

Lisbon and Delft

Reflections and
Contributions on
Comparative Research
Observatorio (OBS*), Vol 2,
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The publishing in March of the fourth issue of (OBS*) coincided with the 7th meeting of COST Participation in the Broadband Society held at the TNO ICT in Delft, The Netherlands. This issue of (OBS*) gathers sixteen articles and two editorials.

Leslie Haddon, from LSE (London School of Economics), is the guest editor of this (OBS*) issue and responsible for the selection of the five articles that reflect the research themes present at 'The Multiple Cultures of the Information Society' workgroup of COST 298.

Leslie Haddon's choice of editorial title for this (OBS*) issue, "Reflections on Comparative Research", summarizes the overall contents available. This is an issue dedicated to comparative research and what are the opportunities and constraints that the multiple cultures of the information society pose to the researchers and their research.

The first part of this issue brings in five articles, starting with an article by Giovanna Mascheroni analysing the Young Italians' Cross-media Cultures. Haddon's article, the first of two pieces discussing methodological innovation, looks at how to approach certain types of cross-cultural research, reporting on work in progress within a 21-country EC funded project called EU Kids Online. The third



by Robert Pinter

article, by Vesna Dolnicar, examines another methodological innovation, this time addressing the problem of how to make comparisons of the digital divide over time, given cyber-optimists and cyber-pessimists claims about how this divide is developing. The fourth piece, an article by Maria Bakardjieva, draws upon the social construction of technology and domestications frameworks, among others, reporting on a project aiming to bring broadband to a rural community in Canada. The last article composing this first part of (OBS*), by Lelia Green, reflects on her personal experiences of contributing to the journal Digital Review of Asia Pacific. The journal itself aims to allow readers to compare different national experiences of the Internet in that part of the world.

In the second half of this (OBS*) issue we find eleven papers (two in English, two in Italian, three in Portuguese and two in Brazilian Portuguese, one in Castilian and another in Galician) which are not included in the frame of COST 298. This second half of this issue starts with an editorial by Gustavo Cardoso and Rita Espanha focusing on: how can different researches, being carried at a national level, help us understand issues of comparative research both at the methodological and thematic level? The first tentative answer is the one presented by Marta Roel in her analysis of the "Audiovisual Digitalization in Spain and Italy: from Neo-Television to Post-Television. Luca Barra's "Processi Produttivi e Variazioni di Significato nell'Adattamento Italiano di una Serie Televisiva Statunitense" follows with an analysis of TV content by studying the Simpsons animation series and its script adaptation in Italy. The third article, by Eduardo Cintra Torres, "Bandeira e Multidão, Dois Símbolos Nacionais" approaches the mediation of the national symbology through TV.

The comparative research between two different cultural environments is again present in this issue through Angela's Castellano article "TV e Internet nelle Diете di Consumo Mediatico: Analisi Comparativa dei Casi Italiano e Portoghese", comparing both Italy and Portugal and their TV and Internet consumption. Francisco Campos, in his paper "Os Grandes



by Marco Rossitti



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Grupos Familiares de Comunicación Cambian de Paso”, analyses the changes in course in the organisation and family control communication groups and how such changes can be framed. Another theme that can be analysed by the lenses of comparative research is journalism. “Jornalismo Digital em Ambientes Dinâmicos. Propriedades, rupturas e potencialidades do Modelo JDBD” is where Suzana Oliveira Barbosa focus the changes in the newsrooms brought by Digital Journalism Based on Data model (JDBD). Although cultural differences are present in different societies, cultural products follow similar legal protection approaches.

Jorge Alberto Machado in his paper “Desconstruindo “propriedade intelectual”, debates upon the juridical abstraction of “intellectual property” as something that arose to stimulate the author and benefiting society in its relation with digital technologies, pointing towards the changes that brought a more realistic treatment of this issue. Still under the same theme, Ana Castillo and Javier Trabadelo analyse the “Proyección Internacional de las Marcas Universitarias Españolas a través de la World Wide Web”. The issue ends with three articles focusing on advertisement, knowledge and videogames. Paloma Díaz Soloaga

and Carlos Muñoz Muriel, in their paper “Women Stereotypes Portrayed in Print Ads by Luxury Fashion Brands” develop a content Analysis from 2002 to 2005. “Reflexões para uma Epistemologia da Comunicação Digital” is the paper presented by Elizabeth Saad Corrêa, where we can find a reflection about the existing trends on knowledge production praxis. The issue with an article of Luís Filipe B. Teixeira, “Crítico Ludológico: Simulação Ergódica (Jogabilidade) vs Ficção Narrativa”, where the author reflects about the connection of “simulation” and “representation” categories, in games and narratives studies.

Delft COST 298: User empowerment

The plenary session of the COST 298 Delft meeting, coordinated by Jeroen Heres, focused on the User empowerment and the users in the Broadband Society. The thematic interventions, framing the discussion, were put forward by Sander Limonard and Marc van Lieshout, both from TNO. Sander Limonard presentation, focusing on user driven developments in new media, offered the opportunity to foster the discussion and analysis of the Working Group 1 “Users as Innovators”. Sander Limonard presentation focused on the research project developed by TNO under the sixth framework programme of the European Union: CITIZEN MEDIA. The focus of such research project is on the business models leaning on user generated content (UGC) services and the manner in which copyright issues are managed. For Sander Limonard, different business models for user generated content are emerging. Service providers have different interests and possibilities in setting up these services, and different ways to handle the delicate issues that arise when it comes to copyright. The analysis developed under the CITIZEN MEDIA research project has shown that, based on the assumption that UGC is part of the so called ‘long tail’, business models and copyright policies differs per type of service provider. Traditional packagers leverage UGC to strengthen their brand and content offer, distributors use UGC to increase customer loyalty and create soft lock-in, and new packagers create a market place between users

OberCom researchers,
Jorge Vieira, Pedro Puga,
Rita Espanha and Gustavo
Cardoso where present at
TNO in Delft.



User generated content

Business models, copyright and privacy

Sander Limonard, Jop Esmeijer




and between users as well as between users and producers. Most UGC services are growing into active brokers in the field of marketing campaigns, eBusiness services, experimentation and content

syndication. This means, for Sander Limonard, that all these service providers are actually moving content up and down the ‘tail’ organizing the interaction between amateur and professional media players.



Bridging Methodology Gaps, Building Institutional Bridges in Media Research

“We have gone beyond a communication model based in Mass Communication and into a communication model based in Networked Communication.” tells ESF workshop Gustavo Cardoso

The European Science Foundation Workshop, held in London, 10-12 December 2007, aimed at constituting a mini-foresight exercise looking at the specific field of new media and new media literacy where Humanities and Social Science methodologies can be usefully combined.

Media research concerns almost every aspect of social life and cultural production. Patterns and practices of social communication as well as the formation and development of individual identities are interwoven with the development of media technologies. The creative industries, the digital game business, etc. are by now among the prime wealth creators, having outstripped engineering related sectors of the economy in the many advanced



Researchers present included Johan Fornäs, Cláudia Álvares, Colin Sparks, Nick Jankowski, Ola Erstad, Gustavo Cardoso, Sonia Livingstone, Charis Xinari, Naomi Segal, Slavko Splichal and Kirsten Drotner



**Reporting:
Media Research**

societies.

Gustavo Cardoso, OberCom Director, was present at the Workshop and voiced his views about in what ways different approaches have changed, if at all, due or in relation to, the new object of study – the new media?

Cardoso suggests that “if we agree on the centrality of mediation in our lives, and if we question ourselves up to what point might *mass communication* concept still explain our *mediation* world, we might need to borrow the concept of ‘network’ to explain the current established relationships of mediation.”

Cardoso argued that under a ‘networked communication’ model there are new relationships established. The user is central to explain the relationships established between the media. The media between themselves network more

than they converge (be it in hardware, services or networks). There follows, that in a networked communication environment: Mediation changes; Media Diets change. New Media Matrixes are built; New Media Systems are born; New Literacies are needed.”

Such an analysis, suggests Cardoso, means for Media researchers the need to network theoretical approaches from different fields of science. From History of Media, Innovation to Science Studies, Media to Copyright Law, engulfing Economics and Management, Media Studies, Sociology of Communication and Media, Sociology of Network Societies, Ethics and Philosophy. Empirical Approaches from different countries (cross national approaches) and the use of qualitative analysis combined with quantitative methods.

OberCom and EMMA (European Media Management Education Association) meeting at IESE, Barcelona



The European Media Management Education Association (EMMA) elected Lucy Küng as new President at its 2008 Annual Meeting and Conference in Barcelona. Lucy Küng is Associate Professor at the Media Management and Transformation Center at Jönköping

International Business School, Sweden.

The General Assembly also elected Juan Pablo Artero, Navarra, Marianna Blinova, Moscow, Charles Brown, London, Cincia dal Zotto, Jönköping, Joao Paulo de Jesus Faustino, Lisbon and Antii Passio, Turku as board members. Cincia dal Zotto was also named Secretary and Treasurer.

The conference in Barcelona was organized by Mercedes Medina and her colleagues of the University of Navarra. Its

topic was “The Changing Media Business Environment”. It featured 21 academic presentations and much lively discussion. In addition Santiago Miralles, General Manager of CCRTV Interactiva, the digital arm of the Catalan Public Broadcasting service gave an insight into the digital transformation strategies of that network. Gustavo Cardoso and Rita Espanha, Director and Vice-Director of OberCom are currently EMMA's members.



OberCom's researchers Gustavo Cardoso and Jorge Vieira were present at EMMA's meeting at IESE in Barcelona

Gov 2.0, or Truly Transformative Government



OberCom was present at the “Gov 2.0, or Truly Transformative Government”

An event organised by the Oxford Internet Institute (OII) in partnership with the Parliamentary Office of Science and Technology (POST) at Westminster, UK.

For over a decade governments have been busy moving online. This has made some progress, for example in driver and vehicle licensing, but is yet to take off in terms of usage in the way of some spectacular contemporary Internet examples like Facebook and iTunes. Is this inevitable? Are there good reasons why government and public services do not engage people in the way music, shopping and social networking do? Or is government not yet going about this in the right way, and does the success of the contemporary Internet have important lessons for the design of public services and public engagement? How can we improve value for money, and achieve higher returns on investment, better services and improved operational efficiency? How can we build public trust and protect privacy?

OberCom researchers, Pedro Puga, Rita Espanha and Gustavo Cardoso were present at the event.

OberCom Flash Report

OberCom has just published its latest Report “**Web 1.5 - sociability networks between email and Web 2.0**” which focuses on Instant Messenger and Social Online Environments Uses in Portugal.

The analysis performed by Rita Cheta draws on data from a national quantitative interview survey ‘Network Society in Portugal’ carried out OberCom and CIES-ISCITE, and aims to answer to the following questions: in Portugal, which are the use rates of social software applications, like IM and SOE? Are Portuguese more likely to communicate via IM and SOE in specific domains of their daily lives, like sociabilities, professional or family matters? With whom do subjects interact via IM and SOE? What about the degree and intensity of online interactions? What motives underlie the use of such online interaction applications? Are there differences in the sociodemographic profile of its users? Are we witnessing the rise of an IM generation and/or SOE generation? The main findings show that overall Instant Messaging (IM) and Online Social Environments (SOE) are an extension of sociability networks for the Portuguese, who use these online applications predominantly in the context of their daily social contacts and sociabilities with friends and peers. Nevertheless, there are some differences to point out regarding the use of these social software applications by the Portuguese, since their use is higher and more intensive among some sociodemographic groups. IM is mostly a complementary communication tool for daily contact used to communicate, firstly with friends, and secondly with peers and family. Being mainly a conversational style based on oral writing, IM has a wider use and is transversal to all generations, gender, education level and profession whereas SOE is mainly a weekly social contact space, a meeting place where ‘buddies’ are gather together (friends and strangers). Based on a multimedia language, it is highly generational (teenagers and young) and linked to student status. There are significant contrasts, mainly along lines of generation, gender and motivation to ‘contact’ and ‘be online’. If IM tends to be mostly used for daily management of friendship, close and family relationships, extended to the offline world; SOE tend to build social networks that expand friendship circles and favour interaction with strangers. SOE favour the experimentation and development of more



fluid and weak relationships, therefore a social space more likely for developing subjective, creative and performative relationships. As a *self media*, it thus constitutes not only a space to present oneself but also to represent oneself, which means an experiential place for subjects, a space prone to experience identity games and new forms of speech. Finally, it is worth mentioning some common features to these applications that are highlighted by the study results. Both are customized personal communication networks, invested in identity terms by the subjects that use it, and although both produce *self media* networks that multiply at a distance, they also generate representational proximity environments, which substitute the space and time proximity of face-to-face interactions. Such changes are already observed in the communication and structure forms of social networks of many Portuguese, being developed in the digital interface, making the frontiers of their offline and online world more diluted, and eventually creating new exclusively online social networks, which growth interferes and interlinks with the various domains of their daily lives, from emotional to family and professional life.

STAFF

Gustavo Cardoso, OberCom Director, among the **245 leading executives, public figures and intellectuals chosen by the World Economic Forum**



The World Economic Forum announced Gustavo Cardoso, OberCom Director, as one of the [list of Young Global Leaders for 2008](#). This honour is bestowed each year by the World Economic Forum to recognize and acknowledge the top 200-300 young leaders from around the world for their professional accomplishments, commitment to society and potential to contribute to shaping the future of the world. The Young Global Leaders for 2008 include 121 business leaders, as well as leaders from government, academia, the media and society at large from 65 countries. The new class represents all regions, including East Asia (64), Europe (58), the Middle East and North Africa (12), North America (45), South Asia (24), sub-Saharan Africa (21) and Latin America (21).

Drawn from a pool of almost 5,000 candidates, the Young Global Leaders 2008 were chosen by a selection committee of 31 eminent international media leaders, including Thomas H. Glocer, Chief Executive Officer, Reuters, United Kingdom; Arthur Sulzberger, Chairman and Publisher, The New York Times, USA; Robert Thomson, Publisher, Dow Jones & Company and The Wall Street Journal, USA; and Hisashi Hieda, Chairman and Chief Executive Officer, Fuji Television Network, Japan. The selection committee is chaired by H.M. Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan.

EVENTS

ECREA and OberCom

OberCom joined recently the ECREA (European Communication Research and Education Association).



ECREA is an international non-profit association, established in 2005 as a merger of the two main European associations of communication researchers, the European Communication Association (ECA) and the European Consortium for Communications Research (ECCR). Its main aims are, among others:

- to provide a forum where researchers and others involved in communication and information research can meet and exchange information and experiences;
- to encourage the development of research and systematic study;

- to stimulate academic and intellectual interest in media and communication research;
- to develop links with relevant national and international communication organisations and with professional communication researchers;
- to collect and disseminate information concerning the professional position of communication researchers in the European region; and
- to develop, improve and promote communication and media education.

Furthermore, ECREA is preparing

the 2nd European Communication Conference, which will take place next November in Barcelona. Its aim is to bring together specialists studying the role of communications and media in society, with a special emphasis on European challenges. The conference will deal with a broad range of topics, from philosophy, history, the economics of communication and innovations in reception studies to research into the relationship between media and society, such as its impact on democracy, migrations, sustainable development, identities and cultural diversity.

Media@lse

Fifth Anniversary Conference



The Department of Media and Communication of the London School of Economics is organizing its fifth anniversary conference, which will take place next September in London. The conference will include presentations related to critical thinking about how the media and communications environment is implicated in shaping our perceptions of the human condition and thus, increasingly, mediating human values, actions and social relations. Sessions will be organized around the five linked areas below:

1. Communication and Difference
 2. Democracy, Politics and Journalism Ethics
 3. Globalisation and Comparative Studies
 4. Innovation, Governance and Policy
 5. Media and New Media Literacies
- Conference team members include: Professor Sonia Livingstone, Professor Robin Mansell, Dr Bart Cammaerts, Dr Nancy Thumim, Ms Panagiota Alevizou, Ms Zoetanya Sujon. Confirmed speakers include, among others: Mark Poster (*University of California, USA*), Anthony Giddens (*LSE, UK*), Carolyn Marvin (*Annenberg School for Communication, USA*) and Peter Dahlgren (*Lund University, Sweden*).

NEWS

OberCom meets Media@LSE

Gustavo Cardoso and Rita Espanha met with Robin Mansell, Professor of New Media and the Internet to discuss future cooperation between both institutions. Robin Mansell joined the editorial board of OberCom's online Journal OberCom(OBS*).

OberCom joins ICA and IAMCR

OberCom is currently affiliated both to IAMCR (International Association for Media and Communication Research) and ICA two international associations in the area of communication research. Sonia Livingstone, LSE, is currently President of the International Communication Association (ICA). Gustavo Cardoso and Rita Espanha met Sonia Livingstone at LSE to discuss common research interests in the area of Young People and New Media.

Enrico Menduni at OberCom

Prof. Enrico Menduni was in Lisbon, following an OberCom's invitation to present his latest work "I Media Digitali".

Enrico Menduni dedicates himself to the study of issues related to radio, television and multimedia languages. He is currently a professor at Rome University (Department of Cinema, Photography and Television), where he teaches Culture and Television/ Radio Formats. Member of the IREN (International Radio European Network), he previously taught at the School of Journalism of RAI, among many other institutions. He remains as the coordinator of the Master of Comunicazione dell'enogastronomia, dell'agroalimentare tipico e del biologico, at the University of Siena, where he was also responsible for the Master of Communication and Information in Public Administration. He collaborates with several publications, such as "Il Messaggero", "Problemi dell'informazione", "Il Mulino" and "Reset". He is also a member of the editorial committee of the European Journal of Cultural Studies (Birmingham).



Call for Papers



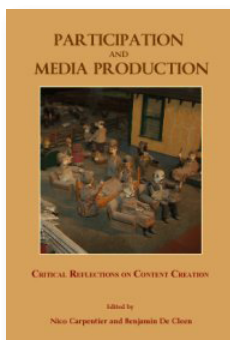
Observatorio (OBS*)

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OberCom's BOOKS suggestions



Participation and Media Production: Critical Reflections on Content Creation
Editor: Nico Carpentier and Benjamin De Cleen (2008)
Cambridge Scholars Publishing

This book, published last February, was the ICA 2007 San Francisco Conference Theme Book. In an era when the media are celebrated for their participatory potential, questions about the nature of these participatory processes seem to be vague. But raising these questions pushes us into a critical mode towards the changes that have led to the present-day media landscape. This volume's authors aim to activate this critical mode and reflect on the participatory nature of contemporary media organizations and products. In the book's preface, Sonia Livingstone, ICA President 2007-8, says: "This volume showcases some of the best work analyzing the conditions, the complexities and the significance of contemporary forms of technologically-mediated communication and participation for ordinary members of public and for society more widely. (...) Only with a critical lens can we hope to recognize both the diversification of political expression, the exuberant irreverence of youth and the quieter flowering of digital storytelling among hitherto marginalized voices as well as the anti-democratic responses of repressive governments and the legal, regulatory or economic barriers that restrict the potential of the contemporary communication environment. Since, in addressing such questions, the very standpoints from which we as researchers draw our strength are also challenged in the context of globalization, all this adds up to an agenda that, I believe, will stimulate the field of media and communication for the decade ahead. This volume sets the scene most ably, and I look forward to the debate as it unfolds."

Contents include a first section dedicated to critics of the concept of participation, and a second part, focusing on several fields of action, namely images, sounds and text.

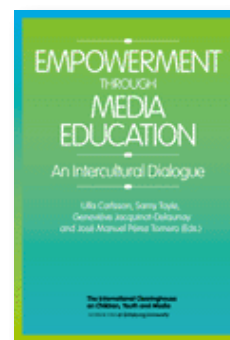


Cable Visions: Television Beyond Broadcasting
Edited by Sarah Banet-Weiser, Cynthia Chris and Anthony Freitas (2007)
NYU Press

This volume looks beyond broadcasting's mainstream and toward cable's alternatives to critically consider the capacity of commercial media to serve the public interest. Cable Visions is a compelling exploration of contemporary US television that grapples with the contradictory logic of consumerism and citizenship upon which cable TV is based. Thoroughly researched, accessible, and innovative in design, the essays trace cable from its early beginnings as alternative TV to its current-day realization as a multi-channel (but not necessarily diverse) commercial system aimed at niche tastes. Furthermore, the book offers an overview of the industry's history and regulatory trends, case studies of key cable newcomers aimed at niche markets (including Nickelodeon, BET, and HBO Latino), and analyses of programming forms introduced by cable TV (such as nature, cooking, sports, and history channels). Sarah Banet-Weiser is associate professor at the Annenberg School for Communication at the University of Southern California. Cynthia Chris is assistant professor of media culture at the City University of New York's College of Staten Island, and author of *Watching Wildlife*. Anthony Freitas works as a media relations consultant for non-profit organizations in San Francisco.



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Empowerment through Media Education. An Intercultural Dialogue
Edited by CARLSSON, Ulla, et al. (2008.)
Nordicom

A society of mobile and interactive media has grown along with traditional society. The passive consumers of media became active producers. In the midst of these developments are children and youth. In addition to these trends, there is also an urgent need to be open to non-Western thoughts and intercultural approaches. In the present volume, scholars and other experts present their findings based on experience and research, in order to provide media education with a variety of perspectives and tools for the digital age.



Le management des médias
Ghislain Deslandes (2008)
Ed. La Découverte

The accumulation of research devoted to journalism contrasts strangely with the lack of academic reflection brought to the area of media management, particularly in France. But recent changes in the media world, namely its complexity and diversity, make it necessary to reflect upon these issues. This book focuses on the human, strategic and organisational aspects of media management, through practical examples of structures, management styles and leadership. It also outlines the challenges of this discipline in full development.