Call for papers

Journalism and mobile devices

Starting date: 1st Febuary 2013 – Deadline for paper submission: 1st August 2013

Editors of this special dossier: João Canavilhas - Lia Seixas
jc@ubi.pt - liaseixas@gmail.com

Settled into a complex process of convergence, the media ecosystem is continually evolving. The four kinds of convergences that Jenkins describes (2006) (content, technology, organisational models and professional activity convergences) seem to be characteristic of a media system that commits to producing multimedia content, instilling collaborations between different media, and taking into account the audiences' versatile behaviour. In such a context, one of the current challenges has been to encourage the media to focus on content for mobile devices such as smartphones, tablet computers and mini tablet computers. The focus of this issue will be on journalism and mobile applications, and it will tackle journalistic content that is produced with those tools, their implications on professional practices, the new outcome in terms of timing and multimedia production, the consumers' use of these products, as well as their economic models.

The penetration rate's growth for ultra-broadband networks (3G, 4G), and the rise in mobile terminal sales have opened an alternative canal for news distribution. Aguado (2009) considers that the fourth screen (after cinema, television and computers) constitutes a commercial opportunity for communication firms, that will gain a new mean of distributing news with these devices, a sort of "push" (Fidalgo, 2009) thanks to which the news will look for its readers rather than the other way around.

So mobile devices appear as platforms with strong potential, not only to receive multimedia information, because their characteristics (portability and ubiquity) can also allow them to distribute personalised news in a global way, according to variables as diverse as the time at which it is sent, the consumer's location, his topical preferences, etc. The commercial dimension of the new media efficiently segments the market and aims at a targeted audience that is already used to paying for access to content (ring tones, tunes, alarms, applications) (Ahonen, 2009). Thus, organisations seem to be facing the conditions required for a new market to emerge.

Nevertheless, the technical conditions aren't yet all reunited in order to make the market a reality. According to Nielson (2010), the micro payments (52%) and easy and secure payment systems (43%) are decisive in encouraging the consumers to pay for access to content, as long as the products are of higher quality (71%) and that they explore technological capabilities such as multimedia, hypertext, interactivity, personalization, ubiquity, memory and immediacy.

Like any other device, mobiles are part of a device-format-procedure system (Debray, 1991) in which the technical object and the cultural dimension are strongly linked. For example, iPads are most often used in the evening, when people get back from work, and in addition to television

prime time and the internet. This has consequences: two Brazilian media organisations have produced journalistic content that is increasingly analytical and contextual: "Globo a Mais" and "Estadão Noite". Kaye and Quinn (2010) consider that by relying on innovation and going with the technological trends, the quality of content can be improved, and thus respond to the consumers' expectations.

Other than developing platforms, journalism has also been innovating with native applications for the various operating systems available. The *app economy* application has experienced exponential growth and the sites on which they are sold (iTunes, Android Market, WP7 Market Place, OVI Store and BB App) have generated approximately 15 billion dollars in 2011, which is of significant value for a recent market.

For that matter, the rise of new technological possibilities (such as augmented reality) has opened horizons in terms of evolving journalistic content and meeting alternative funding solutions. Zhang says that (2007) "enabling access to adaptive, personalized, and context-aware information and service is crucial to fully take advantage of the pervasiveness and convenience of mobile devices." But will the communication organisations watch the media ecosystem's transformations? And how will they act on a market with strong economic potential?

New trends, developing applications, new sales models, new products for new mobile platforms, all of this is fundamentally related to the interaction between the device's properties and journalistic know-how. How do mobile devices reveal and/or influence journalistic know-how, and the properties of journalistic content? Are news, periodicity, universality and advertising (Groth, 2011) transformed in this media ecosystem? Will daily periodicity be adapted to content for tablet computers that are technologically instantaneous, ubiquitous and that allow continuous updating? And aren't geolocalised applications inspired by the smallest universality that can be, consequently emphasising personalisation?

Orientations
In this issue, we wish to analyse the way media organisations put these mobile and personalised distribution and reception possibilities to profit. Articles may focus on the following topics:
1) Languages and formats
2) Analysing new journalistic applications
3) Business models (production, access, consumption)
4) Converging production conditions of journalistic content for mobiles
5) The relation between both mobile devices' and journalistic specificities
6) The use and consumption of journalistic content with mobile devices

Submission of articles (30.000 to 50.000 signs, including references and footnotes) **before 1st August 2013** : http://surlejournalisme.com/rev/index.php/slj/author/submit/1

Please indicate your interest in this special issue by sending a two-page summary of your article proposal to the guest editors **before 1 April 2013**, to: jc@ubi.pt - liaseixas@gmail.com

Articles may be offered in English, Portuguese, French or Spanish.

The articles should include theoretical references, research methods and a corpus reference.

They will be subject to 'double-blind' assessments.

The Journal *About Journalism – Sur le journalisme – Sobre jornalismo…*

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The review is a **rendezvous** between diverse research curiosities and ways of looking at journalism in an arena of high scientific vitality.

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