

Cross-Media Journalism: A Glossary

Algorithm Journalism: Also known by the name of *automated journalism*, this is the case in which news are generated by robot and computer programs. Applications and consequences of robot journalism are hard to understand, at the moment.

Big Data: the archive of data produced by both algorithms and users, stored in private companies' servers. On the opposite, we define *small data* the amount of information that a user can actually control.

Bubble: the information bubble is an information homogeneous environment, due to two main factors. On the one hand, people only select information sources consistent with their own ideas; on the other hand, algorithms selectively offer personalized searches, based on the users' previous experiences. Given that public opinion would require an open debate, how to face the bubble problem is a main issue for journalists. For instance, leftist British newspaper *The Guardian* launched a "Burst your Bubble" section, in which they propose a selection of articles from right-wing newspapers [see E. Pariser, *The Filter Bubble*, 2011].

Citizen journalism: the reporting of the events - usually *live* events - by common people, made possible by the diffusion of smartphones, Wi-Fi and high-speed connections.

Confirmation bias: the cognitive bias leading people to discuss with like-minded others, or to select information sources consistent with their political ideas. The fragmentation of channels brought by the Web is giving new strength to this process.

Creative commons: "A Creative Commons (CC) license is one of several public copyright licenses that enable the free distribution of an otherwise copyrighted "work". A CC license is used when an author wants to give other people the right to share, use, and build upon a work that they (the author) have created" [From Wikipedia].

Data Journalism: Also referred to as *data-driven* journalism, is a new kind of journalism based on the extraction and the analysis of a huge amount of data, rather than on the coverage of single events. Data gathering, data cleaning, data verification and data visualization are usually considered to be its main aspects. Ideally, data journalism should detect some fundamental patterns in the evolution of social systems; practically speaking, it is a very challenging perspective, with a very few real applications.

Data Visualization: it is the visual representation of data, by means of graphics, tabs, or maps. In all Western countries, it is highly appreciated by

readers, though it requires advanced skills - and good software.

Digital Journalism: also labeled *cyber-journalism*, *digital journalism* or *new media journalism*, it is actually the most generic definition of journalism in digital era, with a weak analytical utility.

Cross-media: “This concept describes communication or production where two or more media platforms are involved *in an integrated way*. The essence is whether the different media platforms *talk to each other*” [I. J. Erdal, 2008, from WP1 Report].

Cross-media Journalism: the production of news destined to simultaneously spread through different platforms (YouTube, press, Twitter, press agencies, and so on).

Crowdsourcing Journalism: given the two-way nature of the Web, journalists can involve in their investigations a crowd of users and collaborators. Actually, “crowdsourcing is increasingly used in professional journalism. Journalists are able to crowdsource information from the crowd typically by fact checking the information, and then using the information they've gathered in their articles as they see fit. The leading daily newspaper in Sweden has successfully used crowdsourcing in investigating the home loan interest rates in the country in 2013-2014, resulting to over 50,000 submissions” [from Wikipedia].

Debunking: the operation by which an expert can detect a fake news, by showing the correct version of the events, or the scientific explanation of a phenomenon. Researches prove the debunking to have a little effect on most people, due to confirmation bias and polarization tendencies.

Digital Media Ethics: as a matter of fact, its main issue is how to apply classical principles of deontology and ethics, typical of the journalism as a profession, to all people involved in citizen or networked journalism.

Disintermediation: the process by which, due to the availability of ubiquitous and two-way media, people can produce or consume news without depending on the mediation of institutional players and professional journalists. On the other hand, political leaders easily take advantage of this process, by directly addressing their followers on Facebook, bypassing the mediation of journalists.

Echo chamber: it is a Web environment – a Facebook page, a community, and so on – in which people are only exposed to information sources they have chosen in advance. Limiting the experience to an echo chamber (i.e. racist pages for racist people) can pave the way to polarization and radicalization.

Fact checking: ideally, this is a main task for journalists, requiring the direct check of the events (historical documents, material evidences, original law texts, court sentences) in order to limit the spread of fake news.

Fake news: in Western countries, it is for sure the most urgent issue in journalism studies, dealing with the ease with which fake news – which are hardly a new phenomenon *per se* - can spread in social media.

Free Press Index: it is the most used report about freedom of press and speech in 180 countries, yearly released by Reporters Without Borders [<https://rsf.org/en/ranking>].

Infographics: the mix of technical skills and tools needed for data visualization (also named *graphic design*).

News-making: the production of news according to the specific criteria due to professional routines, political choices, and filtering operations.

Influencer: basically, it is an opinion leader using one or more social media accounts (Instagram, Twitter, or Facebook), who is supposed to be highly competent in a specific field. There are no universal influencers, but only specialist influencers: for fashion, trends, politics, food, high-tech, videogames, and so on. To some extent, they are the main challenge for the profession of journalism.

Misinformation: while disinformation refers to ignorance, or the lack of correct information, by misinformation we refer to the deliberate production of rumors and fake news.

Mobile Journalism: strictly speaking, it is the practice of finding, packaging and spreading the news by using a single device, the smartphone.

Network Society: the new state of industrial society, which “can be defined as a social formation with an infrastructure of social and media networks enabling its prime mode of organization at all levels (individual, group/organizational and societal). Increasingly, these networks link all units or parts of this formation (individuals, groups and organizations)” [I. Van Dijk, *The Network Society*, 2006]

Networked Journalism: the overall condition of current information arena, where journalists are no longer the only players, but they have to cooperate or compete with influencers, bloggers, citizen journalists, and political leaders’ social media accounts. In other words, it requires “a diffused capacity to record information, share it, and distribute it. In a world in which information and communication are organized around the Internet, the notion of the isolated journalist working alone, whether toiling at his desk in a newsroom or reporting from a crime scene or a disaster, is obsolete” [B. Van der Haak, *Networked Journalism*, 2012].

Opinion leader: a common person who is highly exposed to media messages, and therefore he/she plays a fundamental role in the spread of information. The opinion leader has a central position in his/her social network, and the other members of the community will seek advice from this person, with respect to specific issues

(again, there are no omniscient opinion leaders, while there is usually an opinion leader for each given issue). Social research proved the opinion-leader to play a powerful role in shaping other people's opinion [From E. Katz, P. Lazarsfeld, *Personal influence*, 1955]

Photo-Journalism: a journalistic account based, and not simply accompanied by, photographic documentation. Ideally, photo-journalism would require both technical skills, and a clear theoretical understanding of how images work (the so-called *visual culture*).

Platform: is the current name for the most powerful players of the Web ecosystem. We basically distinguish *architectural* platforms (Google, Facebook, Amazon, Microsoft, Apple) and *sectorial* platforms, dedicated to specific issues: Spotify, Airbnb, TripAdvisor, or You Reporter and Huffington Post in the case of journalism [J. Van Dijck, T. Poell, M. De Waal, *The Platform Society*, 2018].

Polarization: as an effect of selective exposition, confirmation bias and the rise of digital bubble, public debate is going through a polarization stage. The exposition to unilateral and partial information sources, in fact, leads to the radicalization of one's ideological positions [see C. Sunstein, *#Republic*, 2017].

Transmedia: the difference between transmedia and cross-media is very tiny.

We can say that in the case of cross-media we have different channels for the spread of the same story; in the case of trans-media, which is mostly a production issue, we have one "story world" but many stories, forms or spin-offs dedicated to different market sectors, like in the *Star Wars* expanded universe [K. Moloney, *Transmedia Journalism*, 2017].

Unpaid Labor: in a critical perspective, it is the labor of people working for free, without any remuneration, for posting videos on YouTube, spreading or commenting news on You Reporter, and so on. Also defined as *free labor* or *unwaged labor*, it is supposed to be a main cause of the rising unemployment rate in the field of journalism and in cultural industries at large.

Video-Journalism: a journalistic account based, and not simply accompanied by, video documentation. Ideally, video-journalism would require both technical skills, and a clear theoretical understanding of how images work (the so-called *visual culture*). In any case, videos are very often the most popular – and clicked – part in a Web page.

Web 2.0: according to this popular, even though imprecise definition, the Web 2.0 is characterized by the diffusion of User-Generated Contents (UGC), while in the case of the Web 1.0 the user was mostly a reader, rather than a producer [see T. O'Reilly, *What is Web 2.0?*, 2005].