



2014 International Conference on Future Information Engineering

Communication Model for Generalist News Media Websites

Artur Afonso Sousa^{a*}, Pedro Agante^b, Luís Borges Gouveia^c

^a*Polytechnic Institute of Viseu, Campus Politecnico, Viseu, 3504-510, Portugal,*

^b*Libertrium, Quinta de Santa Comba, Lote 13, Viseu, 3500-728, Portugal,*

^c*University Fernando Pessoa, Pr. 9 de Abril - 349, Porto, 4249-004, Portugal*

Abstract

This paper presents a communication model to support participation initiatives in generalist news media websites. Within this context, it is proposed a conceptual model and a proof of concept – a Web platform – is presented. The initial goal was to provide an answer to the identified communication gap between the generalist news media and its user community. It is believed that the proposed Web platform can contribute to strengthen the communication and relationship between these two key stakeholders and provide a digital mediation infrastructure between them.

© 2014 The Authors. Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/3.0/>).

Selection and peer review under responsibility of Information Engineering Research Institute

Keywords: Conceptual Modelling; Online Media; Digital Mediation; Liberopinion

1. Introductions

In recent times, Internet usage is becoming relatively more interactive and user-oriented. The Web 2.0 and, more recently, the rise of Social Media have not only created new playing fields for communication and self-expression but also new forms of social behavior. A key factor of Web 2.0 and Social Media is participation.

After observing users participation in generalist news media web portals we realized that, in most cases, their activity is reduced to posting comments. Moreover, when we analyzed the communication type between

* Corresponding author. Tel.: +351933204044.

E-mail address: ajas@di.estv.ipv.pt.

online generalist news media and its user community, we verified, as shown in Fig. 1, that activity it is mostly based in unidirectional communication.

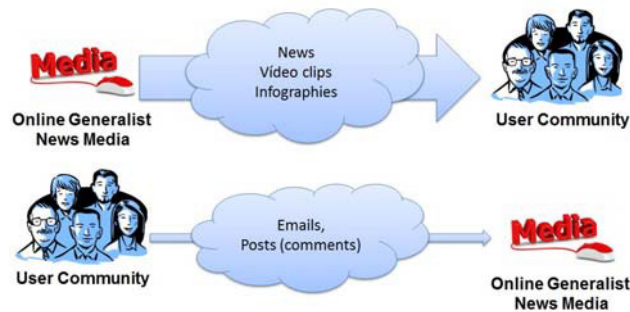


Fig. 1 Unidirectional communication between online generalist news media and its user community.

Thus, as a result of these findings and of the performed bibliographic research [1, 2, and 3], a preliminary important research question emerged: How to enhance user (citizen) participation in online generalist news media and improve communication between these two actors?

In order to address this question, we believe that it would be useful and desirable to develop a technological solution that promotes structured and multidirectional communication between online generalist news media and its user community, in a single, neutral and regulated place. Such solution would take the form of an e-participation tool and take into account the requirements and needs of these actors, a balanced way. Thus, with this application we intended to narrow the communication gap identified between these two key stakeholders and convert the citizen – from the traditional role of information consumer – into an agent with the capability to intervene and produce information. We may argue that News Media do not want to consider this so balanced relationship, but with a growing demand oriented interaction and access freedom, available in the actual Internet setting, it provides a new context to be dealt with by all the stakeholders (a changing game situation, we may say).

This paper is structured as follows: In section 2 it is proposed a communication model for generalist news media websites. Section 3 describes the proof of concept of the model – a Web application named *Liberopinion*. Section 4 contains the conclusions and some topics for future research and development.

2. Communication model for generalist news media websites

Conceptual modeling is the activity of formally describing some aspects of the physical and social world for understanding and communication purposes [4]. It is an abstract representation of reality, highlighting the most important issues in a specific context or under a particular viewpoint.

The first construction phase of the proposed model focused on the identification of key stakeholders and their roles. Thus, as a research result on generalist news media web portals and the feedback gathered from personalities with expertise in the field, we considered the following actors for a communication model for generalist news media web portals: users (citizens), guests, and generalist news media representatives.

Users are understood as people that access generalist news media web portals. Guests are people invited by the platform editor to discuss (synchronously or asynchronously) with the user community on the most up-to-date news. Examples include politicians, entrepreneurs, analysts, commenters, journalists, athletes, celebrities, artists, among others. Usually they would be experts on the debated theme. Generalist news media representatives are employees of the generalist news media company that incorporates the (*Liberopinion*) participation web platform. They can be, for example, journalists, directors, among others. Fig. 2 illustrates the proposed communication model for generalist news media web portals.

Download English Version:

<https://daneshyari.com/en/article/554309>

Download Persian Version:

<https://daneshyari.com/article/554309>

[Daneshyari.com](https://daneshyari.com)