**Online Package Analysis**

**Case Study**

**DIRECTIONS**

Now it’s your turn to analyze an online package. In this activity, you will deconstruct and evaluate an online story package using the driving questions as your guide.

**Title of online story package:**

**Source:**

|  |  |  |
| --- | --- | --- |
| **Planning Question** | **Answer** (How do you know? Description of evidence) | **Explanation/Reasoning** (Your best guess at why) |
| *Was this package spontaneous or planned in advance?* |  |  |
| *Which was more important: speed or depth?* |  |  |
| *Was the focus of this package information or experience?* |  |  |
| *Was this a visual story?* |  |  |
| *Was there a single angle/story or multiple angles to cover?* |  |  |
| *Was the story primarily based on field reporting or interviews?* |  |  |
| *Are any of the following particularly relevant: sound, time/chronology, data, geographic location?* |  |  |
| *How many people did it take to create this package?* |  |  |

***Overall Evaluation***

Complete on a separate sheet of paper.

In a written summary, evaluate the package. What did it do well? What could have been better? Was it easy to use and navigate? Why do you think the journalists, editors and designers made the choices they did?