EMERGING PRACTICES IN THE AGE OF AUTOMATED DIGITAL JOURNALISM

MODELS, LANGUAGES, AND STORYTELLING

Edited by
Berta García-Orosa, Sara Pérez-Seijo and Ángel Vizoso

Emerging Practices in the Age of Automated Digital Journalism

Emerging Practices in the Age of Automated Digital Journalism provides detailed insight into the current state of journalism and its future challenges.

The book brings together a global team of authors to review and analyse emerging practices in the automated digital scenario through which journalism is being reshaped, such as novel languages, storytelling forms, and business models. Providing a much-needed review of the field to apprehend the knowledge and experience acquired, the collection also offers an up-to-date overview of digital journalism today, outlining those trends pointing to the future of journalism practice and media in the online sphere.

Through a multidisciplinary and international approach, chapters delve into the main technological changes that digital journalism has recently faced, closely related to digital native media, novel storytelling forms, social media, innovation, television broadcasting, new media management structures and procedures, content automation, fact-checking, web analytics, and social audiences.

Offering new insights into this fast-developing area, this volume will be an engaging and vital resource for media professionals and researchers in journalism and communication studies, as well as those interested in contemporary journalism practice and communication technology.

Berta García-Orosa is Full Professor at the University of Santiago de Compostela (Spain). She has studied communication and politics for more than 20 years, collaborated in more than 50 research projects, and published over 100 articles and chapters.

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Acknowledgements

Introduction

Berta García-Orosa, Sara Pérez-Seijo,
and Ángel Vizoso

Background

The configuration of the network society as a novel structure in which the morphology is about action (Castells, 1996), and within a social scenario characterised by modern liquidity (Bauman, 2000) and constant change (García-Orosa et al., 2020), has fed a complex ecosystem in where media and humans interact (Postman, 2000).

The hybridization of strategies designed for an offline environment and the most ground-breaking online ones have coexisted for half a century. However, during the last years have emerged new journalistic strategies and also novel actors that, as in the case of digital platforms, have been converted into gatekeepers. International reports like *Digital News Report* by the Reuters Institute for the Study of Digital Journalism (e.g., Newman et al., 2017, 2018, 2019, 2020, 2021) or *The impact of digital platforms on news and journalistic content* by the Centre for Media Transition (Wilding et al., 2018) expose the continuous changes and their influence on journalism practice.

On the verge of 30 years of history, a review of the digital journalism and online native media is required in order to apprehend the knowledge and experience acquired, but above all to provide students and professionals with an up-to-date and detailed overview of the trends pointing to the future of journalism: the hybridization of practices (Hamilton, 2016); the ways in which information is being produced and disseminated (Domingo, 2016); and the search for emergent narratives and languages (Jenkins, 2003; Scolari, 2014; Uskali et al., 2021).

Innovation in media outlets in an era of automated, convergent, and digital journalism

After years of convergence and often uncritical implementation of technological platforms' latest proposals (Rashidian et al., 2020), the media opted for the hybridization of content and professional practices (Chadwick, 2013). These changes in work routines (Spyridou et al., 2013), information

flows, and citizen news consumption (Carlson, 2020) have been significant and are sometimes described as seismic (Rashidian et al., 2020). Recent research confirms changes not only in production but also in the reception and circulation of journalistic messages (Newman, 2021; Newman et al., 2021; Toural-Bran et al., 2021; Vázquez-Herrero et al., 2022; Wilding et al., 2018).

Closely linked to audience relations, practitioner characteristics have changed (Berganza et al., 2017; Mellado et al., 2007; Mellado et al., 2020; Weaver & Willnat, 2012). Journalistic storytelling forms have also undergone changes as seen in crossmedia, transmedia, and immersive strategies (Gutiérrez-Caneda et al., 2020; Jenkins, 2003; Larrondo-Ureta, 2016; Mabrook & Singer, 2019; Shin & Biocca, 2018), and new typologies of multichannel, polysynthetic, and integrative journalistic language are being fleshed out (Castro et al., 2016; Vulchanova et al., 2017), within a narrative of hyper-fragmented textualities and various actors involved in the production of the message (Adami, 2017), among whom the audience stands out.

User engagement strategies (Hujanen, 2016), the emotional valence of information (Beckett & Deuze, 2016), the search for empathy between journalists and users (Glück, 2016), and, above all, the importance of audience metrics in news production processes (Ferrer-Conill & Tandoc, 2018) are among the most noteworthy strategies. The rise of social networks and their effect on mediated communication in today's societies, as well as mobile communication, artificial intelligence, virtual reality, and transmedia strategies, have spurred on a search for experiments and innovative answers in innovation laboratories.

The media are relating with users in new ways (Anduiza et al., 2012; Wenzel & Nelson, 2020) aimed at building reader loyalty by encouraging a sense of belonging to the community and allowing readers to have a more participatory, horizontal interactivity with the newsroom, and sometimes even in production as bloggers or expert sources. The strategies are differentiated and one of the keys lies in the value assigned to the community through participatory strategies and thematic specialization in varying degrees of development among different organizations (García-Orosa et al., 2020). These trends are also common in news sources (García-Orosa, 2013, 2018), a role initially occupied by user relations.

The effect of emerging practices, high technology, and automation in newsmaking and business models

In this book, entitled *Emerging practices in the age of automated digital Journalism: models, languages and storytelling*, 26 authors from universities around the world give account, through a multidisciplinary and critical approach, of the manifold changes that digital journalism has experienced and faced during the last years of its development. To address this challenge, the contributors of this book went beyond those digital

journalism's approaches that just remain in the old frameworks and in the study models of content production (Mitchelstein & Boczkowski, 2009), and also those that point to technological determinism in journalism (Örnebring, 2010) as the cause of the ongoing transformations in journalism or/ and the changes that have taken place.

In the following pages, readers will find reflections on journalism and communication's most recent shifts on the digital scenario, analysis of novel practices in news media outlets, and, in the end, a panoramic view of the latest updates on the ecology of digital journalism. Therefore, throughout the book's chapters, readers will gain an understanding not only of the most significant innovations of recent decades but, above all, of the emerging strategies and challenges that will define journalism in the years to come.

In the first chapter, Xosé López-García and Berta García-Orosa reflect on the transformations the media have undergone in recent decades, especially since the consolidation of digital journalism. The transversal perspective adopted allows the readers to obtain a broad and critical view of the new ecology of the media from the conception of journalism to the field's relationship with the powers that be, audiences or business models. Legacy media and digital natives coexist in a novel scenario ripe with strengths and weaknesses, but, above all, emergent challenges for the coming years.

In the book's second chapter, the researchers Ángel Vizoso and Carlos Toural-Bran deal with the history, characteristics, and models of the fact-checking systems that have emerged in recent years as a response to disinformation campaigns. The authors delve into a phenomenon that, despite having always existed, has become increasingly ubiquitous in recent years due to the capabilities provided by the Internet. The evolution of digital native media lies in fact-checking.

One of the great changes in journalism is the application of web analytics. In the third chapter, Santiago Justel-Vazquez, Valentina Laferrara, Emiliana De Blasio, and Josep Lluís Micó-Sanz study the application of web analytics to the practice of journalism and provide an update on digital media in Spain and newspapers' efforts to adopt a subscription model. They conclude that strategies that prioritise growing the subscriber base will focus on indicators related to content quality, whereas a primarily advertising-based strategy will tend to focus on audience growth indicators.

In the fourth chapter, Alba Silva-Rodríguez and Kjetil Vaage Øie undertake an exhaustive analysis of mobile journalism, one of the most salient innovations of recent years, and its presence in European school curricula. The authors conclude that mobile journalism has not yet assumed the central role it could have in the training of future journalists. Although some universities feature mobile journalism in their coursework, many adopt a strictly utilitarian view of mobile phones.

The researchers Jorge Vázquez-Herrero, María-Cruz Negreira-Rey, and Gabriela Zago address in Chapter 5 the future of journalism in a context of

uncertainty, increasing distrust in the media, greater distribution of content on social networks and instant messaging applications, as well as incidental and mobile consumption of news. In this scenario, the media is looking for new audiences especially among the youth. The authors detail novel media strategies in this area.

In Chapter 6, Sara Pérez-Seijo, María José Benítez de Gracia, and António Baía Reis carry out an in-depth analysis of one of the most prominent emerging strategies in journalism and communication in recent years: virtual reality and 360-degree video. From a historical, critical, and contemporary perspective, they focus on a phenomenon that began in 2010 and that has traversed different stages of experimentation, advancement, and influence on the conception of journalism in recent decades.

The topic of audience relations runs throughout the work and the stages of the communication process. In Chapter 7, the researchers Ana-Isabel Rodríguez-Vázquez, José Sixto-García, and Kruzkaya Ordóñez delve into the relationship between the social audience and the digital media and analyse the involvement of the audience in the consumption of news through social networks, as well as the final effect of said involvement on the development of news products and the strategies that condition journalism in today's media ecosystem.

In the seventh chapter, Marta Rodríguez-Castro and Clara González-Tosat explore how public service media incorporate automation strategies in management, taking into account not only their business model, but also their values. This chapter will describe how two outlets implemented automation within their public value management strategies.

In Chapter 9, researchers Martín Vaz-Álvarez and Juanjo Lainez-Reche study the particularities of recommendation systems on various platforms, such as YouTube, Spotify, Netflix, Yahoo, and the *BBC's* iPlayer. As such, they aim to understand how the creation of each algorithm responds to the different purposes set by organizations and whether there are differences in how these systems apply recommendations for the same type of content.

In the book's penultimate chapter, Santiago Gallur Santorun and Jenerlis Arias Arias focus on the significance of minorities within the digital transformation ecosystem. Their research focuses on how *CIMAC*, a Mexican digital news agency, reported on the story of a femicide in Ciudad Juárez. Their primary aim is to discover the mechanisms used to cover femicides in a media environment that tends to ignore such stories or present them without focusing on the gender perspective. As an example of an emerging strategy within this issue, the authors discuss the appearance of complementary factors of newsworthiness that undergird reporting on femicides in Mexico, as these have served as a guide for breaking from the traditional criteria for news selection.

The book closes with a chapter by Research Professor Mohsen Alafranji. He reviews a paradigmatic case of technology integration in television production: *Aljazeera*, *AJA*. The foundation of his analysis is the significance

of technological changes in the conception of journalism, which have given rise to new strategies, media, and tools to produce diversified content for multi-platforms in order for the profession to be in step with novel trends and practices. This final chapter explores the trends and practices adopted by *Aljazeera* to increase audience engagement, as well as innovation in the production and circulation of information.

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