

ISOJ 2009: Research Panel: International Journalism Perspectives  
from the Americas and Iberian Peninsula

*Alfred Hermida, Elizabeth Saad Corrêa, Luís Antonio Santos, Manuel Gago Mariño, Nuno Vargas, Loreto Corredoira*

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- **Elizabeth Saad Corrêa**, Universidade de São Paulo (Brazil)
- **Luís António Santos**, Universidade do Minho (Portugal)
- **Manuel Gago Mariño**, Universidad de Santiago de Compostela (Spain)
- **Nuno Vargas**, Department of Design and Image, University of Barcelona (Spain)
- **Loreto Corredoira**, Universidad Complutense de Madrid (Spain)

**Elizabeth Saad Corrêa:** So, to know what the study beginnings of 2006 major Brazilian internet portals released channels for its users' participation as news providers. And to analyze this scenario, we present preliminary data about the status of participatory journalism initiatives undertaken by the main portal. And our main assumption is that the major portals in the country have not still been able to adopt what's participatory journalism in depth and breadth of the experience reported by the original participatory concept and the well known international authors. It's important for you to know a little bit what is the resilience, scenario of news and Porto's importance we have a strong concentration of information in digital environments called so called portals to use in portals are considering traffic attractor and the portals normally used as sources for this news international agencies feeds, proprietary moves rooms and most of them a connection to journalistic traditional brands, who feeds the information. We have also a study from the research enterprise that makes researches about weapons in Brazil. Studies show that primarily the users get information through the portals then browse on newspapers websites. So this justifies a little bit why we went to the portals and not to the online websites that have their papers. And we have also kind of readers, difficult engagement on this kind of participatory chosen journalism something not very clear. to the public. So the results will show a little bit about this. How is the ranking of our portals? We have the top 10 search engine portals and Google was the first of course, and you see the portals marked with red and the portal that offers something related to news and journalism and the red ones were slipped out of our sample and the green ones were considered in our sample. I will just decide on the theories and concepts for this study. We are based on the Cultural Studies from the University of Birmingham. Also the study is about participatory journalism, especially then go more prominent wheelies, burns and Anna Brambilla, who is a Brazilian researcher on this area, and also the new media studies. methodological procedures our main major portals in the country have failed to adopt participatory journalism in the depth and breadth of international experience reported by the other authors for this remake an exploratory study and content analysis. And for the sample, we took 10 Brazilian autos. The first cut was the audience. The ranking of the audience then if they offered a specific area to display typically, but you just any kind of music. Then this results that

Canada displays in the area in Portuguese is Jose you reporter global.com Porter also offers another one's called you at G one and low and we're out of the sampling criteria and why this doesn't offer a specific and explicit area for journalists participatory journalism, although they offer many possibilities of comments and kind of UGC and EEG. It was out of sample because we began the data collection, and we noticed that all the content in this area for journalism was receiving information like press releases, personal ads, and so on. So because we take it out of sample, we have made a simple observation and collection of data during the two first weeks of March last March. And the result we have 163 published materials to be analyzed. We also have some criteria for the categories for the content analysis. The first category is the editorial area. The other one is content. Localization to see if there is some kind of hyper localism in the content. Yeah, there is the level of users engagement on the production of that content, and simple flagrant source quotation, then use of multimedia resources. is a kind of thing that we want to see and other narrative aspects, the results in the editorial areas, the main focus is Metro news or the extended the hyperlocalism issue, we have noticed that 94 93% of the stories covered the events that took place in the physical surroundings. of the citizen reporters. Flag rent versus verses of news construction, we have a kind of balance between complaints we are not identified as mere striking of reality and 44% of the published material. We have identified fragments. Here we think that the user doesn't know very well, which is the difference between when and the narrative aspects, especially about quotation of sources. Half of the sample don't make any citation or quotation, and in 34% of the cases only one source of information was mentioned and in many cases, this source is elusive and in the 14% of cases, two sources were mentioned. There are some differences or positioning between the two portals that were nice. Terra portal offers a kind of relationship and interaction with citizen journalism. They put content together with citizen journalist content and they have a rich content but at the end, and the globe reporter who doesn't do this thing and the most of the content and participatory journalism is characterized as this oh, this is the kind of problem that we may have noticed in this comparison, is that the credibility about the credibility because of this presence of commercial and marketing content. My final remarks though, the participatory journalism in Brazil would not arouse the reader's engagement with the production of information, much less the vehicle shows concern so use the material sent in by the internet users as Amir's the starting point for a process of investigation. Assigning the channels of UGC evaluated in the main Brazilian portal, as the label of citizen journalists becomes dangerous, especially within the theoretical frame of reference outlined by burns. Brazilian web users that have that are involved in this service. The service title of sites reported by the consolidated conceptualization of Baumann in real life is not they are not very clear if they are protectionists or adjuvants. And we have noticed this study, we mark it for us that we have further discussion to put the study in progress, especially to discuss the degree of editorial intervention exercised by the portal. The effects of the portal brand credibility facing the collaborative content which provides the characterization of news really within a space of participatory journalism too and a kind of differentiation between citizen journalist and citizen source that seems to emerge in this study as something different than citizen journalism. And we

consider it also important to include as a comparative data, the well succeeded independent initiatives in Brazil, on participatory journalists, the Independent Media Center, Brazil wiki, gappa and overmold. So that is, thank you very much.

**Alfred Hermida:** Thank you. Next up, we have Luis Antonio Santos and Manuel Pinto from the Universidad de do Minho . And they are going to look at why we should expect worlds to collide? A Case Study Analysis of “Jornal de Notícias” and its Strategic Production Changes

**Luis Antonio Santos:** Hello, everyone. Now it's me. I'd like to start by thanking Rosental for this. It's really nice to be and I'd like to say that this makes no sense. It's an ethnographic research in a particular Nordstrom which has changed and we've been a few months before the change happened through the change and a few months after that. We're still going and it's rather inspired by what has already been mentioned here today. rather prefer Kotori. I was told that to get people's attention in the afternoon this year's Journal. It's Portugal's second and widest audience average. Roughly 100,000. The crisis is that the average circulation is more or less. Traditionally, it's stronger, most of the country. And it's considered the quality of popular news. Something in the line of the Daily Mail, and for instance, more or less. This particular case came to our attention. We decided to study it because JM was the first on the web in Portugal in July 95. So we wanted to see what happened to all that enthusiasm from 95 And there it is this page from 96. I can see that this animated GIF is 96 very big things in the screenshot. The reality of it was that after the initial enthusiasm two people wanted that was initially processed. It never went beyond the several workforce integrated into a portal for reasons that have to do with. They have to do with business because business was integrated into a group business decisions looking in that direction. In 2005. It was bought by its current owners in 2007 they started to renegotiate the agreement with the house and at the same time they started to create a new online strategy. The new site was online in May 2008. Two days shy of one anniversary so it's quite an old newspaper. Major changes in this new system, the new online environment no longer published all the paper content, which was basically what they did with the last generalist forums. That was the added bonus paper content plus generalist an option to the platform presenting a semantic distribution similar to that of the paper. So those headings over there. They didn't match the newspaper. They were different. And some of them were quite different. New user centered spaces community blogs, citizen reporter and multimedia. Something they didn't have. So here you can see them. The old one and the new one. This is a printscreen of the last old one and the first one they changed. Why the more varied and much more options, but I'm sure someone else will tell you the design later. We've heard about metrics all afternoon. So we get some more unique metrics. You can look at the 2008 line and you can see that there's been a clear increase in unique visitors. And I've been told that they've reached 3 million a month when we're in Portugal. We measured them at 3 million in March. And to have an idea of how Japan compares to the other major babies in Portugal be the red one dn which belongs to the same group is the blue and then probably cooler which is the main it's the dominant online newspaper in Portugal.

They all seem to have risen in January. Probably got five million uniques and Japan seems to have gotten so production wise in terms of there's metrics in this during the first six months or so, from June till December 2008 in these new areas they produce just through 278 videos 29 infographics, three on demand for the galleries 59 audios 11 multimedia special features this is all their own production. Something that they saw it's something that happens with other sites. Sometimes they source video, for instance from someone else from agencies and this is their own production. By the end of October more than 1000 user blogs had been created. Three months later, more or less. On the business side there was also a revolution or at least the change and major change three relevant operations September or wait. They struck a deal with a Swedish company for two soccer related games. And he's brought in users, users bringing money and they also added revenue from in game out. It's a new thing for them. February oh nine partnership with four other media groups to use shared contextual ad platform find module nine, the group not sheltered in the same way that the group got an exclusive commercial representative representation of CBS interactive so if you access CBS sites, unfortunately there's no money on the newsroom. They opted for a no full integration strategy. There was this idea of an incremental digital awareness strategy. The online newsroom grew from three to eight plus plus. I consider the students who are on internships. And they work a lot in tandem with newsroom major shifts. And this is interesting because I was hearing Sue earlier and I was thinking this happened in my case. They created the nontraumatic flexible news desk, which was kind of a major thing for them because users tend to be allocated to paid specific pages in the newspaper culture, whatever international This was called actuality. And it was also followed by a symbolic room change. They used to be in the small room with another newspaper service, and they went on to the place where editors would meet in the past so symbolically was a major change in the glass room at the end of the newsroom. They could see each other. Out of that. I've noticed this changes shifting perception of time and deadline rationale, a shift in the perception of workload and what is expected of me while on assignment framework. Things change. For those people it was really sad. And there was an enhanced awareness of users presence, UGC, but also metrics metrics. During the course of the weeks, I noticed that more and more journalists had the matrix. screen opens permanently. Not only the editors but all journalists the work skills needs of someone that worked for you online in 2007, were basically this publishing platforms I want to say average writing skills just and sensible communication skills for the forum's 2008 All that last, they had to do the breaking news they had to do press reviews that early morning, UGC management the comments or presence in editorial meetings to mention that that is that was a major change because they saw themselves as coming to newsroom level, which they thought they want, in a sense, permanent linkage to actually download that new news this and so more links with the actual newsroom production of new and ongoing multimedia work and also expected to handle voice and image recording equipment and to perform basic editing tasks they actually use and 90 fives, not the iPhones. I think the NMT fives are much better. Yes, for that. Yes. I'll go. I said the same thing with the newspapers this morning. The broad ideas of these debates, as I tried to identify them. There's a collapse of a rigid business model. There's a

breakdown of producer use of trust loyalty and as a as this failing of a self centered claims professional, the journalist when I'm looking at my case, observing these three things, editorial changes, changes in the sidebar. scheduled integration of new user functionalities creation of semi autonomous microsites these things planned for the future. On the business side, promotion of cross border added value and capture of income from non US related sites. So the business model might not be as good as it was, but it's not much of the same reasons as the second point. I think people are aware there is no single message. So there's a rethinking of loyalty. And in this rethinking of loyalty involves management of VGC spaces the promotion of events was centered on microsites in the production of sensemaking materials like infographics like multimedia in the usual usage of something called conversation expansion tools like every client, they just started to use. When they saw the success they kept on using interviews with friends, TV stars from farmers, or whatever. And the three of you change professions. It's true that most of them or some of them are still uncomfortable at times. We realize the pressures for greater transparency because pressures are much higher now. With sheer volume of user activity, the comments keep on keeping on at night, but they are more used to producing medium neutral information and they are providing accountability assurances so far from the audience and part of the conversation production is not there yet. has been produced by a group of people hyping social profiles and that is very high level the same way which is startups they have the added advantage of being less bound by simple work practices because they insisted.

**Hermida:** Thank you sometimes, and the number is also quite useful for timing talks, reminding people when they've been in so far. Our next paper anyway, our next paper is a group of researchers of the years that doesn't and we have our goal here is gonna present it but also in the room we have voices in there and gotten lost. Our next presentation is from the University of Spain. And what he's going to be looking at is setting guidelines and how to design new online and analysis of the Portuguese online newspapers and their Spanish Argentinian. And Brazilian counterparts. So don't get a lot of content.

**Manuel Gago Mariño:** Just trust me, thank you, something like you say, freshly remarked I don't know where to go now. Black screen productions you gotta get the black screen because it's the project basically in this paper there's a lot of things in audibles integration. So when somebody is online, this is going to be interconnected ideas and thoughts. So everybody knows this decade has passed. We're still on baby steps on how to design online housing. Experience some thoughts on this. Basically, what was noticed through these engineers is three main reasons. In the beginning, there were a lot of technical constraints. Basically, a web developer really couldn't control them. So there was not enough journalism. There are so many seasons that basically, newspapers divert revenue to their own place and there are a lot of options. Use of this type of metaphor just like that, or does she like it? Like to hear graphics or vaguely coming back to the game really strong. Lot of things are actually not newspapers. Pixel press, also doing some interesting things. On slideshows, sound bites are still the most important. And basically, what

sort of understanding now is that users are actually faster than you think. I'm scanning information but actually interacting with a base I think was in the royal that she said something about user experience in our parallel world. This is how we interact and how we play around and that's actually been very interesting. I'm a student at the University of Barcelona and selected hours of the week the rest of my life designer my day has been reading papers killing my framing actually, that's a really impressive because I can actually becomes a very busy day when I got jobs for my papers and then I got paid for my favorite job that I've done. And it's it's, it's very engaging, it's a bit messy, but it's pretty fun. Going back to the table talking, so this is a very part one standing in an ever changing position. Surfer. My analogy was pretty basic, but he's basically we're, we have these ideas and then the software companies come along just before so we're we don't know if technology and evolution is flash or if it's interactive. And everything's going on, and then we're still keeping the paper metaphor. Are we going to play while I was talking to his job title? Manager. Those pretty cool things are there and right now we're letting you know why. On Earth, people embrace the internet as a different medium. It's new, it's cheap, at no cost to bring the labor. It's infinite in His possibilities, in a way. And basically, I was sort of stunned when he said, Well, we're doing that more and more and he was in the New York Times, which everyone knows is a bit of an oasis on this thing. I think the New York Times should become a technology company. This is a great way to show some respect, but I think it's pretty accurate, the more I think about it, and I'm things like information architecture, user interface design, and user generated content is also a very good thing. It's not very simplified, we should make it work together. In an online version, that's basically what he said there. It is a different thing. I'm not going to discuss commercial numbers in the same building. He has his own things and journalism is journaling. Guidelines, basically. Screen. Readers are very traditional and very conservative. They're like their own things but they don't deal with it. I think they like to use similar codes for legal areas navigation. Don't go mental on Oh, I've just studied and I'm gonna change everything let them make their website their own. No, it's one of the questions I'm always asking in my research. Design just the product as before because I began designing newspapers on paper. Only design are we anomalous? The use of it is the thing you know, mixing it, you know, using a lot of information we have available doesn't mean that everything is like steam out things. Lot of rules, a lot of other things in the eye tracking arm also. There's a lot of feedback from the youth especially because of you know, the business. The newspapers want to know what is going on. So there's a lot of information around so just try to have the whole thing going and never, you know, working through this. Basically, my debates are the core of the hardware, a newspaper. These are the oldest newspapers in the top three. One is gonna be first in online and third in name paper. Some of I mean, I was a design director for returning. I work with a few consultants. There's voices like Alfonso out to them we do that inside. But this this is some, some approaches that are actually basically I'm going to talk about a few a few examples out of a few newspaper and this American basically, this is the whole screen shot off papers, I must say, and I'm sorry for this, but in which is the longest one in the middle. It just went bananas. I don't know why because they thought about wiping it. I don't think you've managed downwards, as

you know, hypertext you can quickly get some advice and that's been what's also so nobody goes to the so-called fifth or sixth level down there. Startled some vowels, the second from last. You don't need to be that short, especially if you don't organize them. Like you have a lot of things. For instance, in Portugal, which is the main domain using his favorite Portugal online, why is it so wide why the videos are more like white dude in the middle. Lots of possibilities on the web. Don't go static, just evolving. So basically, if you can fail. Newspapers anyways, I'm going to talk about a few details on a few of them that do have financial prestige. So basically this is just the smallest component that was designed because it's also here, because these are in a very flexible way so that a grease is a new piece of news that was visually very strong, but wasn't. Wasn't like really going from there. Basically makes it quite new. There was really more than that downwards, as you know, hypertext you can quickly get some advice and that's been what's also so nobody goes to the so-called fifth or sixth level down there. Startled some vowels, the second from last. You don't need to be that short, especially if you don't organize them. Like you have a lot of things. For instance, in Portugal, which is the main domain using his favorite Portugal online, why is it so wide why the videos are more like white dude in the middle. Lots of possibilities on the web. Don't go static, just evolving. So basically, if you can fail. Newspapers anyways, I'm going to talk about a few details on a few of them that do have financial prestige. So basically this is just the smallest component that was designed because it's also here, because these are in a very flexible way so that a grease is a new piece of news that was visually very strong, but wasn't. Wasn't like really going from there. Basically makes it quite new. There was really more than that. It was the right to keep the balance as you can see on the columns here, For some reason just when different typefaces but you only use three column semifinals, isn't that represented in those newspapers? There's not a navigation path in the few. One of the most immediate fees are not fully integrated, they're not used. They're just features and mathematically that I think is really wrong. You can use the lack of information and texture driven decisions people don't like doing putting things like the Holy Grail of people mission accurate but it's wireframing just putting them in the right place and you will be playing you know what's wrong. So, journalists for this good story, make them engaging. More of them than just making fun to play with because some people are so try and try and always give the best view and make sure we have fun thank you. It's been a privilege.

**Hermida:** Thank you. Once you put it on your content and a final paper, it's one that I should have put instead because I'm working on developing an educational video portal for journalism. And this is by Loreto Corredoira. Alonso and Rodrigo are setting up as well from the university that specializes in densitometry and they'll be looking at the use of video journalism and other types of copyrighted video in teaching journalism.

**Saad Corrêa:** I'm going to have to show you a couple of websites that we are developing in Spain, when we can spread our immediate communication in which I am teaching. Years ago television had some different views than newspapers. Normally what is more interesting for this

conference, we can show different ways related to journalists using some different clips to show different topics during the class. Also, we have these connected with the library so many of the clips can be used by other students on campus or on the website of the library. So it is available to you or the Spanish speakers here. And also, the second one is a different one is television. We are developing a news literacy approach. We are developing in Spain with this flashback, this is the new way of teaching, we are now starting in Chile, Mexico and New York. n. So it's available for you to get out of your city now is going to explain to us how we use our particular tool for teaching young minds.

**Loreto Corredoira:** I know I'm the only thing standing between you and Sixth street right now. So I'm sorry. I promise I'll go clock on base. All right. Five minutes. So, right. This paper deals with educational uses of symbols of value for teaching journalism. We're talking a lot about video which means newspapers or the Internet have changed rules in journalism. Well now this paper deals with what outcome we use those examples in the interview, does this journalism make digital journalism engaging in the classroom? To profit from those examples we do so by using three examples in the papers. One is doing online video journalism, that would be news video and use either the teacher and the other is showing us like a television channel. This is to journalism trofeo there are many many examples so we'll see the more you see ads to the user generated result I hoped you liked. I got a template designed for this and I make some less faces for male bison. But how's it try this you only use it takes it's an interview to those well known guys over there, you know, it's also combined with pictures videos, and making those as a music video nearby them for days and this is an example that can be used last night the digital journalism about what's right or what's right or what's wrong in this design. What's right, what's wrong about the proper uses of video, how it should not repeat the storage and complemented by how to make it all engaging. And then we have examples like this like television. Let's say this is on this specific channel for teaching journalism. And it gives you a clip of the video there. Then there's information about that because it would be the title of the movie which absolutely demolishes the subject mother which deals with communication and the low ethical responsibilities of professional journalism. attachment issues. Document you haven't been all right. So anyway, here that's really the last one. Well, in this example, we can see there's a clip of a video a professor could just go and show the clip in class and next place. This way, a bulleted line gives us information the title of the subject matter, some text that talks about about the labor showing we can leave it there for students to use outside the classroom and he didn't ask during this mode, and even for people from outside of University that wanted to study journalism can profit from. For example, in this example from absolute malice we deal with a scene that shows the editorial staff in Miami standard paper in the movie, and how they engage in bad practices in journalism, because they're not really concerned about facts or if what they're reporting is true. There could be harm to somebody. They're just really concerned about it. If the reporters can cover their tracks there's options of malice as the title says. If you let me, I'll play the clip so you



can see the experience will play out for you if you pick any of the examples we have in the channel.

**Video:** So like you're supposed to say that Mr. Michael Colin Gallagher was the proximate cause of the demise of the esteemed Mr. Diaz. It's not what it says it says he is under investigation of Mr. Gallagher will think we make them out of murder as well as friends. Let us assume that he is neither a murderer or another subject of investigation for saying let us suppose the true story proves to be false on its face. This story is true. Was papers printed with truth they need never employ attorneys. Coach read the file. I'm not interested in the facts. I'm concerned with the law. The question is not whether your story is true. The question is what protection do we have that proves to be false? Mr. Gallagher is not a public official, or is he likely to become a public figure? For that sake. What is it protective of protecting a digital object

**Corredoira:** Especially well enough kinds of examples. We also take an approach paper which later does do this properly taking into account copyright issues with these kinds of laws. Right now with the Internet. We have to take our word unknowingly legally for the four walls in the classroom. Everything we do has a beautiful side. Liability even perhaps versus a loss example we choose to use this as a generating. There's also where you are good or where it is. It should be analyzed. For example, this is an example from iReport, CNN, using user generated content inside their motives in filtered reviews and this guy can be what does this mean? Is it good? Is it bad? So students can identify this kind of thing versus generated content? Participation and blogging, cropping them, giving them criteria of what's good, or what's the best way to do this using examples? Like here, for example. We have this sort of video that you're going through that talks about it.

**Video:** Definitely knowing the Oakland Raiders in football and the Oakland A's in baseball, but I will let you in on the secrets for Oakland you don't know. It is not America's most diverse city. It's in the top 10 people who choose to live here because of its ethnic and cultural diversity.

**Corredoira:** We can also invite our studies or even though using user generated content to it, so we can analyze criticizers using either channel all of this uses we can conduct we can use samples I gave you filmed videos or generated content or things are aren't even videos. They were things that we use or even professors use their creativity in class students in a class and I'm collaborating between professors and students, we can even reach for the leverage properly and this way, we can only improve the learning experience and also I remind you my ability which you Okay, feed can be downloaded or not, we should respect the copyright and we should always acknowledge author's right I'll just write the source is only called Deja Vu is what allows permit. And also, this last subject, the paper that's related to my dissertation for my Phd, basically how we should make amends to the loan to the studies there in order to lend us better use these types of law right now it's confusing, it's very limited. It does not it does not give a proper definition to

terms like classroom like what should the length of a quotation be there can be obtained or not. From our perspective for my dissertation, really a lawyer and journalism was coming best. Thank you.