

# Editorial

Journalism, media and technology remain united in the innovative and uncertain world of communication. Big Data and data analysis continues to be the area with “greatest growth within Information and Communication Technologies”. Marc Torrent, director of the Center of Excellence in Big Data in Barcelona, registers 53 percent worldwide adoption, and explains that companies that incorporate Big Data and advanced analytics “improve the effectiveness of their decisions, thanks to the ability to understand what their clients want and how to optimize their processes”.

We have a lot of data which is characterized by volume, speed, variety, veracity, value, among others. It requires knowledge and analysis thereof, administration and timely management of the information that huge volume of data represents; make them useful and give them value.

There are many perspectives from which researchers consider this data in the world of communication.

There are 29 professors from 18 universities in Argentina, Colombia, Chile, Ecuador, Spain, the United States and Peru, who have done collaborative work nationally and internationally. The points of view are diversified and the subject and content quality is enriched.

The privacy of the data worries many users and Angela Moreno, from that perspective, is interested in the right to be forgotten. She analyzes the different forms of protection of this emerging right in the

United States and Europe, where it is intended to balance the right to information with the right to be forgotten in an era where digital memory does not forget or forgive.

It is also important to know how we use this growing Big Data. Professors at the University of Navarra study how this information is handled in Public Relations, and confirm that the activities of internal communication, media relations, crisis communication and issues management are the most related to the management of massive data.

It is necessary to know the quality of Big Data. Is it true information or is it misinformation? The development of *fake news* has promoted the use of *fact-checking* platforms, essentially in election campaigns, although now they have also extended to non-election or strictly political periods. The BBC launched the *Beyond Fake News* project, with a plan for critical analysis and media literacy. In Peru, *Ojo Público* and *RPPNoticias*, as well as the *Knight UT Center*, launched the *VerdaderoOFalse* radio show, to verify the relevant public discourse. Professor Raúl Magallón, based on the analysis of *VerificadoMx* during the 2018 Mexican elections, proposes a typology of rumors and verifications for the study of election campaigns.

The meaning of data is key. Carlos Ballesteros studies the digital representation of the *engagement*, focusing it towards a perception of commitment through symbolic actions.

With respect to the importance of the

informative contents: the diffusion of the journalistic contents and those of entertainment continue in the media agenda. Argentine researchers examine the online agenda of two of the most important newspapers in Argentina -*Clarín* and *La Nación*- and show that there are differences between the agendas proposed by the sites and the news published on their social networks.

In the digital field, a group of professors from the Santiago de Compostela University analyze multimedia and interactive innovation in Argentine cyberjournalism. They consider that the cyber media have assumed the constant changes in the media ecosystem innovating with the production of multimedia and interactive formats, as well as in virtual reality initiatives.

Gonzalez-Díez et al. try to show the elements and dynamics of the game used by *MARCA Plus* journal to enhance the interactivity of its product, encourage the using up of informative content, or attract a younger audience.

Professors of intercontinental universities study the experiences of the Spanish and Colombian radio industry in the implementation of strategies that convey the coexistence of the offline, still *core* of the business, and the *online* in order to define their r@dio project.

The coexistence of the analogical with the digital elements remains. Chilean academics analyze from the legal field the Pluralism and free Competition in the market of television and radio broadcasting subject to state concession, questioning the sufficiency of the institutionality in the regulation of the market in their country.

From the field of corporate communication, professors from the Autonomous University of Barcelona evaluate the intangibles of the brand *Televisión* of Catalunya and its effect on corporate reputation.

The cinema is the reflection of a cultural environment. Professor Sánchez-Escalonilla proposes the crisis of the values of the *European dream* as a criterion to study the works of European filmmakers or residents in Europe between 2005 and 2018. While authors Hudson et al. opted for the construction of the feminine and masculine in contemporary Chilean cinema (2000-2016).

Also, considering the gender, although from a different line, female leadership is studied in the digital newspapers *El Comercio* and *El Universo* of Ecuador from a socio-demographic characterization of women who constitute sources of opinion.

The knowledge of the audience is growing. Lizardo Vargas makes a qualitative exploration of the incidence of consumption and brands in the experience of subjective well-being among young people. Perceptions of consumption among young people provide information about the consumer in different aspects of the commercial dimension.

In 2018 the *Revista de Comunicación* has been incorporated into the SCOPUS, Scielo and Web of Science databases; we will continue working so that the journal publishes relevant contents for researchers and that constitute academic contribution to the field of communication.

The Editor