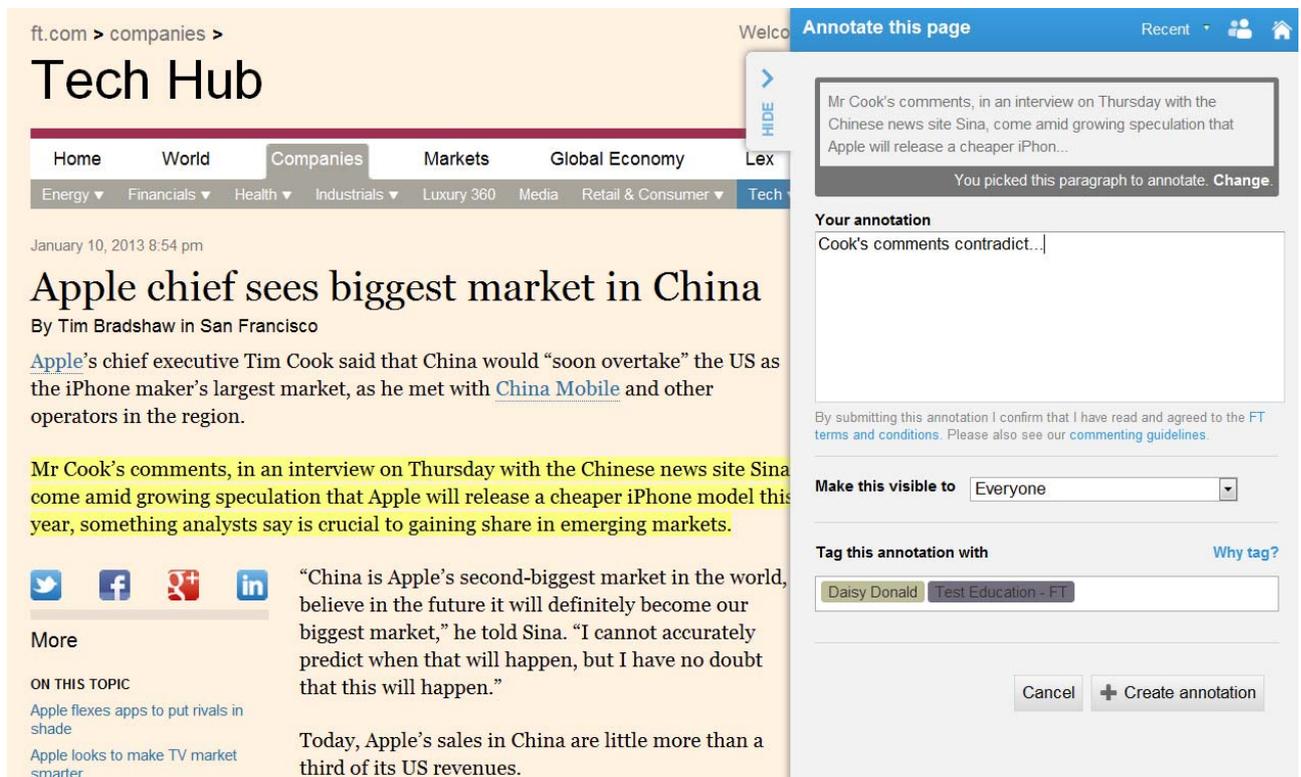
Creating an annotation: You can make an annotation on any article, blog post or interactive chart by clicking on the blue 'Annotate+' button at the right of the screen:

The screenshot shows the Financial Times website interface. At the top, there's a navigation bar with 'Home', 'World', 'Companies', 'Markets', 'Global Economy', 'Lex', 'Comment', and 'Management'. Below this is a search bar and a 'Search' button. The main article is titled 'Apple chief sees biggest market in China' by Tim Bradshaw. To the right of the article, there's a section for 'EDITOR'S CHOICE' with two items: 'TECH BLOG' and 'PERSONAL TECHNOLOGY'. A red box highlights a blue 'ANNOTATE +' button located to the right of the 'PERSONAL TECHNOLOGY' item. Below this is a 'VIDEO' section featuring an Airbus A380 airplane.

This opens the annotate tab and allows you to create your annotation. Click on 'Add your own annotation':



You can either annotate the entire article, or select a specific paragraph by clicking on the paragraph:



Choosing the audience: Next, you can choose who can read your annotation by selecting from the dropdown menu 'Make this visible to':

- A. **Myself:** private annotations that are only visible to yourself, e.g., making notes to refer back to at a later date.
- B. **Members of 'my organisation':** annotations visible to other professors and students at your organisation. This feature could be used to make annotations that are only relevant to your students, e.g. "This article illustrates the theory we discussed in Wednesday's class." Also you can highlight specific points of a story to your students that may help them with their exams and projects, etc.

Please note that at this time, FT Newslines does not have the ability for professors to annotate for their students exclusively.

- C. **Everyone:** these annotations are visible to the public, meaning the "Newslines community", i.e. Professors and students from over 60 schools globally. If you are a professor, your default setting is "Everyone". Only professors can annotate articles for the 'Newslines community' in order to ensure the quality of annotations is kept at a high level.

Tagging the annotation: Tagging allows other users of Newslines to find relevant annotations. Other users can search for annotations by topic, so tagging will ensure that your comments appear in that list. In order to tag an article, start typing the topic it relates to in the box "Tag your annotation with". As you start typing, a list of options will appear, and you can select the tag that is most relevant.

The screenshot shows the Financial Times website with the article "Apple chief sees biggest market in China" by Tim Bradshaw. The article text includes: "Apple's chief executive Tim Cook said that China would 'soon overtake' the US as the iPhone maker's largest market, as he met with China Mobile and other operators in the region." and "Mr Cook's comments, in an interview on Thursday with the Chinese news site Sina, come amid growing speculation that Apple will release a cheaper iPhone model this year, something analysts say is crucial to gaining share in emerging markets." A quote from Cook is also visible: "China is Apple's second-biggest market in the world, believe in the future it will definitely become our biggest market," he told Sina. "I cannot accurately predict when that will happen, but I have no doubt that this will happen." Below the quote, it says "Today, Apple's sales in China are little more than a third of its US revenues."

Overlaid on the right side of the page is the "Annotate this page" tool. It shows a selected paragraph: "Mr Cook's comments, in an interview on Thursday with the Chinese news site Sina, come amid growing speculation that Apple will release a cheaper iPhone...". Below this, there is a text box for "Your annotation" containing the text "Cook's comments contradict...". There are also options to "Make this visible to" (set to "Everyone"), "Tag this annotation with" (a dropdown menu showing "Daisy Donald", "Test Education - FT", and "str"), and "Add as a new tag" (with a "Choose taxonomy" dropdown set to "Subject" and a "Save" button).

If you cannot find the right tag in the dropdown list, you can create a new tag. If this tag is useful to the rest of the Newslines community (i.e. other professors can use the same tag) then this will be made public by the FT editorial team.

Click "+Create Annotation' to complete the process!

CREATING YOUR PUBLIC ANNOTATORS PROFILE

Professors' public profile will be visible to all FT.com users and can be a good way to demonstrate expertise and experience.

To activate your profile, please contact b2bproductconsultants@ft.com with the following:

- A photo with copyright credit
- Biography including current role, professional background, area of interest, qualification

You will be informed when your profile goes live. To view your profile, go to <http://www.ft.com/newslines/profile>

HOW STUDENTS FOLLOW YOUR ANNOTATIONS

In order for students to read FT articles and annotations, they too must have access to FT.com. Please forward the instructions outlined in 'Creating an account'.

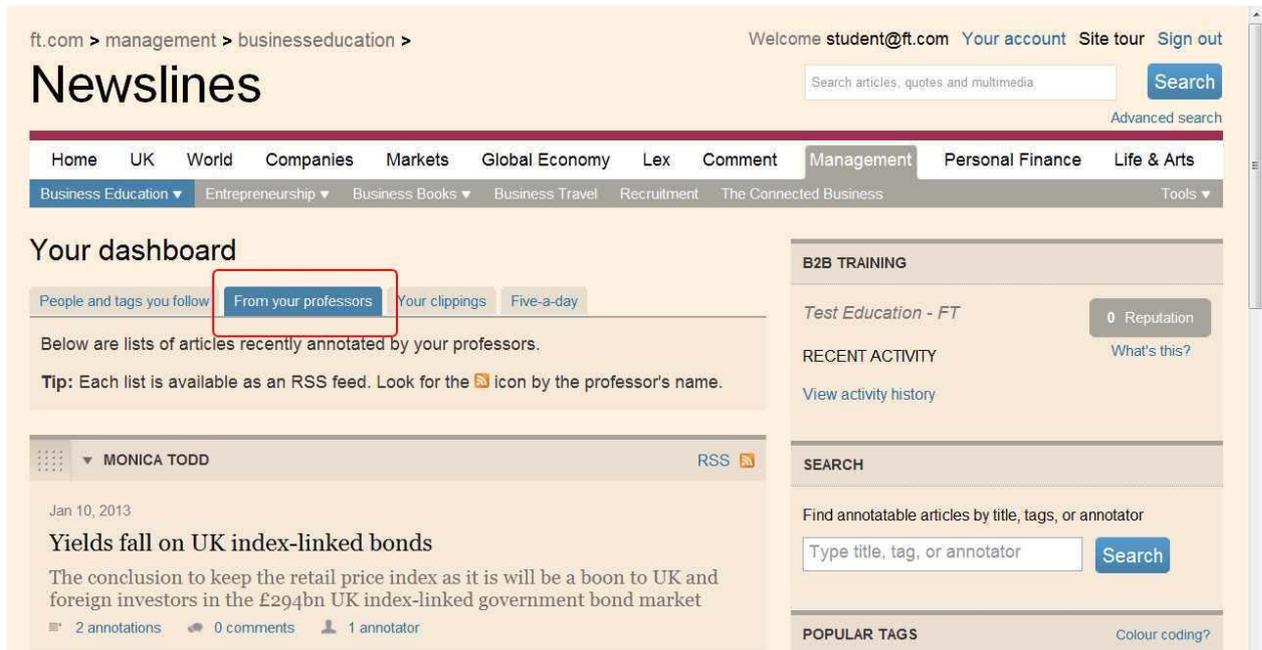
Students can follow your annotations by visiting their Newslines dashboard – newslines.ft.com. (Professors can also use this site to find annotations from other professors).

The screenshot shows the Newslines dashboard with the following elements:

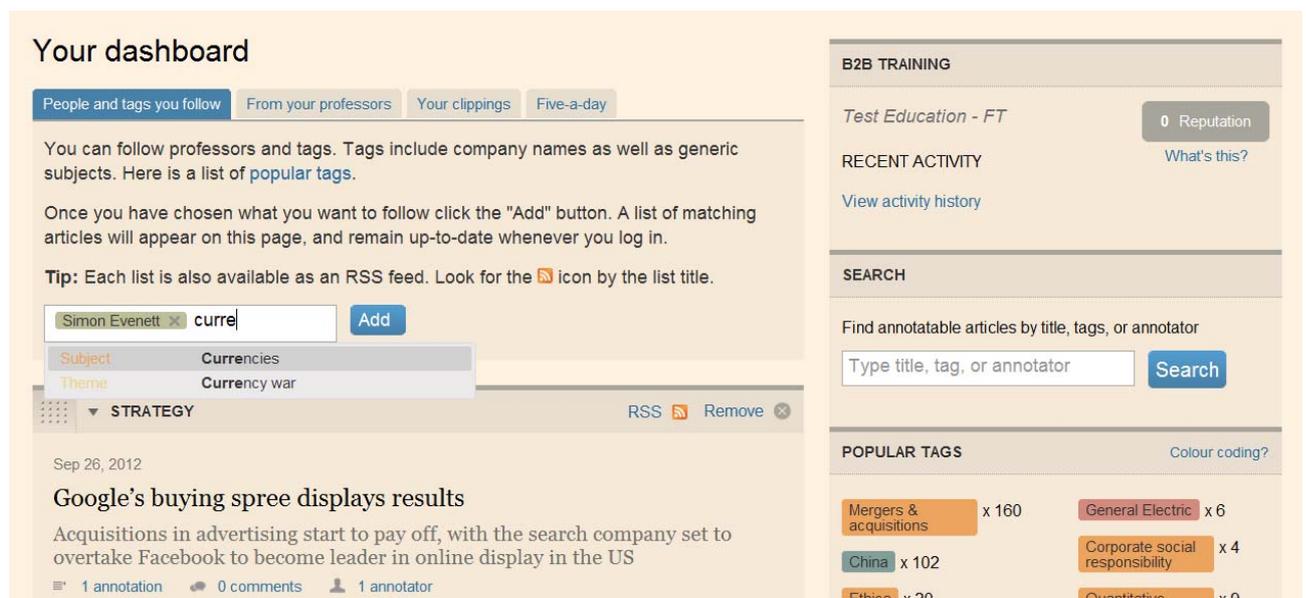
- Navigation:** Home, UK, World, Companies, Markets, Global Economy, Lex, Comment, Management, Personal Finance, Life & Arts. Sub-navigation includes Business Education, Entrepreneurship, Business Books, Business Travel, Recruitment, The Connected Business, and Tools.
- Search:** Search articles, quotes and multimedia. Search button. Advanced search link.
- Your dashboard:**
 - People and tags you follow, From your professors, Your clippings, Five-a-day.
 - Text: "You can follow professors and tags. Tags include company names as well as generic subjects. Here is a list of popular tags." and "Once you have chosen what you want to follow click the 'Add' button. A list of matching articles will appear on this page, and remain up-to-date whenever you log in."
 - Tip: "Each list is also available as an RSS feed. Look for the icon by the list title."
 - Search for topics: Add
 - Saved tag search: Add
- B2B TRAINING:** Test Education - FT, 0 Reputation, What's this?
- RECENT ACTIVITY:** View activity history
- SEARCH:** Find annotatable articles by title, tags, or annotator. Search
- POPULAR TAGS:** Colour coding?

Mergers & acquisitions	x 160	Quantitative easing	x 9
China	x 102	Spain	x 25
Politics	x 3	Oil and gas	x 8
Ethics	x 20	Technology	x 19
- Recently annotated:** Hostile takeovers slump to decade low; 'Financial coercion' heralds return of M&A.
- Most annotated:** The decline of western dominance; Cerebral circuitry; Hostile takeovers slump to...
- Most commented:** BAE shows danger of growth by acquisition; Seven ways to fix the system's flaws.

Students can see annotations from their professors on the 'From your professors' tab:



Students can set their preferences on the 'People and tags you follow' tab, so they can follow particular professors or topics. Students can use a combination of professor name and tag in their search term to filter the professor's annotations:



To read the annotation, students must click on the article and open the annotate tab:

The screenshot shows the Financial Times website with an article titled "Google's buying spree displays results" by Richard Waters and Tim Bradshaw. The article discusses Google's six-year acquisition spree. On the right side, there is an "Annotate this page" interface. It shows a "NO PARAGRAPH ANNOTATIONS" message and a "1 WHOLE ARTICLE ANNOTATION" by Scott Moeller, Cass Business School. The annotation text discusses the integration of acquisitions into corporate strategy. The interface includes a "FOLLOW" button (1), a thumbs-up icon with a count of 5 (2), a "Comment on this" button (3), and a "Tagged with" section showing "Scott Moeller, Cass Business School" (4). A visibility setting dropdown is set to "Everyone can see this annotation".

Once they have read the annotation, students can choose to 'Follow' that professor (1) (add them to their dashboard), vote for the annotation (2), or comment on the article (3). The comments take the same visibility setting as the annotation, which is indicated on the annotation.

A summary of instructions for students can be found here: <http://education.ft.com/resources/user-guides/>

CREATING A READING LIST

The FT.com Clippings tool can be used to create a reading list of both annotated and non-annotated articles. Watch the videos at the following links to find out how to clip articles and share them with colleagues or students: <http://help.ft.com/tools-services/clippings/>

Once you have created your Clippings lists, students can add them to their Newslines dashboard by entering the customised URL of the lists into the 'Your clippings' tab. You can also just use Clippings as a way to create a reading list for the class.

The screenshot shows the FT.com Newslines dashboard for a user named 'student@ft.com'. The page is titled 'Newslines' and has a navigation menu with categories like Home, UK, World, Companies, Markets, Global Economy, Lex, Comment, Management, Personal Finance, and Life & Arts. The 'Your dashboard' section is active, showing tabs for 'People and tags you follow', 'From your professors', 'Your clippings', and 'Five-a-day'. The 'Your clippings' tab is selected, and it contains instructions on how to use the FT Clippings tool. Two buttons, 'Add Clipping list' and 'Create a new list', are highlighted with red boxes. Below these buttons are sections for 'To discuss', 'Good for ref', and 'Recently annotated', 'Most annotated', and 'Most commented' articles. On the right side, there are sections for 'B2B TRAINING', 'RECENT ACTIVITY', 'SEARCH', and 'POPULAR TAGS'.