

Contents

Part I Introduction

1 Metamedia, Ecosystems and Value Chains	3
Francisco Campos Freire	
2 Internet, Mind and Communication: New Perspectives and Challenges	13
Xosé Rúas Araújo	
3 Immediacy and Metamedia. Time Dimension on Networks	19
Valentín Alejandro Martínez Fernández	
4 Journalism for Metamedia: Tools and Metrics for Quality and Ethics	25
Xosé López García	

Part II New Media in the Digital Era

5 Public Information Services in the Digital Era	31
Miquel de Moragas Spà	
6 Content Curation in Digital Media: Between Retrospective and Real-Time Information	37
Javier Guallar	
7 The Relationship Between Mainstream Media and Political Activism in the Digital Environment: New Forms for Managing Political Communication	47
Andreu Casero-Ripollés	
8 Jihad Online: How Do Terrorists Use the Internet?	55
Raphael Cohen-Almagor	

9	Spanish General Elections, Microdiscourses Around #20D and Social Mobilisation on Twitter: Reality or Appearance?	67
	Estrella Gualda	
10	Video Game Screens: From Arcades to Nintendo DS.	79
	Israel Márquez	
11	Is the Employer Entitled to Survey Employee's Internet Communications in the Workplace? Case of "Barbulescu v. Romania".	87
	Jaime Cabeza Pereiro and Emma Rodríguez Rodríguez	

Part III Journalism and Cyberjournalism

12	Press Photography and Right to Privacy.	97
	Esperanza Pouso Torres	
13	Internet and Social Media in the Prevention Journalism Discourse. A Theoretical Proposal and Main Magnitudes	105
	Silvia Alende Castro and Aurora García González	
14	Immersive Journalism: From Audience to First-Person Experience of News.	113
	Sara Pérez Seijo	
15	Web-Native Media in Galicia. Trends and Characteristics of a Booming Model	121
	María Cruz Negreira Rey and Xosé López García	
16	Interactive Feature: A Journalistic Genre for Digital Media	127
	Jorge Vázquez Herrero and Xosé López García	
17	A Communication Law Feared and Discussed by the Press: The Case of Ecuador.	133
	Jenny J. Yaguache, Hernán Yaguana and Abel Suing	
18	The Influence of Printed and Online Diaries in the Attitudes of Their Readers Towards the 2010 and 2012 Spanish General Strikes	139
	Sergio Álvarez Sánchez	

Part IV Audiovisual Sector and Media Economy

19	Public Service Media on Social Networks: The European Case . . .	149
	Andrea Valencia-Bermúdez and Tania Fernández Lombao	
20	The Behaviour of Ecuadorian TV Micro-Enterprises.	157
	Ana Cecilia Vaca Tapia and Mónica López-Golán	

21	The Weaknesses of Spanish Communications Groups and the Challenges They Face in the Wake of the Economic Crisis	165
	José Vicente García Santamaría, María José Pérez Serrano and Lidia Maestro Espínola	
22	The Scientific Structure of Media Management: Strategies for Emancipation	175
	Manuel Goyanes	
23	New Advances in Transmedia Storytelling in Spanish Fiction. Case Study of the Television Series ‘El Ministerio del Tiempo’	183
	M ^a Isabel Rodríguez Fidalgo and Adriana Paíno Ambrosio	
24	Corporate Communication and Social Media. Spanish Companies’ Communicative Activity Index on the Audiovisual Social Networks	189
	Bárbara Fontela Baró and Carmen Costa-Sánchez	
25	Indirect Management and Outsourcing of Contents as an Alternative to the Crisis of the Spanish Public Broadcasters	195
	Ana María López Cepeda	
26	Consumer-Oriented Business Models in Spanish Cybermedia	203
	Manuel Gago Mariño, Carlos Toural Bran and Moisés Limia Fernández	

Part V Corporate and Institutional Communication

27	The Situation of Digital Strategic Communication in Ecuador and Other Countries in Latin America: The Management of the Community Manager	213
	Fanny Paladines, Carlos Granda Tandazo and Valentín Alejandro Martínez Fernández	
28	Patronage and Sponsorship in the Online Communication Management of Ecuadorian Companies for Improving Visibility in Digital Social Media	221
	Mónica-Patricia Costa-Ruiz, Verónica-Alexandra Armijos-Buitrón, Jhoana-Elizabeth Paladines-Benítez and Raquel Tinoco-Egas	
29	Online Organizational Communication: The Communications Department Version 2.0 in Tech Companies	229
	Berta García Orosa	
30	Personalisation of Galician Politics in YouTube	237
	Pablo Vázquez-Sande and Andrea Valencia-Bermúdez	

31 Social Media in Crisis Communication: Germanwings Flight 4U9525	243
Diego Rodriguez-Toubes and Yolanda Dominguez-Lopez	
32 University-Society. Proposal for New Forms of Communication in the University of the Basque Country Through Service-Learning	251
Andoni Iturbe Tolosa and Monike Gezuraga Amundarain	
33 Management Strategies and Online Communication Tools for Value Creation in Media Companies	257
María Victoria-Mas and Iván Lacasa-Mas	
34 Online Communication Management in Sporting Events. Case: EUC Handball 2013	265
Carla López Rodríguez, Lorena Arévalo Iglesias and Jessica Fernández Vázquez	
35 The Community Manager: Responsibilities Assigned by Companies	271
Carmen Silva Robles	
36 Creating a New Tool for Corporate Communication: The Open Communication Room (OCR)	279
María Ruiz Aranguren, Leire Iturregui Mardaras and Rosa Martín Sabarís	
37 Menextra: Designing a Professional Service for Media Alert Management and Distribution	287
Aingeru Genaut Arratibel, Iñigo Marauri Castillo, María José Cantalapiedra and María del Mar Rodríguez	
Part VI Marketing, Advertising and Tourism	
38 Graphic Design and Social Networks: Methodological Proposal Supported by the Open Innovation and Co-creation	297
Blas José Subiela Hernández	
39 Impact of Religious Tourism in Social Media in the Andean Region of Ecuador: The Case of the Pilgrimage of the Virgin of El Cisne and the Trade Fair of Loja	303
Eva Sánchez-Amboage, Alex-Paul Ludeña-Reyes and Christian Viñán-Mereci	
40 Social Networks and their Role in the Promotion of Emerging Tourist Destinations: The Case of the Area 7 of Ecuador	309
Clide Rodríguez-Vázquez, Valentín Alejandro Martínez Fernández, Ramiro Armijos-Valdivieso and María-Dolores Mahauad-Burneo	

41 Eye Tracking: Methodological and Theoretical Review	317
Xosé Rúas Araújo, Iván Puentes-Rivera and Sabela Direito-Rebollal	
42 Impact and Positioning in Social Media of Events in Southern Ecuador	323
Eva Sánchez-Amboage, Verónica Mora-Jácome and Estefanía Sánchez-Cevallos	
43 Galician Spas in Facebook	329
María-Magdalena Rodríguez-Fernández, Eva Sánchez-Amboage, Clide Rodríguez-Vázquez and María-Dolores Mahauad-Burneo	
44 Gastronomy as a Part of the Ecuadorian Identity: Positioning on the Internet and Social Networks	335
María-Magdalena Rodríguez-Fernández, Patricio-Mauricio Artieda-Ponce, Patricia-Marisol Chango-Cañaveral and Fabián-Mauricio Gaibor-Monar	
45 New Digital Metrics in Marketing: A Comparative Study on Social Media Use	343
Joan Francesc Fondevila Gascón, Pedro Mir Bernal, Eva Santana López and Josep Rom Rodríguez	
46 The Sport as an Element of Appreciation for the Cities. The Case of Pontevedra and Its Treatment in the Digital Media	351
Montse Vázquez-Gestal and Ana Belén Fernández-Souto	
47 Treatment in the Spanish Digital Press of the Brazilian Carnival and Its Dissemination in Social Media	357
Jaime Álvarez de la Torre and Diego Rodríguez-Toubes	
48 Web Communication: Tourist Content Management in Web Portals for City Councils in the Province of Badajoz	365
María del Rosario Luna and Guadalupe Meléndez González-Haba	
49 Neuromarketing: Current Situation and Future Trends	373
María del Mar Lozano Cortés and María García García	

Part VII The Internet and Social Networks

50 Online Communication and Galician Top Bloggers	383
Julia Fontenla Pedreira	
51 Additional Barriers to Access to Labour Market for Prisoners Due to Digital Isolation	391
Isabel Novo-Corti and María Barreiro-Gen	
52 The Usefulness of Social Networks as Research Tools for the Media	397
Diana Lago Vázquez	

53 Academic Social Networks and Communication Researchers from Universities in the North of Portugal: An Analysis of Academia.edu and ResearchGate.	405
María Isabel Míguez-González, Iván Puentes-Rivera and Alberto Dafonte-Gómez	
54 Visibility and Impact of the Microcredit and the Digital Social Media: A Case Study of Financial Institutions in Ecuador	413
Viviana Espinoza-Loaiza, Rosario Puertas Hidalgo, Valentín Alejandro Martínez Fernández, Aurora Samaniego-Namicela and Eulalia-Elizabeth Salas-Tenesaca	
55 Evolution of the Semantic Web Towards the Intelligent Web: From Conceptualization to Personalization of Contents.	419
Blanca Piñeiro Torres and Aurora García González	
56 Social Networks in 20 Minutos, the One Survivor of Free Distribution Press in Spain.	429
Ana Bellón Rodríguez and José Sixto García	
57 Spanish TV Series on Twitter: What Social Media Audiences Say	435
Verónica Crespo-Pereira and Óscar Juanatey-Boga	
58 Twitter as a Communication Tool for Local Administrations: The Cases of São Paulo and Madrid Municipalities	441
Flávia Gomes-Franco e Silva	
59 The Environment of Web 2.0 as a Relational Factor in the Use of Loyalty-Raising Parameters Within the University Environment	449
José Rodríguez Terceño, Juan Enrique González Vallés and David Caldevilla Domínguez	
Part VIII New Media and Metamedia	
60 Trends in Journalism for Metamedia of Connectivity and Mobility	457
Ana Isabel Rodríguez Vázquez and Xosé Soengas Pérez	
61 The Future of Video-Journalism: Mobiles.	463
Martín Vaz Álvarez	
62 Key Features of Digital Media Consumption: Implications of Users' Emotional Dimension.	471
Javier Serrano-Puche	

63	Reports in and from Smartphones: A New Way of Doing Journalism	479
	Alba Silva Rodríguez and Francisco Campos Freire	
 Part IX Education, Science and Cultural Identity		
64	Crowdfunding: An Alternative for Collaborative Creation and Production in the Spanish Cultural Sector.	493
	Mónica López-Golán	
65	Architecture Communication in Online Magazines.	501
	Jesús Ángel Coronado Martín, Julia Fontenla Pedreira and Darío Flores Medina	
66	A Study of Student and University Teaching Staff Presence on ResearchGate and Academia.edu in Spain.	509
	Mar Iglesias-García, Cristina González-Díaz and Lluís Codina	

Media and Metamedia Management

Campos Freire, F.; Rúas-Araújo, X.; Martínez-Fernández,
V.-A.; López-García, X. (Eds.)

2017, XXXV, 515 p. 54 illus., Softcover

ISBN: 978-3-319-46066-6