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Flemish E-publishing Trends (FLEET) an overview of research on epublishing in Flanders (IWT/IBBT)

Caroline Pauwels (IBBT/SMIT/VUB)

New(s) Generation: exploring opportunities of
User Generated Content (UGC).
deBuren.eu, 31th of January 2008



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Welcome in Brussels De Buren The Media Capital of Europe :-)



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Why indeed doing research on epublishing?

- In general: Hip & Hype surrounding Bits & bytes - on today (e) publishing transformations / transitions
 - Editor
 - Journalist
 - User
- In Flanders?



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Hip&Hype surrounding bits and bytes: editor

- Editor
 - Rise of Web 2.0
 - Information worthless because of abundance
 - Attention becomes a scarce commodity
 - Value shift: Media 2.0 dominant strategies are based on economies of scale and scope in production, distribution and search -> new business models/opportunities



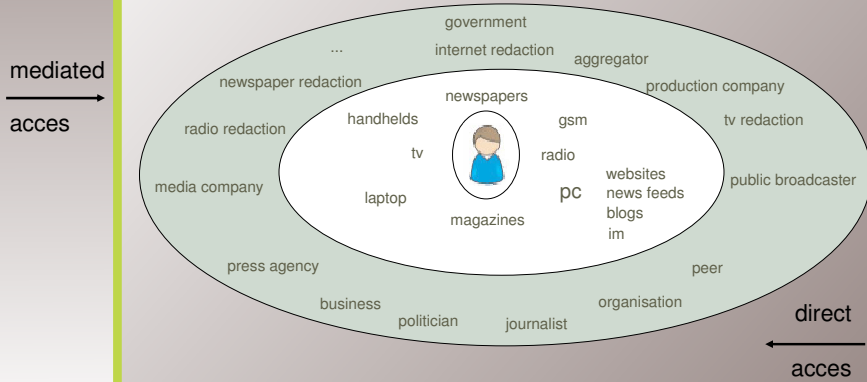
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Editors' New media Context

Free, always & everywhere available news overload

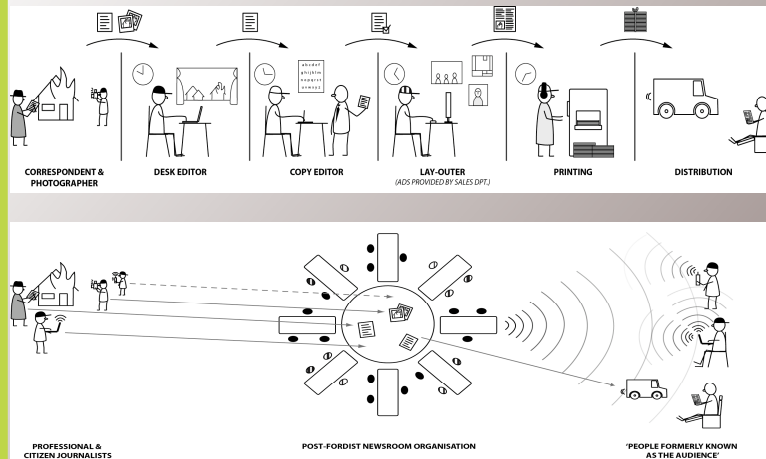


Hip&Hype surrounding bits and bytes: journalist

Journalist

- Role challenged by community and user contributions
- Evolving from 'lecture' mode to conversation mode
- New media ecology: no one has control
- Journalist as authenticator, quid with the authority argument?
- Re-organisation of the news room: integrated newsroom with its S/W/O/T

From Fordist to Post-Fordist Ecology of News



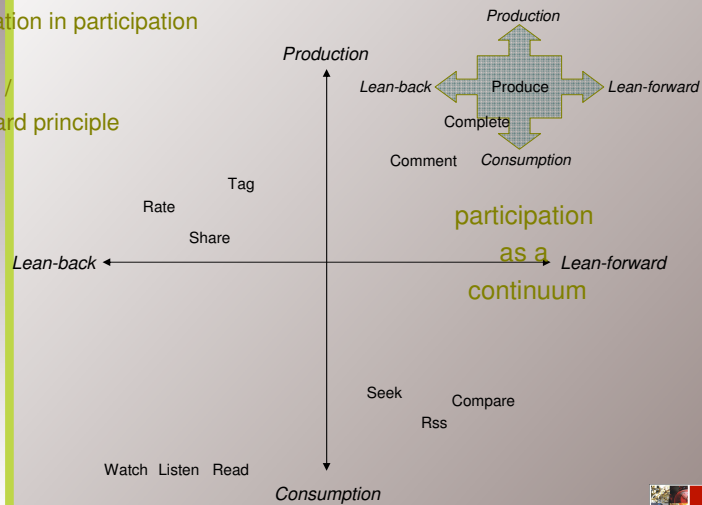
Hip&Hype surrounding bits and bytes: user

User

- From consumer to prosumer
- Customisation of content
- New models of news delivery
- Rising consumption of micro-chunks of information
- > **Dimensions of participation**

Dimensions in participation

Differentiation in participation based on lean back / lean forward principle



Users challenging traditional media roles

Action	Role	Agenda Setting	Watchdog	Content production
Look for (alternative) information (rss, blogs, ...)		X		
Tag, rate and/or share news		X		X (metadata)
Correct, complete and comment news		X	X	X
Produce news (citizen journalism)			X	X

Why research on publishing in Flanders?

- Lack of (fundamental) research on publishing in Flanders
- Flemish region is endowed with rich and vibrant publishing and audiovisual industry securing cultural identity and diversity of opinion
- Yet challenge of new/international competitors
- New drive for innovation policy:
 - IBBT
 - i-City/...
 - Medianet Vlaanderen

Research context in Flanders

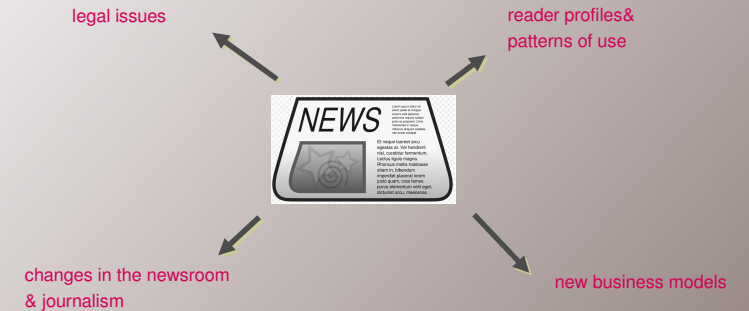
- IWT (Instituut voor Wetenschap en technologie): 'SBO met maatschappelijke relevantie' (2004): FLEET
- IBBT
 - 2004
 - Interdisciplinary institute on BroadBand Technology, 17 research groups, plus VRT
 - Technological, user oriented, social & legal research
 - Demand driven (both industry & policy makers)
 - Public Private Partnership

IBBT research overview

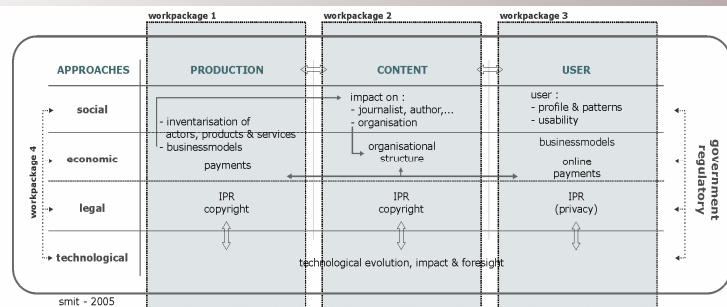
New Media	eGovernment	eHealth	Mobility	Enabling technologies
A4MC3	DashGov	ASCIT	Adamo	Acknowledge
ADME	IDEM	Coplintho	Flexys	ARMAD@
ClCK	INDEX	ICA4DT	GeoBIPS	PecMan
CocoMedia	MONIT	IM3	Multitr@ns	T-Case
Croslocis	MultiGov	TranseCare	ROMAS	Video q-sac
E-paper			SPAMM	WBA
FIPA			TRAINS	
iConnect				
IPEA				
MADUF				
MCDP				
VACF				

Research setup: The Fleet approach as generic (IBBT) research model

Interdisciplinary, interinstitutional research project on the evolutions in online news (2006-2010) funded by IWT



FLEET Research matrix



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FLEET Consortium

• Multidisciplinary Research Consortium: 21 researchers – 9FTE

- Vrije Universiteit Brussel:
 - IBBT/SMIT: Drs. Ike Picone, Prof Dr Caroline Pauwels,
 - CEMESO: Drs. Davy Geens, Prof Dr Kristel Vanden Brande,
 - Econ/MOFI: Drs. V.A. Bleyen, Prof Dr Leo Van Hove,
 - Law/LSTS: Prof Dr Fabienne Brison, Prof Dr Serge Guthwirt, Drs. Sari Depreuw
- KULeuven:
 - ICRI: Drs. Evi Werkers, Prof Dr Peggy Valcke,
 - CUO: Drs. Jorn De Boever, Prof Dr Dirk De Grooff,
- UGent:
 - MICT :Dr. Steve Paulussen, Prof. Dr. K. Raeymaekers
- Infonomics ECDC: Drs Jan Bierhoff
- TNO ICT, subcontractor to IBBT SMIT, Leo Pennings & Martijn Leendertse

• ACU: Advisory Committee of Users FLEET (23 members)

- Newspublishers, Journalists, Intermediates, New Media, Representatives Flemish Government

FLEET Research objectives

- on **production/publishers** side
 - identification and inventarisation of actors, products and services
 - business models of e-publishing
- on **content [generating]/journalist** side
 - the position and role of the journalistic profession: work organisation, task division and function descriptions in digital newsrooms
 - the education and training of journalists: new skills and competences for digital journalists
- on **user** side
 - identification of user profiles and patterns
 - P2P and e-publishing: the 3P-project (Public Publishing Platform)
- **transversal** issues
 - future of e-publishing
 - legal implications

Agenda Today

- **New(s) Generation: exploring opportunities of User Generated Content (UGC).**
- **Joining forces**
 - towards a Flemish centre of excellence on e-publishing research?
 - Combining research, permanent education and test lab?

To be continued...



Thank you for your attention!