

Promotion of Web 2.0 on the portals
of the Mexican media networks
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Short Bio-Data

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Abstract

The websites of traditional media are part of the presence that journalism is gaining on the network and are also becoming a new medium for journalism.

But even if this flow is not at present in all countries are equally and the technology is not used to interact in a more closely with the public; in Mexico that has been limited despite the fact that the numbers of people consulting information are on the rise.

In this paper we describe the technological methods that Mexicans media are different ways to make a participatory journalism for which it was made a remark on January and October 2007, April 2008 and November 2008. The objective is to detect whether they are being exploited the spaces and readers contribute to the dissemination of information and what has been the evolution of participatory journalism at the Mexican portals of the media.

The importance of this analysis is to see how the traditional media are giving to the Internet as a new medium that emphasizes public participation.

Using the theory of Nielsen's usability, you can see in this paper, if the conditions are for users to detect and use the interactive tools that allow you to make wider use of online media.

Through direct observation of each of the sites we saw that there are not so good conditions in these spaces and is missing a big opportunity for growth in digital Mexican journalism.

Public participation is an opportunity to practice a new form of journalism and in conditions similar to those of any developed country.

Keywords

Blogs, cyber journalism, media portals, forums, bulletin boards, participative spaces.

1. INTRODUCTION

Collaboration on the Internet has changed the way it produces and consumes information in this platform because in the twenty-first century is the possibility of creating a multimedia content and fragmented built by people who do not need to be professional journalists or writers recognized is growing.

Tools like blogs, with all its variants multimedia, wikis, forums and e-journals, among many other options; have allowed Internet users to establish ties with other users without the need for content are backed by traditional media.

The popularity of these spaces have won is obviously a competition for the media which have a credibility rooted in a specific community.

In its eagerness to continue to retain its audience, to remain at the forefront in the use of technological advances and consolidation as half versatile, the large Mexican media have taken on the network various manifestations of so-called Web 2.0

To argue that the participatory media and their proliferation in the network facilitates the task of disseminating news, the technological tools to use interactive, collaborative and free as forums, blogs and wikis, facilitate the task of those who want your ideas are important, and at one point was something that would be called consolidates Net 2.0.

The popularity of these interactive tools are becoming a low skills to the internet since practically know enough to use internet, have the address of a site provider of free blogs or download the program for development of wikis, the rest of the elements focus on creativity to highlight among the millions of sites that are on the network, and to update the record as often as desired by those who become potential users of each of these products.

Providing the opportunity to interact with readers that gives added value to the new site informative and that extol the essence of Web 2.0; in this way readers become so creative participants.

Some people might think that the topics covered in these sites may be inconsequential, but all have a place in this new exercise of journalism which includes the above comment, upload photos, videos, audio and / or participate in elements derived from these spaces as you can be discussion forums or online journals.

2. PUBLIC PARTICIPATION IN THE TRADITIONAL MEDIA DRIVEN BY THE TOOLS OF THE SO-CALLED WEB 2.0

Step by step the traditional Mexican media, in its online version, will incorporate new forms of participation to give the reader tools that may be on a par with those developed by other websites where you can get information as the case of blogs or confidential.

At the beginning of January 2007 at the Research Center of Communication of Tecnológico de Monterrey, Monterrey Campus, an investigation was carried out where we tried to observe what the contributions were of participatory journalism of the major traditional media in Mexico offered to Internet users. The study found some evidence that they spoke little of media development, and that is to see its evolution, in October of that year, re-analyze the same media again and it was found that some of the media groups evolved on a par with the acceptance that the participatory journalism was gaining in the global network.

To make the observation, initially went to the site Alexa.com to see if the Mexican media had presence in searches of the Internet, and this in January found that only six appeared among the 100 most consulted:

Table 1. Position of the Media in the table of positions of Alexa.com. Date of January 15, 2007

| MEDIO | |
|--|--------------------|
| Mexican media position at Alexa.com | |
| 18. Esmas Informative Portal. Depends on Televisa. | esmas.com |
| 19. El Universal Mexico City Newspaper. National Coverage. | eluniversal.com.mx |
| 36. Terra Informative Portal. | terra.com.mx |
| 48. El Norte Monterrey's Newspaper. Required subscription. (Owned by Reforma Group). | elnorte.com |
| 59. Tvazteca.com TV Azteca Network Portal. | tvazteca.com |
| 71 Reforma Mexico City Newspaper. National Coverage. | reforma.com |

In October, made the same query and visualize how to decrease the occurrences of informative sites because of six who were at the beginning of the year were only five. While appreciating the loss of positions in the list.

Table 2. Position of the Media in the table of positions of Alexa.com. Date of consultation on October 31, 2007

| MEDIO | |
|--|--------------------|
| Mexican media position at Alexa.com | |
| 20. Esmas Informative Portal. Depends on Televisa. | esmas.com |
| 31. El Universal Mexico City Newspaper. National Coverage.. | eluniversal.com.mx |
| 71. Terra Informative Portal. | terra.com.mx |
| 89. El Norte Monterrey's Newspaper. Required subscription. (Owned by Reforma Group). | elnorte.com |
| 100. Tvazteca.com | tvazteca.com |

TV Azteca Network Portal.

To show this little presence in the media among Mexicans searches of Internet users in Mexico is that it proceeded to observe the portals of 12 media from different areas of communication so as to analyze the type of participatory spaces that give their users, and the space that journalists have in the mid to attaining a greater approach with the public, all regardless of the number of users accessing them on a daily basis.

As mentioned earlier, this observation was made in these two moments of the year to see the evolution of the media and their adaptation to the demands of participatory journalism, not only in Mexico but worldwide.

The groups analyzed are

PORTALES TELEVISORAS

DIRECCIÓN ELECTRÓNICA

| | |
|----------|--|
| Televisa | www.esmas.com |
| TVAzteca | www.tvazteca.com |

CADENAS RADIOFONICAS

| | |
|---------------------|--|
| Grupo Imagen | www.imagen.com.mx |
| Grupo Radio Centro | www.radiocentro.com |
| Grupo Radio Fórmula | www.radioformula.com.mx |
| Grupo Monitor | www.monitor.com.mx |

PERIÓDICOS

| | |
|--------------------|--|
| El Universal | www.eluniversal.com.mx |
| Reforma | www.reforma.com |
| La Jornada | www.jornada.unam.mx |
| Milenio | www.milenio.com |
| El Nuevo Excélsior | www.nuevoexcelsior.com.mx |

PORTALES DE NOTICIAS

| | |
|-------|--|
| Terra | www.terra.com.mx |
|-------|--|

3. RESULTS FORM COMPARATIVE OBSERVATION

We can see that the technology offers a variety of participatory spaces, results from the observation made to see that the blog phenomenon has not expanding among the various traditional media, which have their Web portal and this is one of the main points

that emerged of the investigation.

The inclusion of participatory spaces that journalists, the media or the Internet are developing themselves in the traditional media with a presence on the web, are diverse and in some cases have appeared throughout the year. Below are the specific cases.

3.1 Television Networks

At Televisa, in early 2007 provided in the pages of chat programs. Opinion polls, interactive tests were the most representative, while in October its website appears in a section called a la carte TV broadcasts online content (over 3000 videos of top sports, entertainment, music, TV programs and rankings of this content). Also, the newscast *1N* has a blog in which every driver and journalist of this program has a section for feedback and comments from viewers.

The creation of space called *gyggs* is another of the innovations of the participatory journalism of this company, in which there is a lot of public participation to provide feedback which is posted on the blog, we also note that all these blogs are updated.

Therefore, in Televisa shows how there has been an increase in the number of sections in the service of viewers, and creating more spaces where this is the interactivity between viewer and programming.

The case of TV Azteca earlier this year began with the offer of sending SMS to the sports page, they also chat with mobile poll in the News, chat at specific hours of the pages of some programs, reviews, while By the end of 2007 and this is an invitation for people to participate through sections like "become a paparazzi" Ventaneando program, in addition to continue to chat, and promotions and interactive activities, and conducting polls. In the services section has a link to a section where they are uploaded videos (trying to emulate the famous you tube) personal videos, but to do this the user has to register.

TV Azteca has increased participation, however, offers almost the same services with which began the year, the most significant change has been in the image and design of the website.

Already in 2008 the observation that we saw in the portal *esmas.com* (owned by Televisa) is more interactivity to the top of the page because it shows the abstracts of the topics of the day in different sections that are interest to the public. In addition, these sections are up to date and are constantly being renewed. The blogs are updated constantly and feedback from citizens, the blog that is receiving more feedback from Joaquin Lopez Doriga, but the other blogs are on average 35 to 50 comments per day, depending on the item, which has fewer reviews received during the week of observation only 4. Also on sports blog is kept up to date with major sporting events.

By the other hand, TV Azteca it has more content and images which in turn are divided into those belonging to Channels 7 and 13. The news that on this television station is constantly updated and renewed. The portal does not have a space for blogs hence its journalists or drivers are not written or feedback, but the contrast it offers the program *Ventaneando* where viewers go up pictures, comments, and others.

3.2 Radio Networks

In Grupo Imagen there is no change in the information and sites identified for participation by users, has been implemented only the space of news and opinion polls, which means that it is in constant change, while in January 2007 there were only e-mails.

Later, in April 2008 the website was renewed this newsgroup is more interactive and updated. On the home page is a poll, with its news update.

Grupo Radio Centro in January 2007 had emails from each station. There were also surveys (Alfaradio, La Z, Radiocentro 1030). And then there was a space to share

poems, while in October and included public opinion surveys. You can see that have not changed services for users and interactivity via remains of polls and surveys.

The observation of 2008 shows that Radio Centro offers internet radio, but still does not have a space where the audience feedback, all is through e-mails but there is not a blog or a place to publish opinions on various subjects or nor were found surveys or polls.

Radio Formula in January 2007 had chat and email in different areas of the portal as a way to have contact with his audience. In addition, the program of Joaquin Lopez Doriga gave a more direct interaction with the public to devote a space for people to put their stories. Over time, in October, adds a section of forums where issues are presented and there is a participation of the public; in this area raises issues of the day it is constantly updated. The forums are continuing in 2008 and there are also surveys and news at the time plus all the spaces to date.

Regarding the Grupo Monitor, in January 2007 had the Monitor section that consisted of mobile shipments to the program SMS and e-mails, while in October as usual. It is a somewhat outdated page in the management of technology and little functional by not giving enough information and news. In the moment of observation in 2008 Grupo Monitor did not have a website available, perhaps because of technical problems or other since they did not specify.

3.3. Newspapers

El Universal in January and October there was a section that includes discussion forums, weblogs (journalist of the newspaper), and chats. In addition highlights a section where there are multimedia interactive tests. In the rest of the sections as little as they have is with e-mail. Another way to interact are the Letters to the editor, present from the observation of January. All sections are updated and receive feedback and response from the public. The newspaper also has a video section where the public can

bring their own.

El Universal itself has changed its website and its way of communicating with the public, and that journalists have blogs where they write about a specific topic and receive input from readers, and users get response on the part of journalists; items concerning current and renewing are not something that happens every day.

In observation of April 2008 in addition to the earlier sections are added services podcasts, video cast and RSS (short for Really Simple Syndication [really simple syndication]). This is a system to handle the latest content posted within a website). Reforma is a newspaper that in January it as a way to interact with their audiences only with letters to the editor, test interactive and e-mails. For October are held, in addition to these spaces, multiple polls, and specifically included a section entitled *Tu espacio* space where citizens can suggest their blogs and make complaints, as well as upload videos and pictures.

Reforma itself has changed, since the beginning of 2007 there were only the reader letters and e-mail, but now has forums and blogs where citizens can make complaints from the public, and thus resorted to this means of exerting pressure on some indeed happens in society. In the observation 2008 these services also continue to have the option to enable readers to send interesting news to your friends via email or directly to your account from Facebook.

La Jornada in January only had e-mail and in October the site remained the same, for which this newspaper did not think the inclusion of the interactive journalism as a way of attracting the attention of your readers. In 2008, this trend of this newspaper is the same, still does not give space for readers and users feedback (blogs or forums).

On the other hand, Milenio is a diary that contains, as forms of participation, polls, blogs, and some journalists who work in that paper, in addition to the basic element is email. In October also included a section called, *Yo Pienso*, where people leave their

comments with respect to any notes or current topic. This newspaper is being renovated and is well accepted in some forms of participation as blogs produced by journalists who have interesting comments from readers.

Milenio's blogs continue in 2008 and have an average of 20 to 30 comments per column focusing primarily on political issues and events of the day.

By the other hand, the case is El Nuevo Excelsior such as La Jornada in January only had e-mail did not change the fact that the observation made in October, thus limiting access for readers who wish to comment or maintain contact with journalists. The only change in 2008 that has taken this diary is your e-mail because of www.nuevoexcelsior.com became www.exonline.com.mx / home, but still does not have blogs or discussion forums.

3.4. News Portals

Terra is a news portal that January and October had several forms of participation, which ranged from Fotolog, chats, forums, polls and personal blogs; also provides an e-mail account their individual users. The observation made in January forums lacked update, but these were corrected in October and were kept current issues with participation by the public. Terra, in 2008 remains the same sections and opportunities for interaction of the public. Terra, in 2008 remains the same sections and opportunities for interaction of the public.

4. CONCLUSIONS

These observations in two different moments of the year helped to account that the press is the medium that has greater public participation through forums such as blogs and spaces to make the citizen complaints. The television only create spaces where the viewer decide what to watch (TV Azteca) and a space on the part of a program like 1N

(Televisa) where viewers can upload images.

On the other hand, a recurring way in which audiences participate directly is through polls, as seen in most of the sites surveyed. These polls are usually conducted to see the tastes of the public about the programming they offer, or a topical issue in the case of the news polls is used to prosecute any situation that arises in the political arena.

For radio is the most obvious of the urgency of the Mexicans are updated and wagering on an auditorium co-creator, creator and commentators on what happens in their surroundings and what is concerned and interested.

After making this observation emphasizes that the media are in constant exchange of information, spatially newspapers and TV stations, because their spaces are offered more services to the hearings, in addition to renewing its image. With the new spaces created in the network there is a greater interactivity between the audience and the media. The hearings are going to become interactive generating ideas and giving feedback to the space, they demanded the redirection of content.

The possibility of participation as a Value Added Service that provides Internet sites is not being exploited by a large majority of the media analyzed. Therefore, the growth opportunity is set, which is only seen in the newsgroups interactivity either through blogs, forums or in chat rooms, a way of generating inflow into the sites, to win public and as result of this traffic, contribute to the generation of information in the traditional media from which to communicate its essence (radio, television or newspapers) and lies in the recognition and participation in the market, in this case Mexico.

While access to the Internet is open and more democratic form of participation will generate part of those changes that were generated with these new formats and giving voice to a segment of the population that has a need to express themselves in many ways and with ideas of the most diverse, then it will be the now popular Internet format will encourage more people to become Net 2.0.

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