

PIMENED – The Oporto’s Seminars

by Bruno Pires for JOCIS



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PIMENED is a program aiming to produce, create and transfer knowledge through studies, seminars, conferences and publications in order to promote the transfer of knowledge and development of the publishing market in the northern region of Portugal.

Promoted by PIMENED, three seminars took place from April 25 to April 27, 2019, in two different locations. The 25th of April seminar was held at Oporto’s Santa Casa da Misericórdia, and the 26th and the 27th of April seminars were held at Porto University’s Faculty of Humanities and Arts (FLUP).





The first seminar, on the 25th, titled “Management, Organization, Innovation and Running of Academic Publications”, was organized by Professor Paulo Faustino, coordinator of PIMENED and president of IMMAA (International Media Management Academic Association). The seminar hosted Professor Tomàs Baiget from Pompeu Fabra University (Barcelona) as a speaker. Tomàs Baiget started his speech by describing how a scientific publication works, how a pre-selection of articles takes place, followed by a peer-review. Afterwards the publication makes its way towards the database producers, who will index it. Baiget also lists the aspects that will contribute to the increase of the number of citations:

1. A good innovative investigation;
2. A specific type of investigation (international studies favour citations, unlike studies focusing on local case studies);
3. Publication’s impact factor;
4. Number of authors (articles with three or more authors are, in theory, more cited than those with fewer authors);
5. Cooperation between institutions (articles written by authors from different institutions are more likely to be cited, especially if those institutions are from different countries);
6. Number of words composing the title (articles with longer titles are easier to find, as long as a title doesn’t include redundant words and it is straightforward and clear; question marks and exclamation points are not recommended);
7. Size of the abstract (recommended between 250 and 300 words);
8. Number of keywords (a minimum of ten keywords is recommended);
9. References (the more references are included, the better);
10. Article size (the longer the study is, the more chances it has of being cited);
11. Open access (open access, free studies are usually quoted more often);
12. Internet copies, repository and social media (the more copies of the study there are online, the more chances that that article will be found and cited).

After describing how an article can be found and quoted more often, professor Baiget spoke about research platforms for searching for articles like e-Lis, MediaArXive or COS Open Science, amongst others, and also reserved a few words for Google Scholar, an important aggregator of scientific information.

How an article is cited was also one of the topics that Baiget approached, stating that pre-Google citation forms are obsolete, for it does not make any sense to have many different styles. Lastly, Tomàs Baiget mentioned the importance of academic marketing, which adds value and for that reason there should be a strategy of bringing visibility not only for the article but also for the author.

26 de Abril | 16h45 - 19h

FLUP - Faculdade de Letras da Universidade do Porto - Sala de Reuniões

Desafios das Empresas Media e Jornalísticas e Empreendedorismo na Região Norte de Portugal e Galiza

João Palmeiro, Xojé Lopes Garcia,
Valentín Martínez, Manuela Pinto,
Paulo Faustino.

On the 26th of April, now at the Faculty of Humanities and Arts of Porto University, the second day session was called "Challenges of Media, Journalism and Entrepreneurship in the northern region of Portugal and Galicia" and was conducted by the following panel of speakers: Professor Paulo Faustino, João Palmeiro, President of the European Google Fund and President of Portuguese Press Association, Manuela Azevedo from Porto University and board member of CIC.Digital, Valentín Martínez, from the University of A Coruña and Francisco Campos from the University of Santiago de Compostela.

The main talk was led by Francisco Campos, who addressed the challenges in the sector by setting up ten provocative questions:

1. Is journalism still a solid business for companies and society? The crisis in the media industry is evident and even public television is having difficulties.
2. Are emotions fit for journalism? Emotions contrast with objectivity, and the latter is key for good journalism.
3. Is journalism today a bigger supporter of political parties? In search for consumer consensus, journalism created the myth of independence, but the fact is that journalism has always been a supporter of political parties.
4. Can journalism restore its lost credibility?
5. Why have current ethical and deontological codes become useless nowadays?
6. Has populism won the battle against

media and journalism? (Here, Francisco Campos mentioned some attacks against the freedom of the press.)

7. What can traditional media do against the new media? New platforms, like FANG (Facebook, Apple, Netflix and Google) have monopolized a communication sphere.
8. Can the public network save itself from the financing crisis and manipulation?
9. Are the global hyper-concentration and local hyper-fragmentation reconcilable? FANG own most of the distribution on a global level and fragment production on a local level. Last year an EU directive was approved aiming to force those platforms to dedicate a percentage of their profile to European productions. EU was forcing public television to contribute for production, but it wasn't doing the same to digital platforms, so this directive's review was a logical step.
10. The change of audience habits and fragmentation: is traditional audience measuring system worth anything these days? Digital platforms no longer measure audiences, they analyze big data.

These ten questions were left unanswered as they were used as food for thought. Media, journalism and entrepreneurship face old and new challenges, and Francisco Campos helped identifying them through this thought-provoking questions and insights.

Valentín Martínez, from the University of A Coruña, adds to the discussion by saying that one needs to start separating two types of crisis: the one felt by traditional business models and the one felt by journalism. Although they are interconnected, Martínez states that they are different and require a different approach.

Valentín Martínez continued talking about crisis within traditional business models and the digital transformation. He said that when digital platforms appeared, everybody thought that it would make the process of distribution easier. What they did was to clone the paper edition and to turn it into digital. The mistake here was about the access. While a consumer had to pay for the paper edition, the information online became free. A culture of free access was created. That mistake could have been avoided, had they learned from the music industry. Martínez stated that technology changes not only how people access information but also their behavior. They realized that error too late, and a significant amount of advertisement income was lost.

However, business models have evolved and are going against the free access culture, as Netflix, Spotify or Amazon show. Valentín Martínez adds that people pay because these platforms offer content they actually want to watch, unlike the traditional media. And here, Martínez reveals one of the many conclusions of an enquiry made to university students: there is no aversion to paper as physical support, there is aversion to the content. The consumer doesn't mind paying, as long as the content is interesting.

Professor Paulo Faustino reinforces Martínez idea by recalling the music industry, where consumers are buying more and more vinyl. This behavior has been benefiting from a retro-marketing campaign, but Faustino reminded that a few decades ago people stopped buying vinyl only because the industry stopped producing them in order to push CDs into the market, as CDs were much cheaper to produce. Another example from Paulo Faustino to reinforce the idea that analogue platforms are not dead is that Amazon's physical book sales are on the rise since 2014, surpassing e-book sales.

After Professor Faustino's intervention, João Palmeiro started by approaching Francisco Campos' ten questions, saying that he has already asked them to Portuguese media companies but they didn't want to listen. He adds that journalism has changed and that it has to be global. However, it should be global in its business, not in its content.

After making some historical parallels between Google's activities and Portuguese discoveries 500 years ago, João Palmeiro spoke about local media reality when during the recent US elections there were no candidates in some smaller places in USA, because local newspapers and radio stations had been closed there.

Palmeiro ended his speech by talking about how platforms like Facebook and Google influence elections, which led some governments to ask them to lower their influence temporarily during the campaigns. These negotiations had as consequence the rise in influence of another player: WhatsApp.

Finally, Manuela Azevedo spoke about entrepreneurship. Being an entrepreneur is usually associated with creating a startup, but it is more than that. Azevedo said that this concept is the result of two words put together: "idea" and "opportunity". It is an attitude. Azevedo points that entrepreneurship should be seen as a competence and nurtured at universities through research, transfer of knowledge, support and incubation.

27 de Abril | 16h45 - 19h

FLUP - Faculdade de Letras da Universidade do Porto - Sala de Reuniões

Gestão, Distribuição e Modelos de Negócio das Empresas Jornalísticas

João Palmeiro, Francisco Campos,
Oscar Juanetey, Paulo Faustino,
Francisco Santos.

On April 27, the last of the three-day event promoted by PIMENED, the seminar "Management, Distribution and Business Models of Journalism Companies" had a panel composed by Paulo Faustino, Ricardo Flamingo from the Portuguese Press Association, Valentín Martínez and Francisco Campos.

After a brief presentation by Paulo Faustino, Ricardo Flamingo presented an enquiry undertaken by the Portuguese Press Association about the distribution in Portugal. The main conclusion was that distribution has issues regarding timely deliveries, especially in the interior of the country composed mostly by rural areas. These delays were

sometimes severe, and this situation affects daily publications even harder, as a one-day delay means that the product is obsolete by the time it is received by a customer.

Valentín Martínez and Francisco Campos also presented an ongoing study about distribution. Martínez began by saying that in Spain there were no longer any publications printed with a circulation below 100.000 copies. In fact, they were all below the 90.000 threshold due to the impact of digital. This fall is a symptom of the problem, which is not only economic but also social. Barcelona was used as an example of a city where 50% of the points of sale of newspapers have disappeared. These points of sale were also responsible for home deliveries, which means it affected daily publication delivery dates and it affected elderly people, who are less mobile and therefore rely on home delivery for access to information. Regarding this last point, Valentín Martínez recalls the Spanish Constitution, which states that access to information is a constitutional right, people pay taxes and these distribution issues of economic nature go against the citizens' rights. Martínez also adds that this situation will

not be resolved with the disappearing of the elderly citizens, leaving the remaining citizens, more technologically advanced, to access information online. The distribution issue will remain because there are shadow areas, where there isn't internet connection, because they are commercially uninteresting to internet providers. This study, thus, touches upon those points of sale as providers of public service. As a final point, Martínez also defends that using a newspaper as a physical support makes it harder for fake news to spread as it is much easier to point someone as responsible for their publication, for instance, the editor.

Francisco Campos continues the Spanish study presentation by mentioning other similar studies around Europe, stating that the difference between their studies and the ones mentioned is that theirs focuses on the whole value chain of private press companies. In fact, he highlights that this study was ordered by the private sector, unlike the other European studies, which were ordered by their respective governments. The study aims to gather information to sustain the importance of the printed press.