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Analytic Summary

Parra Valcarce, David; Edo Bolós, Concha; Marcos Recio, Juan Carlos. (Universidad Complutense de Madrid, Facultad de Ciencias de la Información. Avda/ Complutense, s/n. Ciudad Universitaria): **Modelos de negocio en cibermedios de tercera generación. Tres casos de estudio de nativos digitales españoles.** (Business Models in Third-Generation Cybermedia. Three Spanish Digital Native Case Studies) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 5-36

Abstract: The information projects related to the third generation of digital native cybermedia in Spain are backing different business models to deal with the considerable challenges of a market that has reached an appropriate degree of maturity for its profitability and that includes increasing levels of competitiveness with the appearance of new stakeholders from outside this industry.

Keywords: Digital natives. Business models. Cybermedia. Third generation of cyber newspapers. eldiario. elespañol. okdiario.

Gastaka Eguskiza, Ignacio; Azkunaga García, Leire (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Dpto. Comunicación Audiovisual y Publicidad. Fac. de Ciencias Sociales y de la Comunicación. Sarriena s/n. 48940. Leioa) **Eguskiza Sesumaga, Leyre.** (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Dpto. Periodismo II. Fac. de Ciencias Sociales y de la Comunicación. Sarriena s/n. 48940. Leioa): **El nuevo relato televisivo: la Realidad Aumentada en los informativos de Antena 3 para la cobertura del caso Julen** (New TV storytelling: Use of Augmented Reality for the coverage of Julen Case on Antena 3 news)) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación.* 18, 37-66

Abstract: This investigation analyzes the use of Augmented Reality for the coverage of Julen Case on Antena 3 news. The narration of this incident constitutes a paradigmatic example as it transforms the traditional informative television account. AR is the central element in the story since it evolves at the same time the events do, bringing the audience closer to news scene and improving information assimilation.

Keywords: Augmented Reality. New journalism narratives. Julen Case. Antena 3. TV.

Góngora Díaz, Gema (Universidad Complutense de Madrid. Calle Princesa 62, 3º izq, 28008, Madrid). **Lavilla Muñoz, David José** (EAE Business School (adscrita a Universidad Rey Juan Carlos).Calle de Joaquín Costa, 41, 28002 Madrid): **Instagram TV como nueva vía periodística de interacción con las audiencias** (Instagram TV as a new journalistic way of interaction with the audience)) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación.* 18, 67-78

Abstract: In this article we will analyze the variables that have influenced the change of trend experienced by conventional television and we will study the impact of social networks on the media, making a theoretical approach and assessing the possibility of implementing a new model of news consumption through the IGTV platform as a new selective television format oriented to the current consumer. Also we will propose new styles of content associated with the different Instagram tools so that spanish newspapers, such as El Mundo or El País, can introduce them as a practical model of connection with their audience through their Instagram TV channels, understanding journalism as a service and not just as a product.

Keywords: Instagram. TV consumption. Suggested content. Instagram TV. Reinvention of journalism.

Lisboa Empinotti, Marina (Universidade da Beira Interior (UBI). R. Marquês de Ávila e Bolama, 6201-001 Covilhã, Portugal): **Berehalakotasuna eta konektagarritasuna, kazetaritza hiperkonektatuaren funtsezko ezaugarri gisa. Berrien aplikazioetarako ebaluazio tresna bat eraikitzea** (Immediacy and connectivity as fundamental characteristics of hyper-connected journalism. Building an evaluation tool for news apps) (Orig. en)

In: *Mediatika. Cuadernos de Medios de Comunicación.* 18, 79-108

Abstract: In this paper we discuss smartphones in Bauman's liquid modernity and present what we understand to be the communication paradox of 21st century: at the same time that it is hyperconnected, there is a condition of enclosure of users in personal media bubbles. We propose a classificatory system based in immediacy and connectivity to evaluate how apps address these characteristics.

Keywords: Mobile journalism. Smartphone. Liquid modernity. Hyperconnection.

Pérez Gil, Carlos; Peinado Miguel, Fernando (Universidad Complutense de Madrid. Facultad de Ciencias de la Información. Dpto. de Periodismo y Comunicación Global. Avda. de la Complutense, s/n – 28040 Madrid): **Los portales verticales de la Agencia EFE: otra perspectiva de información multimedia y de negocio** (The vertical sites of EFE Agency: a different multimedia and business information perspective) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 109-136

Abstract: The digital revolution in which the media finds itself immersed, along with the impact of the economic crisis on the media's business model, has led media companies to search for new products and dynamic news bulletins in order to adapt themselves to an environment increasingly conditioned by the multimedia. News agencies have not been excluded from this process, particularly Agencia EFE, in its endeavor to maintain its position on a global scale.

In the course of its digital transformation and the search of new income in the last few years, EFE has opted for the creation of thematic websites, also known as vertical sites. EFEverde (Environment), EFEsalud (Health), EFEagro (Agri-Food), EFEtur (Tourism) or EFEfuturo (Science and Technology).

Keywords: Journalism. Media management. News agencies. EFE Multimedia. Thematic web.

García Ortega, Carmela (Universidad San Jorge. Facultad de Comunicación y Ciencias Sociales. Autovía A-23 Zaragoza-Huesca, km. 299. 50830 Villanueva de Gállego. Zaragoza). **Zugasti Azagra, Ricardo** (Universidad de Zaragoza. Facultad de Filosofía y Letras. Dpto. de Lingüística General e Hispánica. C/ Pedro Cerbuna, 12. 50009 Zaragoza): **Los partidos políticos aragoneses en Twitter durante la campaña de las elecciones autonómicas de 2015: una oportunidad perdida para la interacción extrapartido*** (The Aragonese political parties in Twitter during the 2015 regional elections: a missed opportunity for interaction outside the own party) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 137-158

Abstract: The article analyses how Twitter was used by the five main political parties in Aragon during the May 2015 regional elections. A study took place of the use of three interaction instruments, namely, retweets, mentions and labels, specifically through the analysis of the content of 5,144 tweets.

Keywords: Journalism. Political communication. Electoral campaign. Twitter. Aragon. Political parties. Interaction. Media hybridisation. Self-reference.

Eizmendi Iraola, Maider (Univ. del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Sarriena s/n. 48940. Leioa): **Emakume zientzialariak euskal ziber hedabideetan. Saretu behar den hiru erpineko ikerketa: informazio iturriak** (Women scientists in basque cybermedia. Relationships between three areas: information sources) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 159-176

Abstract: In recent years, the number of studies that have focused their attention on the image offered by women scientists in the media has increased. In order to fully analyze the image that digital media offers about women scientists, it is

necessary to deepen three areas that have undergone significant changes in recent years: the space that the media offers to women; the characteristics and ups and downs experienced by scientific journalism; and the online media development process. This article analyzes some of the relationships that occur between these three areas in terms of information sources, following a review of the existing literature on the subject.

Keywords: Journalism. Gender. Scientific journalism. Digital media. Women scientists.

Gandlaz, Matías; Larrondo Ureta, Ainara; Orbegozo Terradillos, Julen (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Facultad de Ciencias Sociales y de la Comunicación. Sarriena s/n. 48940. Leioa): **Viralidad y engagement en los spots electorales a través de Youtube: el caso de las elecciones autonómicas vascas de 2016** (Virality and engagement of election-related spots in Youtube: the case of the 2016 basque regional elections) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 177-206

Abstract: The strategic marketing tactics used by the political parties during the campaigns began to extend their communication cores to the Network more than two decades ago, to use the scope offered by websites and social media platforms (YouTube, Twitter, Facebook, Instagram, etc.). In particular, candidates and their communication teams have moved their persuasive ploys to attract voters among YouTube users. Based on the premise that this 2.0 media has consolidated as a leading channel of videopolitical dissemination, the article analyzes the engagement, interactions and viralization capacity of electoral spots published on YouTube by the five political parties that obtained representation in the Parliament Basque in the September 2016 elections (EAJ-PNV, EH Bildu, Podemos, PSE-EE and the Basque PP).

Keywords: raction. Engagement. Virality. Spots. Elections. Basque Parliament.

Larrondo Ureta, Ainara; Peña Fernández, Simón; Meso-Ayerdi, Koldobika (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Dpto. Periodismo II. Fac. de Ciencias Sociales y de la Comunicación. Sarriena s/n. 48940. Leioa). **Becker, Beatriz** (Universidade Federal do Rio de Janeiro, Av. Pasteur, 250 - Urca, Rio de Janeiro - RJ, 22290-240, Brasil). **Fernandes-Teixeira, Juliana** (Universidade Federal de Rondônia, UNIR, Brasil. Av. Pres. Dutra, 2965 - OIaria, Porto Velho - RO, 76801-058, Brasil): **Gizarte komunikazioa irakatsi-ikasteko UPV-EHUren hezkuntza berrikuntza esperientziak (2010-2020): IKTak, POIak, nazioartekotzea eta GJHake** (Experiences of educational innovation at the UPV/ EHU for the teaching-learning of social communication (2010-2020): ICTs, PBL and internationalisation) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 207-236

Abstract: Two initiatives that support its teaching innovation strategy in the use of ICTs and interactivity have been analysed, based on the performance of several activities in social networks in collaborative cybercommunication projects (Project-Based Learning, PBL). In terms of this final aspect, innovation has also involved international and virtual collaboration, based on the application of the Internationalisation at Home (IaH) innovative perspective. The projects examined

show the usefulness of the subjects related to the web environment to introduce innovation in the teaching of core aspects of journalism, advertising and audiovisual communication. They also provide evidence of the interest of internationalisation in the classroom based on activities that motivate students by going beyond the usual resource of multilingualism.

Keywords: Teaching. Cyberjournalism. Innovation. ICTs. Internationalisation. Interactivity.

Lamelas López, Marcos (Universitat Pompeu Fabra): **El escándalo Cifuentes. El 'sorpaso' de los nativos digitales a la prensa de papel en la agenda-setting española. Un estudio de caso** (The Cifuentes scandal. The advance of the digital natives regarding the paper press in the Spanish agenda-setting. A case study) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 237-256

Abstract: The deposing of Cristina Cifuentes as president of the Community of Madrid was one of the journalistic milestones of 2018. For a month a succession of exclusives caused the resignation of one of the most important political leaders in Spain. However, for the first time the agenda was imposed by digital-native sites. Suddenly, the paper press, which had always been more relevant in this type of scandals, was a mere spectator. ElDiario.es, ElConfidencial.com and OKDiario were the decisive medias to force the abdication of Cifuentes. A changing of guard in the front of Spanish investigative journalism and the press capable of marking the agenda-setting.

Keywords: Journalism. Literary criticism. Booktube. New media. Transmedia.

Puntí Brun, Mónica (Universidad de Girona. Pl. Ferrater i Mora, 1. Campus Barri Vell. 17004 Girona): **El uso del transmedia y las redes sociales por parte de los medios digitales en catalán** (The use of transmedia and social networks by digital media in catalan) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 257-282

Abstract: The purpose of this research is to study the use made by digital media in catalan of transmedia and social networks. For this objective, the methodology used combines qualitative and quantitative techniques. Thus, the techniques used are case studies, observation and content analysis. The cases analysed are the first six digital media in catalan, according to the ranking prepared by OJD Interactiva: CatalunyaDiari, NacióDigital, Ara.cat, ElNacional.cat, Vilaweb, and elMón. One of the main conclusions reached is that the digital media studied have not yet developed transmedia storytelling strategies in their main social media. The use of transmedia in certain products of the analyzed media is observed and this use is also made in the environment of social networks, although in a very experimental way.

Keywords: Transmedia storytelling. Social media. Digital media in catalan. Journalism. Cyberjournalism.

Calvo Rubio, Luis Mauricio; Serrano Tellería, Ana (Universidad de Castilla-La Mancha. Facultad de Comunicación Plaza de la Libertad de Expresión, s/n. 16071 Cuenca): **Aproximación teórica a los contenidos periodísticos transmedia** (Theoretical approach to transmedia journalistic content)) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 283-298

Abstract: Social communication moves in a global, digital and mobile environment that has modified the information consumption habits of citizens. Technology facilitates new tools for the production and dissemination of content that allow developing narrative strategies adapted to this context. Transmedia stories are among these novel ways of telling stories. This work is embedded in a larger project and constitutes a theoretical approach to transmedia narration in general, and to the journalistic field in particular, based on a review of the literature. The objective is to know the state of the art, provide a definition of the concept of transmedia journalism and propose a series of variables that serve for the subsequent elaboration of a methodology that allows to determine the presence of transmedia traits in journalistic products.

Keywords: Transmedia journalism. Transmedia narrative. Journalism. Communication.

Ganzabal Learreta, María; Meso Ayerdi, Kolodobika; Pérez Dasilva, Jesús Á.; Mendiguren Galdospín, Terese (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Dpto. Periodismo II. Fac. de Ciencias Sociales y de la Comunicación. Sarriena s/n. 48940. Leioa): **Pertsona ospetsuak Espainiako emakumeentzako prentsako eta bihotzeko prentsako argitalpen digitaletan** (Famous people in online women's and gossip publications in Spain) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 299-316

Abstract: One of the features of both women's and gossip magazines in Spain is the appearance of different types of personalities. We established a set of categories in our study composed of 16 variables that classify all kinds of famous people appearing in the selected magazines. We have specifically selected the online editions of the following five women's magazines: Vogue, Elle, Telva, Marie Claire and Woman as well as the online editions of five gossip magazines: Hola, Lecturas, Diez Minutos, Semana and Pronto. The main difference is associated with the television world. The protagonists of gossip magazines are usually television personalities such as presenters, collaborators or contestants on reality shows. The leading personalities in women's media meanwhile are film stars, the royal family and from the world of fashion. However, there is an increasingly noticeable mimicry between different media outlets given how both publish content on celebrities, beauty and fashion.

Keywords: Personalities. Celebrities. Women's magazines. Gossip magazines. Categories

Rodríguez González, María del Mar; Marauri Castillo, Iñigo; Armentia Vizuete, José Ignacio; Marín Murillo, Flora (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPVEHU).Sarriena s/n. 48940.Leioa): **Kontsumo aldizkari espezializatuetan Covid-19aren krisiari emandako tratamendu informatiboa** (Informative treatment of the Covid 19 crisis through specialized consumer magazines) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 18, 317-340

Abstract: Since the state of emergency was decreed in Spain due to the Covid 19 pandemic on 14 March 2020, the general media have opened many of their front pages with information about the number of deaths, hospital admissions and recoveries. Thus, current affairs in the health field played a leading role in much of the content with different approaches; social, economic, political... However, this research aims to focus on the information published by consumer magazines, in which practical information and help in daily life for citizens, for consumers, have been their main sign of identity. To this end, the aim is to analyse the information content of the website www.consumer.es and of the monthly Consumer Eroski magazine -both funded by the Eroski Foundation-, as well as the new production routines caused by the current health crisis.

Keywords: Consumer magazines. Health crisis. Covid 19. Information. Consumer.