



Subscriber Paths Deep Dive

Images, Video, and Galleries
December 6, 2024
Genesis Qu & Juliet Kelson

What we found

There is overwhelming evidence to suggest that articles with embedded multimedia elements are associated with higher paths.



Why Multimedia?

- Straightforward data collection
- A quick way for us to get actionable insights
- Demonstrates paths values of alternative storytelling formats

LOCAL

From blue to red in a generation, Upper Midwest's Driftless Area flexes political muscle

From 2008 to 2020, the region along the Mississippi River covering parts of four states saw America's biggest flip from Democrat to Republican.

By Reid Forgrave
The Minnesota Star Tribune
JULY 12, 2024 AT 8:17AM



The Driftless Area illustrates as well as perhaps any place in the nation the rural drift toward the GOP of the past generation. (Glen Stubbs/The Minnesota Star Tribune)

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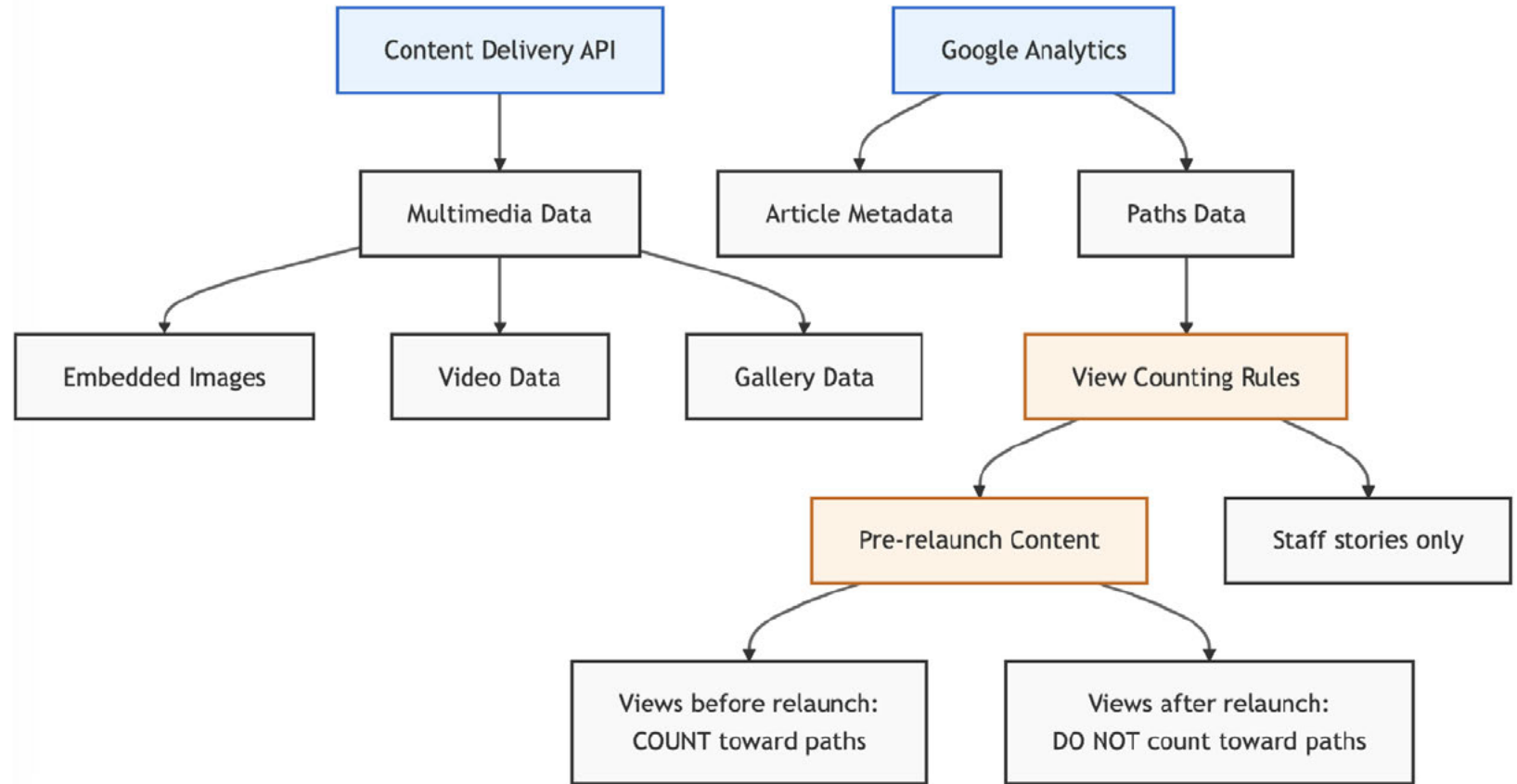


Most Read

- VIKINGS**
Five extra points: An efficient RB's impact, the coach's kicker effect, and when Mundy is at his best
- VIKINGS**
Fans hold their breath, Vikings catch theirs in time for 23-22 win over Cardinals
- MINNEAPOLIS**



Data Overview

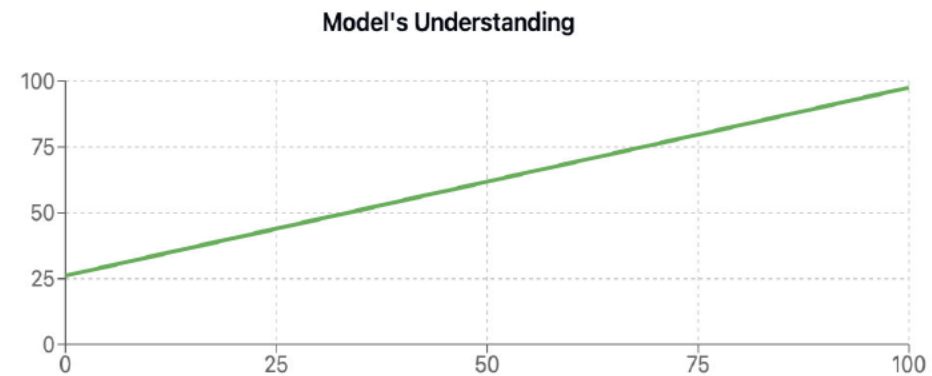
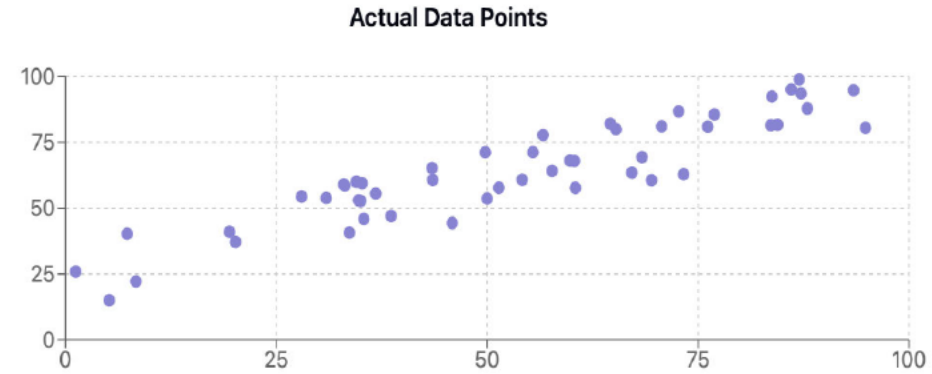


Source: Google Analytics, Content Delivery API
Date Range: September 2023 – September 2024

Statistical Modeling

Statistical modeling is a method using **historical data to approximate reality** and making predictions based on that approximation.

Here, we use it to mathematically describe how paths change when embedded multimedia elements change.



Training process

The model learns from our historical article data to draw empirical relationships. This is known as “training”

- Given an article has some kind of multimedia, how many paths do we expect it to get?
- Extrapolate the effect of having multimedia elements for stories in different sections.
- Control for subscription offers and the section the story is in.

Statistical significance

If an effect is statistically **significant**, we can conclude that the effect we observe is real, not due to **chance**.

A statistically **insignificant** effect simply tells us that we don't have enough evidence to make this conclusion.

This does not mean a relationship does not exist, but that we are not **confident** in the relationship given the number of samples we have and the size of the effect in the sample.

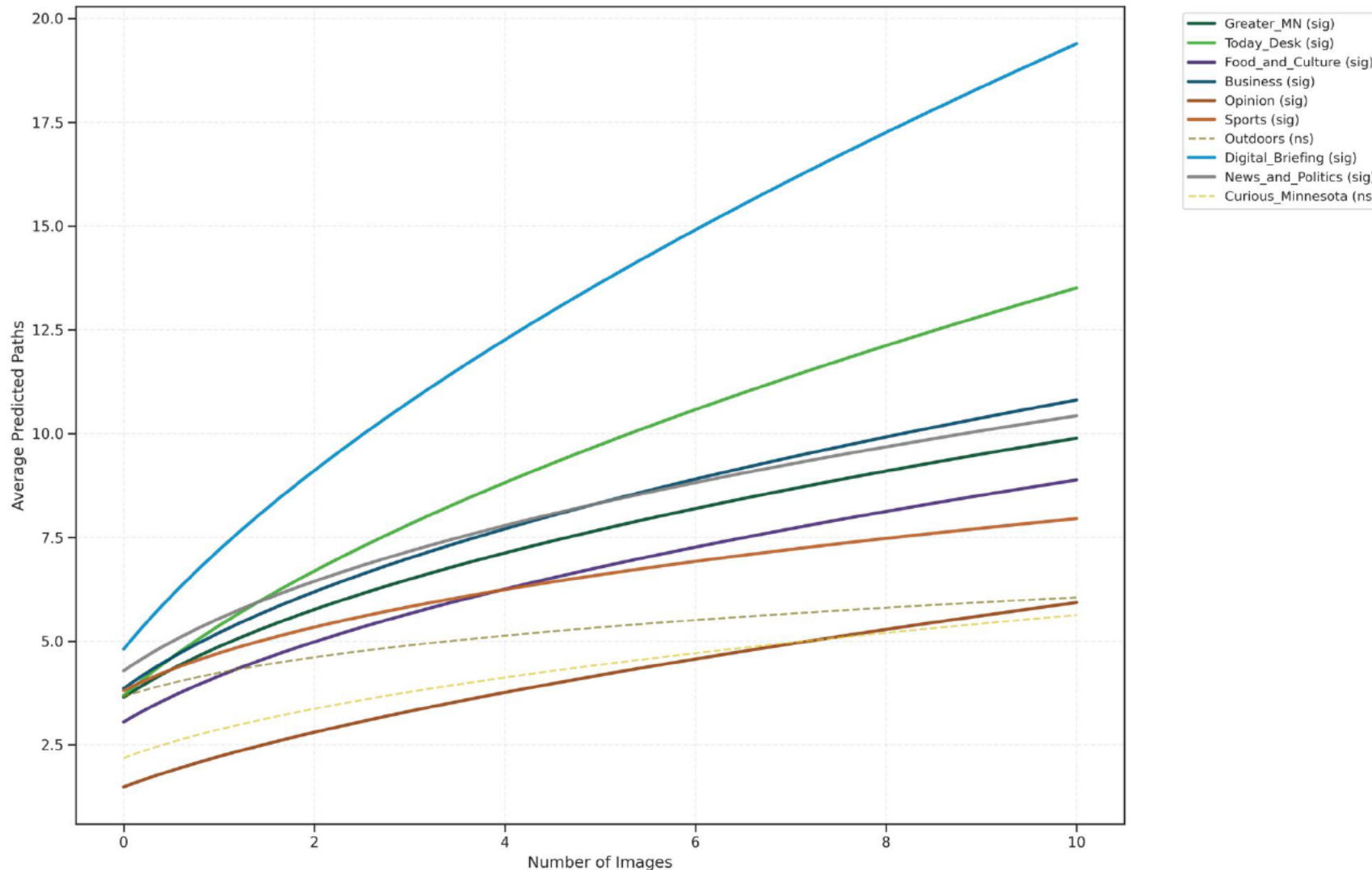
Body Image Modeling





Body Images: Predicted Effects

We expect paths to increase as number of images increase



We expect articles with more images to get more paths.

This relationship starts plateauing with more images added.

At some point, the number of images has diminishing returns.

Spotlight: Food and Culture



EAT & DRINK

It's here: Reviews of all the new foods at the 2024 Minnesota State Fair

There were 33 new "official" foods, but we went the extra mile and found 30-plus more.

By Joy Summers and Sharyn Jackson
The Minnesota Star Tribune
AUGUST 23, 2024 AT 10:18AM



3 Piggy Pals On-A-Stick from Sausage Sister & Me at the Minnesota State Fair. (Leila Navidi/The Minnesota Star Tribune)

Images: 63 Paths: 89

VARIETY

Yuen: Mark Rosen became a public face of grief and caregiving. This is how he found love again.

The Minnesota sportscaster showed his vulnerable side as he mourned the loss of his first wife, Denise. He's now sharing the joy that can exist on the other side of grief.

By Laura Yuen
The Minnesota Star Tribune
FEBRUARY 8, 2024 AT 8:29AM



Mark Rosen and Karin Nelsen chatted a youth hockey game in Eden Prairie last month. The two got married in September after a courtship that started with a mutual love of cats. (Carlos Gonzalez/The Minnesota Star Tribune)

Images: 7 Paths: 78



Spotlight: Opinion



EDITORIALS

Light rail in the Twin Cities: We have a problem to solve

"We've shown we can do this and that people can ride in safety," says Metro Transit's police chief. But first, riders need to be persuaded to return.

By Editorial Board

NOVEMBER 16, 2023 AT 12:13PM



Metro Transit Police Chief Ernest Morales knows what the system needs: many more fare-paying riders and a far greater security presence. More riders, he said, "because there is safety in numbers," and more security presence because "where we've been able to do that, we have seen results." (Noor Adwan, Star Tribune/The Minnesota Star Tribune)

Images: 4 Paths: 11

CONTRIBUTING COLUMNISTS

It's time to lower the invisible drawbridge at the Minneapolis Club

The elite club may no longer be invitation-only, but it still doesn't reflect the diversity of the city.

By Sheietta Brundidge
The Minnesota Star Tribune

AUGUST 19, 2024 AT 1:04PM

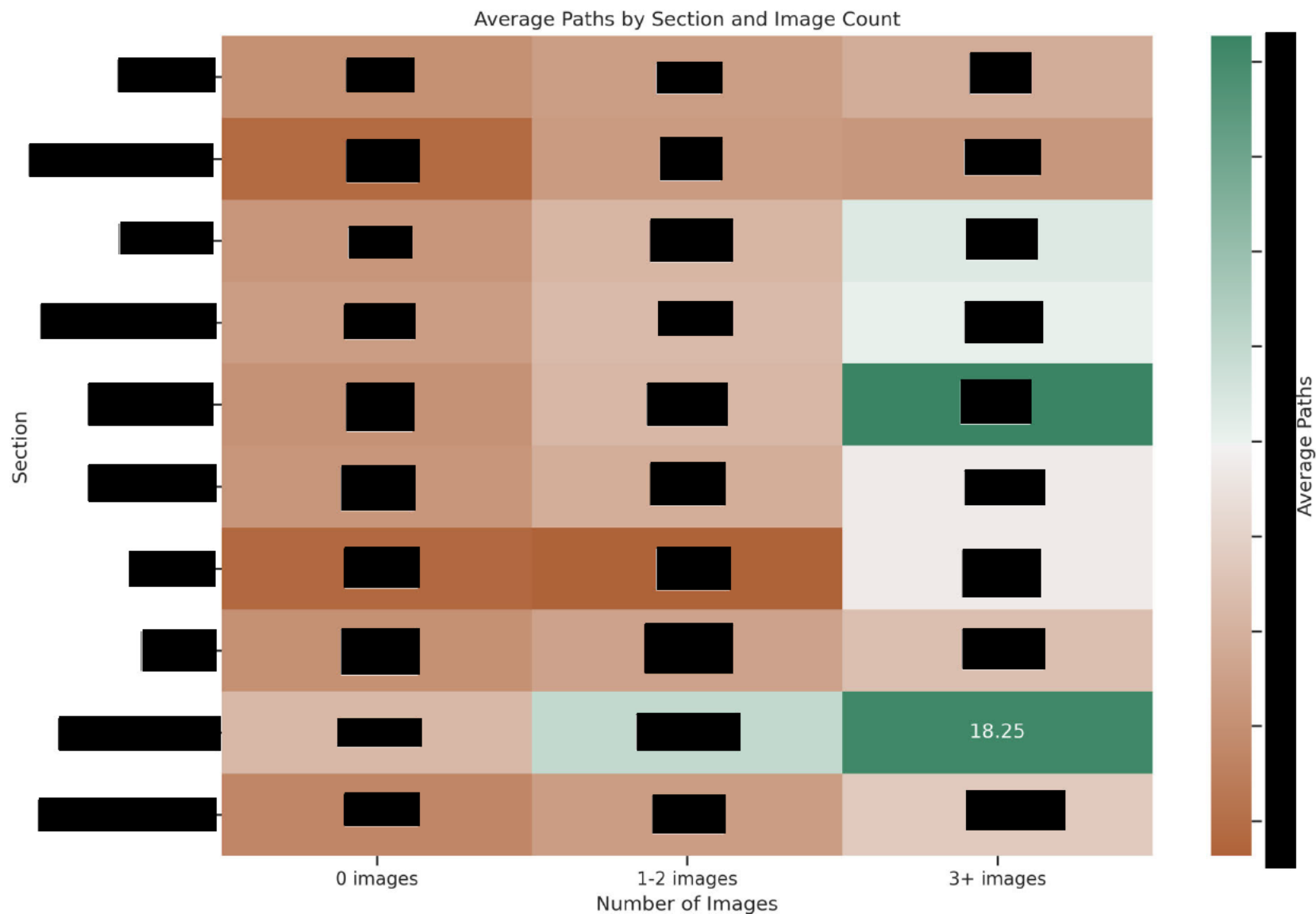


"The old barriers that kept us out of the castles evaporate when we walk in their front doors with our heads high. I want my fellow Black business owners, especially the female ones, to know that they, too, can socialize, network and claim membership inside these walls," Sheietta Brundidge writes. Above, the Minneapolis Club in March 1960. (Dwight Miller/The Minnesota Star Tribune)

Images: 1 Paths: 5



Images: Actual Relationship

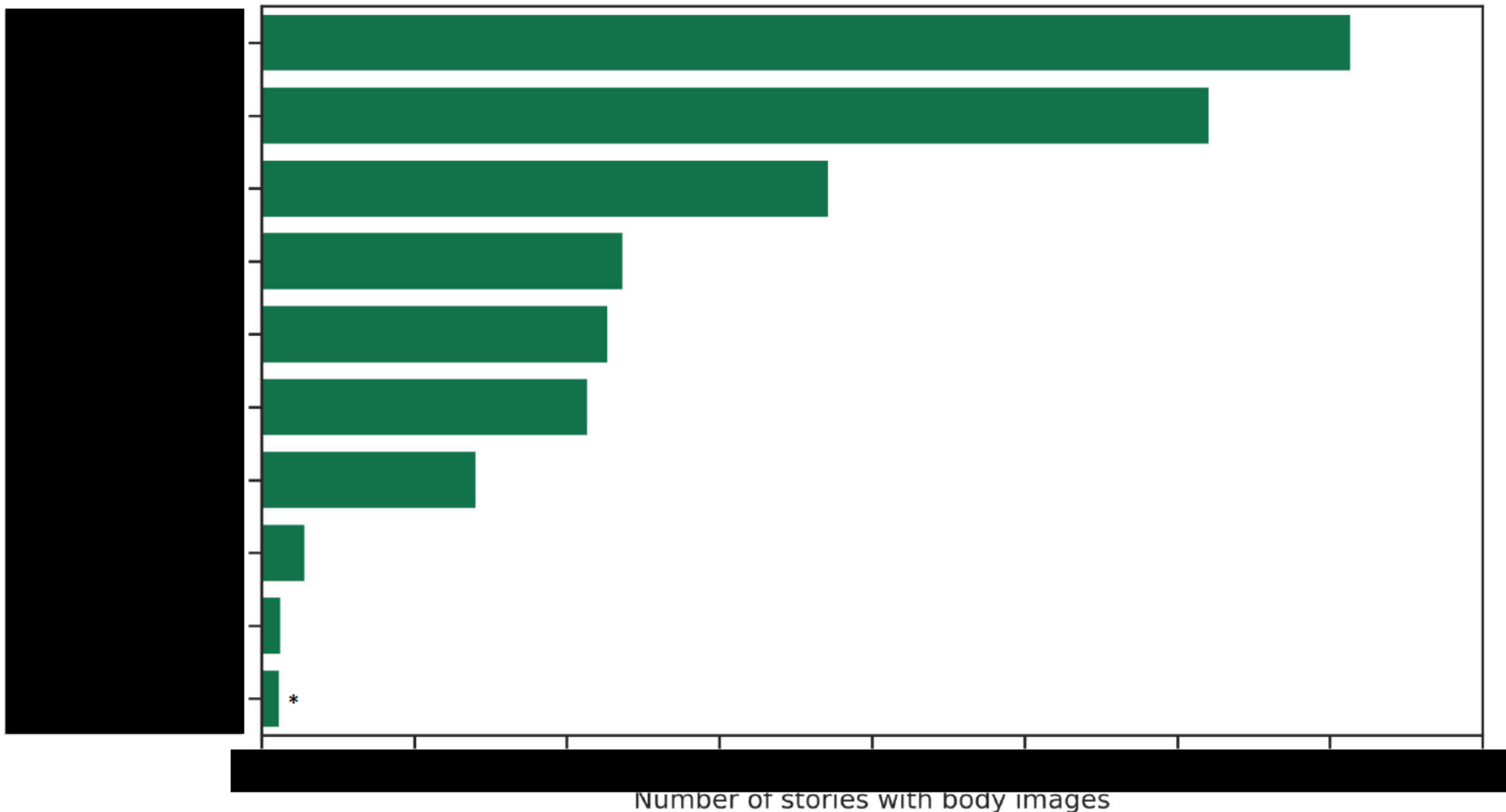


The model extrapolated these patterns from the data:

Articles with more images have more paths on average.



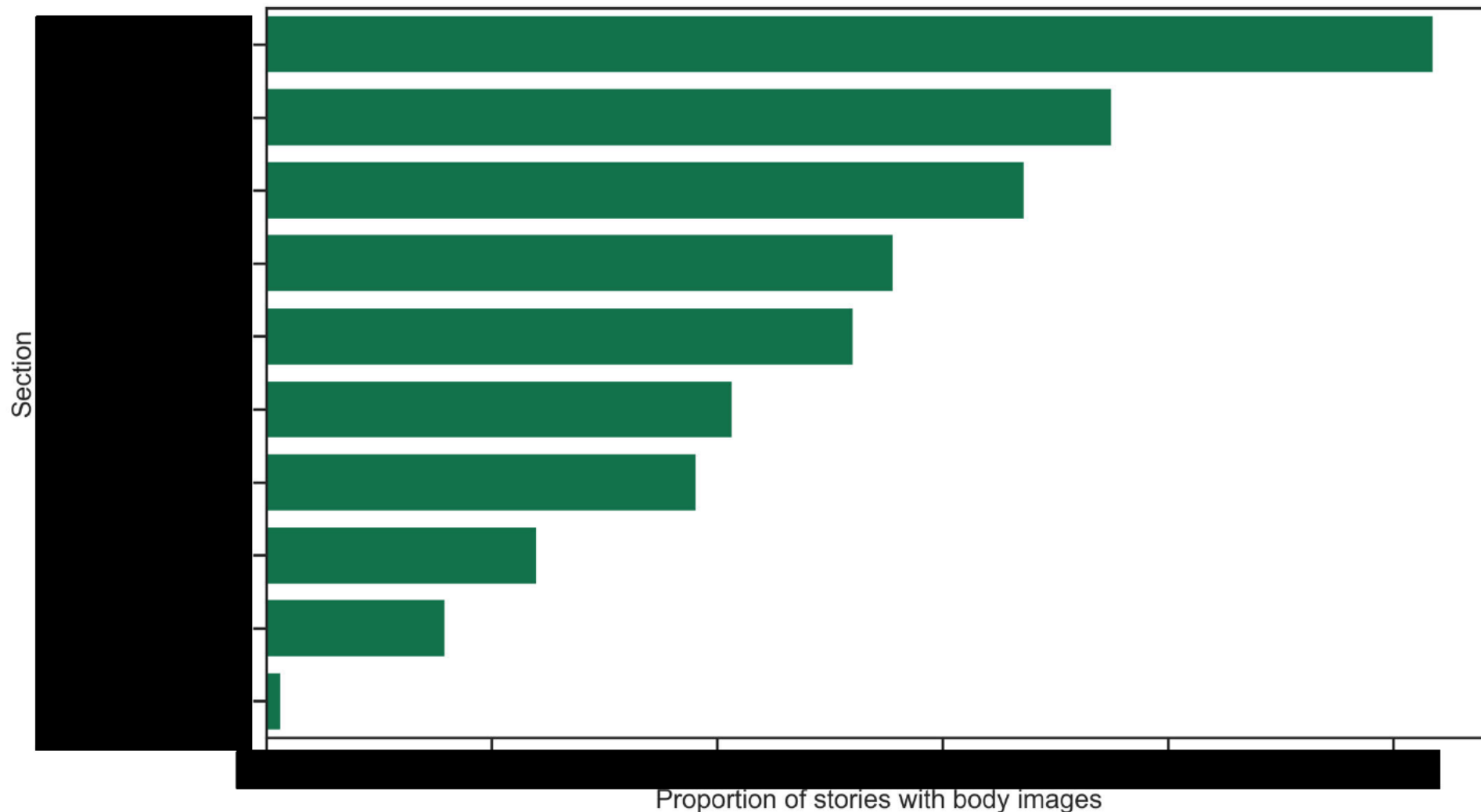
Body Images Counts by Section



Note: Graphics are not counted here.



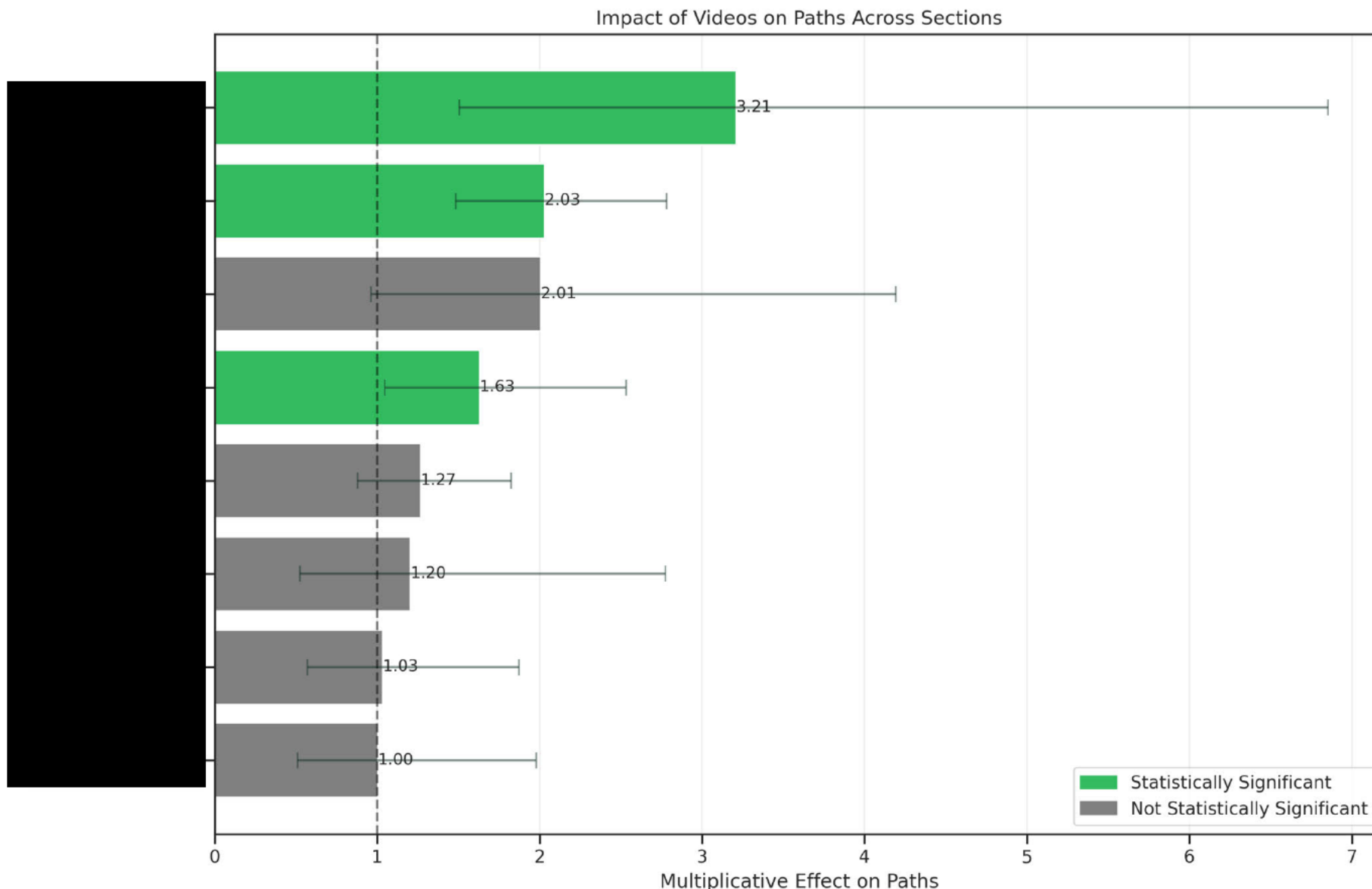
% articles with body images





Video and Gallery Modeling

Video: Predicted Effects



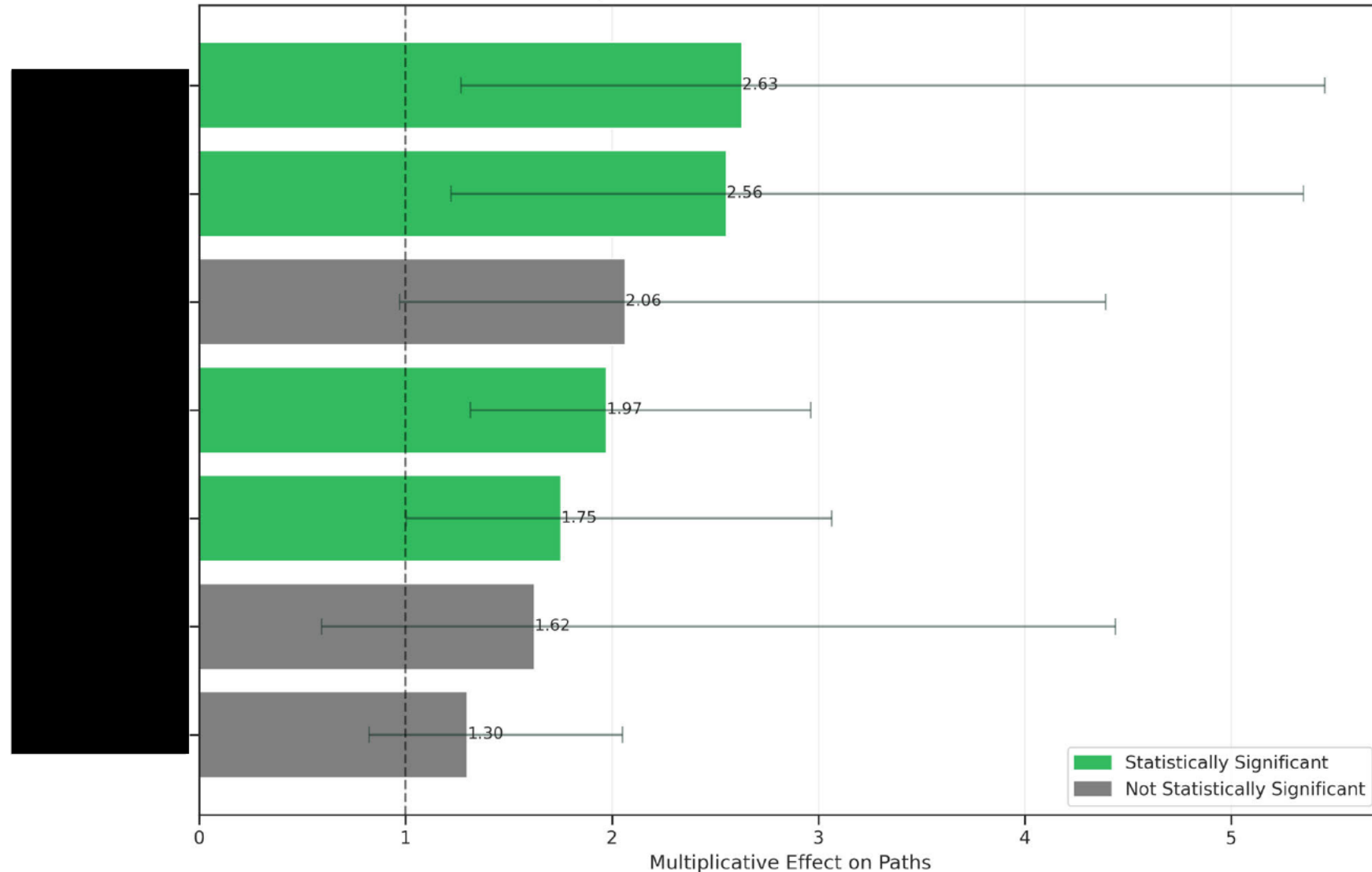
Because of limited stories with video, there is not a lot of certainty in the relationship between video and paths.

_____, &

however, do show significant positive relationships.

Note: Base Effect is the effect of an article having video without considering section.

Galleries: Predicted Effects



Because of limited stories with galleries, there is not always certainty in the relationship between video and paths.

News & Local however, do show significant positive relationships.

Note: Base Effect is the effect of an article having video without considering section.



Spotlight: Today Desk

Video

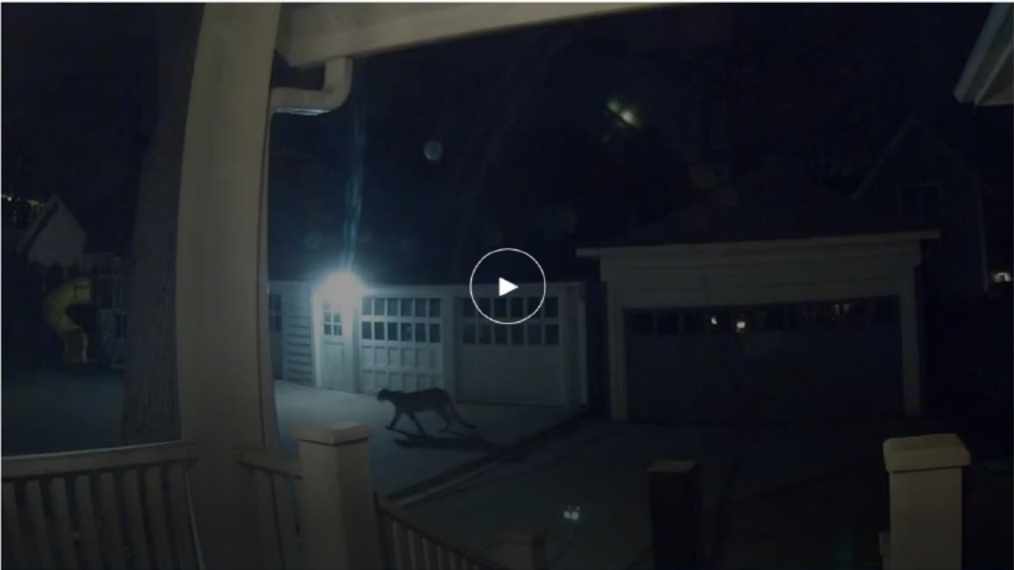
MINNEAPOLIS

Cougar spotted in Minneapolis killed on I-394 by Hummer

The driver hit the cat about 2:15 a.m. Wednesday.

By Tim Harlow

DECEMBER 6, 2023 AT 3:39PM



Video: True

Paths: 19

Gallery

ELECTIONS

U.S. Rep. Ilhan Omar defeats Don Samuels by wide margin in DFL primary election rematch

Omar narrowly defeated Samuels two years ago. She beat him by a much larger margin Tuesday night.

By Ryan Faircloth, Anna Colletto and Elliot Hughes
The Minnesota Star Tribune

AUGUST 13, 2024 AT 11:32PM



Rep. Ilhan Omar celebrates with supporters her primary win during an election party at Nighthawks in Minneapolis on Tuesday. (Jerry Holt/The Minnesota Star Tribune)

Gallery: True

Paths: 22



Spotlight: Business



POLITICS

For Mike Lindell and MyPillow, there's no turning back

The legal defense in defamation cases against CEO Mike Lindell hinges on sticking with his debunked election claims.

By Brooks Johnson and Briana Bierschbach
The Minnesota Star Tribune

OCTOBER 14, 2023 AT 8:00AM



Cardboard cutouts of Mike Lindell hawked MyPillow products at the Minnesota State Fair on Aug. 30. "I would never settle in any lawsuit," he said in an interview. "You don't settle for something where you've done nothing wrong." (Glen Stubbie, Star Tribune/The Minnesota Star Tribune)

Video: True Paths: 29

REAL ESTATE

Renovated 1915 lake home that was part of lumber baron's Wisconsin estate listed at \$996K

The home, built for Frank Stout's gardener using the finest lumber, has been a short-term "bed and boat" rental; the property also includes a small cottage.

By Alex Chhith
The Minnesota Star Tribune

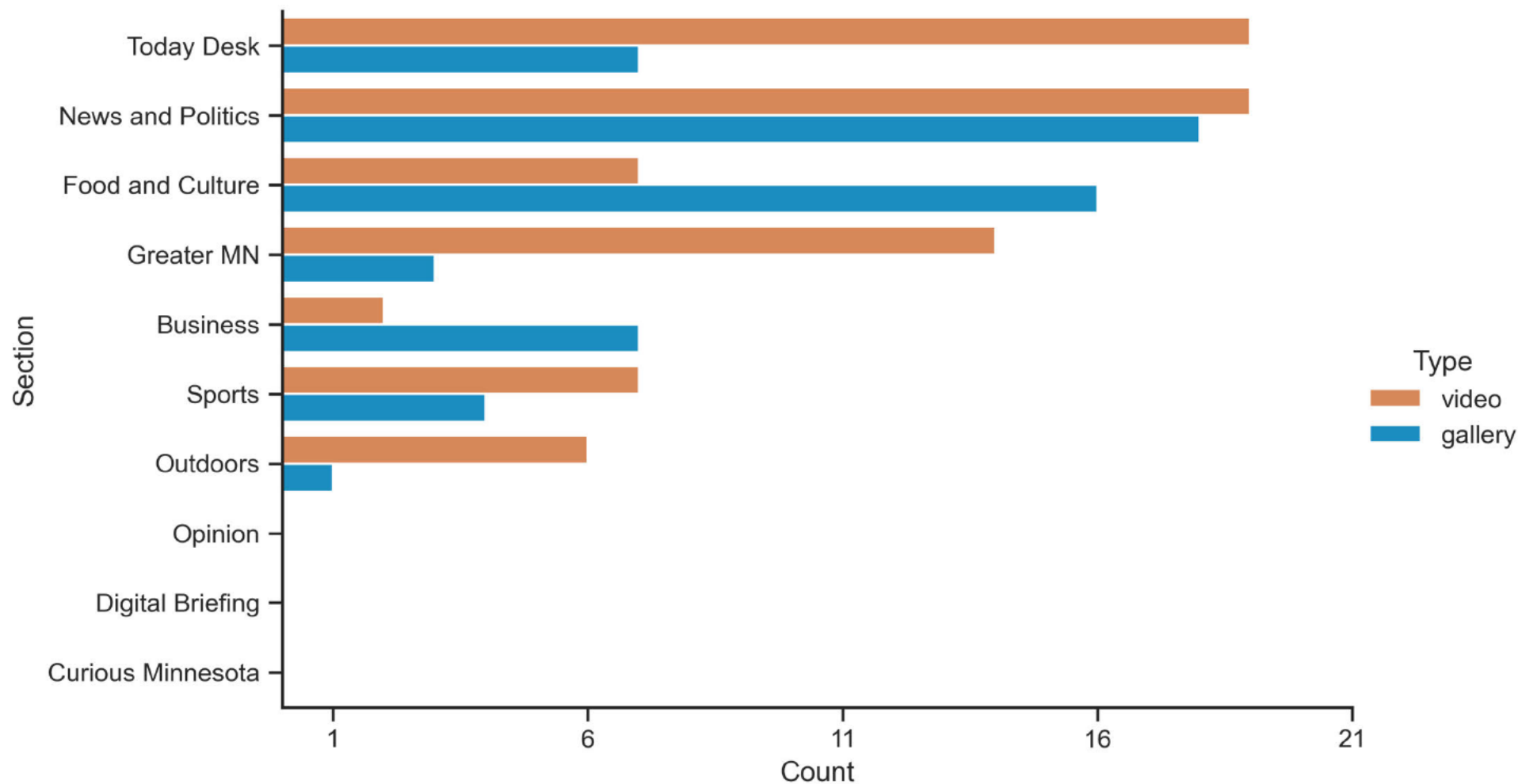
AUGUST 16, 2024 AT 11:32AM



Gallery: True Paths: 30



Video + Gallery

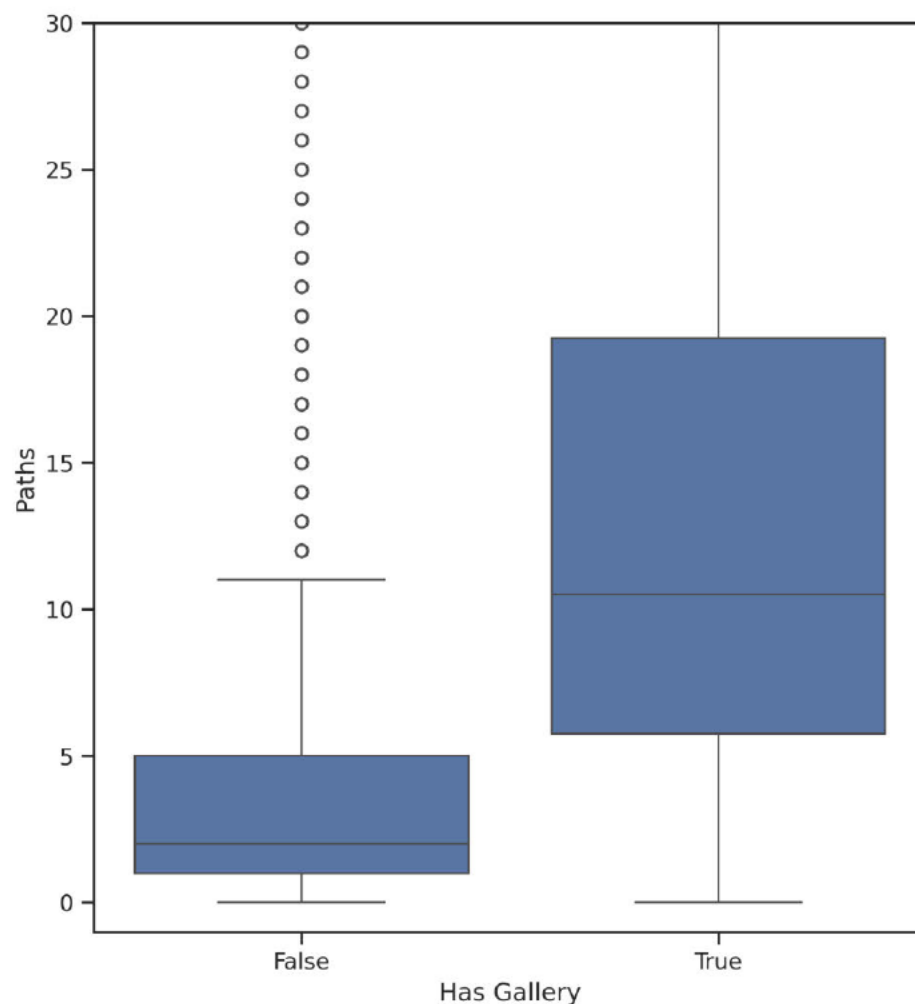
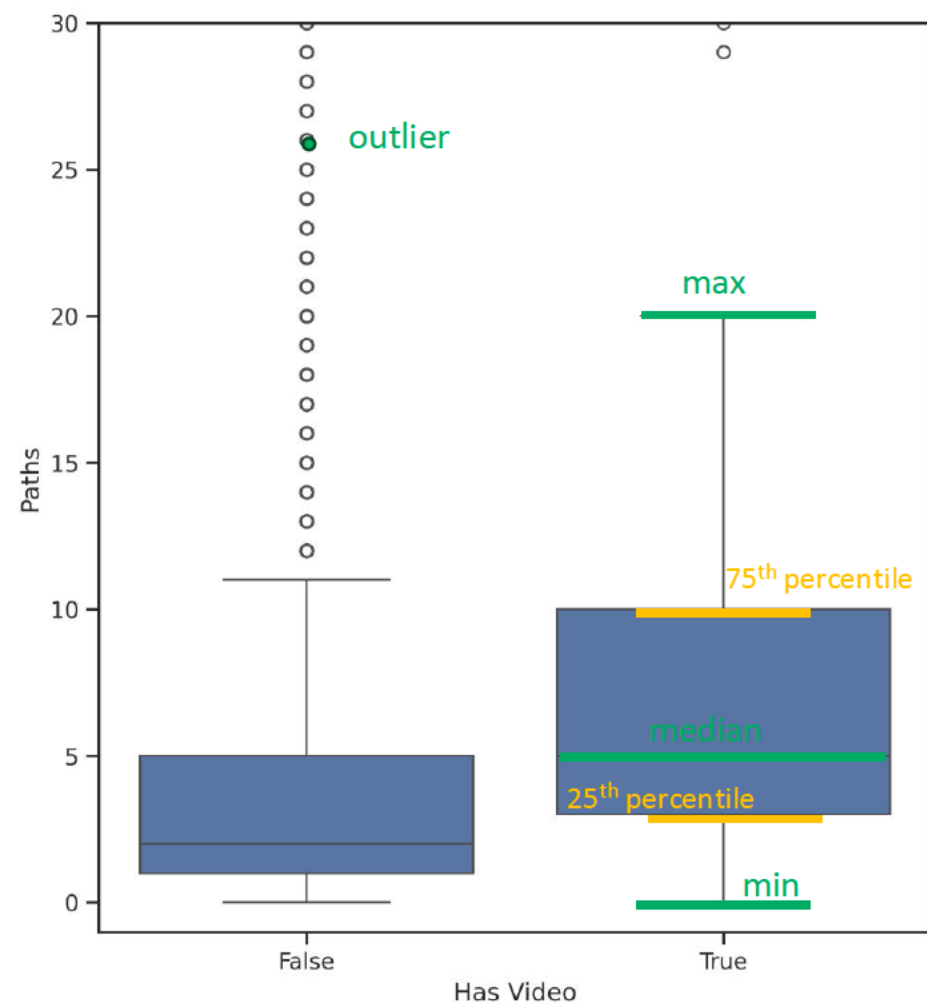


Video and gallery data distribution is uneven across sections.

Some sections have 0 stories with videos or galleries.



videos & galleries tend to have high paths



For stories that have videos, the distribution of paths is higher than stories that do not have videos.

The same trend follows for stories with galleries.

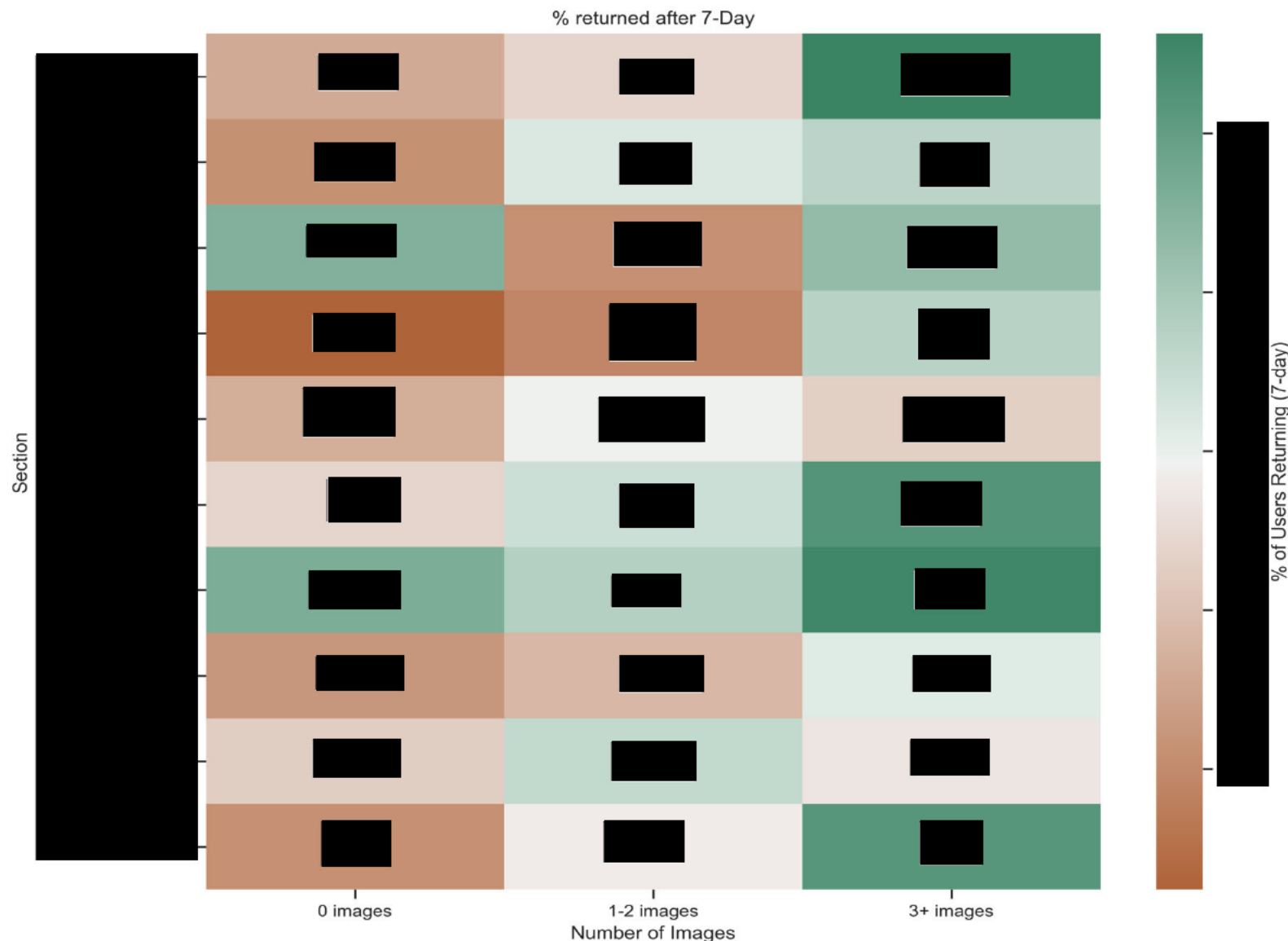


Bonus Item: Engagement

We've been telling you paths don't tell the whole story, here's another part of the story.



Embedded images lead people to come back



More people come back to the website after reading a story with embedded body images.