

The effective participation of the audience in the production of news: encouraging opportunities through Data Journalism

Laura Teruel Rodríguez

Elena Blanco Castilla

Universidad de Málaga

Digital tools allow and encourage users "to participate in the creation and circulation of media" (Lewis, 2012). This participation can be considered as a remedy against the growing disconnection between journalism and citizens, also as a formula for a greater democratization of the media (Negroponte, 1996 y Castells, 2001). However, most studies show that rarely the participation of the audience become significant, papers indicate that it is actually quite unusual to allow citizens to be part of the productive process. (Domingo et al., 2008). The journalistic organization has not transferred the power to the recipients and the interaction with the audience is only welcome as comments about the information (Peters & Witschge, 2014). This work aims to demonstrate how the Data Journalism comes to enable this effective participation of the audience in the process of news production. Our main objective is to define the terms in which the participation of the audience takes place in Data Journalism, we aim to categorize how and to what extent this relationship occurs and what benefits it brings to the information.

Data journalism has been introduced in the media as a powerful tool that attracts new users, generates more web traffic, develops new narratives and facilitates a longer life of the pieces thanks to the interactivity of the infographics and the personalization of the reading. (Teruel & Blanco, 2016; Vujnovic et al., 2010; Rosenstiel & Michell, 2011). At a time when the media seem to move away from the interests of the public, an important aspect of the usefulness of Data Journalism could rest on the strength to build spaces for active participation of the audience (Masip & Suau, 2014).

To achieve the objectives set for this work we have analyzed the Data Journalism works awarded in the Data Journalism Awards since its foundation in 2012. These awards are the most prestigious of the world and they have also been the reference for other international researches because selecting award-winning works involves studying a sample with quality (Hermida, 2017; Ojo & Heravi, 2017). After an in-depth analysis, sixteen pieces were detected, of more than a hundred, in which citizen participation was perceived.

The results show that the quality press -both European and American- and the transparency portals are the ones that have most counted with the audience in the Data Journalism projects. We have established a classification according to the role played by the audience: source that provides data, journalist-citizen who writes text, encoder that analyzes data or crowdfunder, among others. We are

currently analyzing the interviews carried out with the journalists who wrote these pieces to learn in depth how citizen participation was developed. The media begins to take advantage of the presence of citizens in the journalistic production of Data Journalism and it is necessary to define the parameters of that involvement as well as their risks and opportunities for journalism. This research is part of the R + D project CS02015-64955-C4-3-R

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