Consolidation of Cyberjournalism: Progress and Regressions of 20 Years of History

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Abstract

This article is about the evolution of online media in the past 20 years on the Internet considering the following basic features: hypertext, globalization, instantaneity, multimedia convergence, globalization, updating, digital newspaper and magazine libraries, personalization, interactivity. The result we found is a strong disparity between the online media in developed countries compared to the online media in Latin American countries. Although all elements have grown, unfortunately there has been a very limited development in the element of interactivity. This feature is part of the impact and importance of the Information and Communication Technologies (TIC'S). A quantitative methodology based on content analysis and morphological analysis developed in 2000 and 2014 was applied.

Key words: Cyberjournalism; Evolution; Disparity; Interactivity; Internet

INTRODUCTION

A paradigm is a general model of thinking. A guide that sets the rules of life, trade, social behavior, cultural processes, forms of government, the goals and the myths, mental adjustments. It occurs at home, at school, entertainment centers, sentimental encounters, in mental aberrations, at the cinema, the art, the music, and in practically all human activity. TIC's is are in everything and everyone.

The paradigm we live in today is named as information technology, cyberspace, the information society, the age of convergence, the superhighway, the freeways, highways of information, inforoutes or informatique for the French-speaking, whose key feature is the global networking (transmission chain).

> Technology informs the whole system and modifies the relational structure, creating the conditions for a new inclusive and rationalizing order of the processes, changes the roles and the hierarchy of social actors. The emerging ideological value accompanying technology as central element appears, usually in the embers of the dimmer dialectic discussion. (Nosty, 1998, p.55)

Unesco categorizes as a widespread acceptance technology when it reaches the 50 million users. It took the radio for 38 years to reach this level, 16 years for computer and 13 for television. With the Internet and the web, the phenomenon developed in a different way, in only four years they reached widespread acceptance. This shows the speed with which technology has evolved and the impact it has on all areas of the life of the human being.

Spanish Manuel Castells speaks of five characteristics of the paradigm of the Information and Communication Technologies (1998):

a) Information is its raw material.
b) The penetration capacity of the effects of new technologies. All processes of our individual and collective existence are directly molded by the new technological media.
c) The logic of interconnection of all the system or set of relationships which use new technologies in the information.

d) It is based on flexibility. Not only processes are reversible, but they can modify organizations and institutions and even become altered fundamentally by the rearrangement of their components.

e) The growing convergence of specific technologies in a highly integrated system, in which the old separation technology trajectories become virtually indistinguishable.

1. PROBLEMATIZATION AND OBJECTIVE

Newspapers are the oldest mass media. They met a prospering period which had an end with the Second World War. Since then, its decline has been frequently announced, press has faced a triple crisis; on one hand, the one which results from technological changes, second, the consequence of economic crisis affecting some regions of the world, and three, the Generation Network growth.

As a consequence of the paradigm of Information and Communication Technology, online media have emerged. With the different types of electronic journalism such a as audiotepe, newspaper by fax, teletext, videotex, on physical support such as CD-ROM, the foundations for the edition and presentation of the newspapers in the telematic networks were established, mainly in Internet or the most current cybermedium, with its own characteristics that are far from those in the traditional printed newspaper or analog media of radio and television.

Cyberjournalism in essence is the mediation process between the cyberjournalist (as well as the company) and the cybercitizen who are interested in human matters, collective issues and trascendence. The cyberjournalism is characterized by basic elements: compliance with the right to the information and guidance of the citizens; the interactivity; the multimedia convergence; the hypertextuality, the continuos updating, among others. The right to information of the citizens as a fundamental characteristic of democratic societies to make decisions both at the individual level and in the collective, using the elements of precision which are a characteristic of the journalistic exercise. What we call cybermedia, which are the object of the present study, have features that no other analog media had in the past. We will analyze these features about their development. The cybermedia are not a version of the printed newspaper, they becomes a "real" communication space whose characteristics have been consolidating in some of them.

The mass media have grown in the past 20 years, time in which they have been rebuilding from the possibilities of the impact of Information and Communication Technologies. They have been consolidating as companies and as transmitters of messages from elements that have transcended in the new era: such as globalization and interactivity.

The first company to create a full digital edition was the *San Jose Mercury News* in 1994 as the *Mercury Center* (Navarro, 2002). In its first year of life it had a cost by inquiry of $9.95 USD for a time of five hours and $3.50USD for each additional hour. In 1998 it received a payment of $5USD per month, and eventually it was free.

In the United States in the year of 1994 other spaces were developed such as the *Chicago Tribune* and the *Atlanta Journal and Constitution*, the online version of *The New York Times* also appeared in provisional form. The *Wall Street Journal* was presented at the network until December 1994. That same year, *The Irish Times* went *online*.

The newspapers *The New York Times, The Washington Post, Los Angeles Times, Newsday, USA Today, The Kansas City Star, The Chronicle, The Examiner* were presented *online* in 1996, through Internet or through companies such as America On Line, Compuserve, Prodigy, Interchange or Delphi. It was estimated that in only two years the online newspapers multiplied by ten in the United States.

In august of 1996, more than 1,500 newspapers and magazines available online in the world were counted; of which 1,400 were using the *worldwide web*. Of these, 765 titles were American (nearly 400 newspapers), and 123 Canadian titles must be added. Europe had at that time about 300 online media. In Africa, Asia and the Arab States, a lesser amount were counted (Unesco, 1999). In August 2001 there were 8,783 in the world.

Now we don´t have an exact number of how many mass media there are on the network, however after two decades of the first cybermedium, all analog media (radio, press or television) have his counterpart in digital networks. The majority have not developed each of the defining features of the online media, in contrast, only a minority has the essential typology of digital media.

In 2014 we are consolidating cyberjournalism from a minimal amount of digital spaces. The contents are prepared expressly to be only available on the web and at the universities are already educating cyber journalists as a subspecialty of journalism (communication-journalism-cyber journalism).

The communication that the user wants is overwhelming precisely to cybermedia and cyberjournalists, they only have information and no real communication. The cybermedia displays the message but is not interested in the user feedback. Some of these cybermedia request payment for service or registration, however the constant is to offer open consultation.

Within the cybermedia we can make two classifications, the cybermedia that have been created to be published electronically, which are the minority; the editions of cybermedia that have analog paper, radio or television. As we stated before, in 2014, it is impossible to accurately determine the number of cybermedia, new titles appear every day, some die and other change, the

phenomenon will not stop. In this moment there is not an exact figure of the number of cybermedia on the Internet. This of course does not mean that cybermedia have all features of the new ICT, since they might just have a front page making it very similar to the analog media.

In 1994, the media started with a very reduced content scheme. The first examples we found were sites that had published a few editorial units in the network. The only services they had were the same as the print media. The resources that allowed new rhetoric were little exploited. It is not enough to just appear, it is necessary to build up the cyber journalsm elements of cybermedia. Unfortunately only a limited number of cyber journalism spaces are constructed according to the Information and Communication Technologies, even in this 2014.

Through this paper we will explore, after 20 years of the first page installed in the Internet with news, the process of the reconfiguration of significant elements such as messages, codes, content and discursive practices in the construction of communication in the current paradigm of the New Information and Communication Technologies. Throughout this period there has been progress, but also regressions of significant elements.

2. METHODOLOGY AND HYPOTHESIS

This scientific research is the result of a project that started in 1997, a Digital Observatory on the development of cybermedia. This study was initiated in November of that year, at the time the analog media had the urge to be in Internet, they wanted to register their address and support their brand name. Very similar to what we are living today with social networking where everyone wants to be present.

Speaking about methodology, morphology studies were applied, of methodology and compared to pressure from teacher Jacques Kayser, as well as content analysis. This methodology has been retrofitted to cybermedia, it is important to remember that Kayser methodology has already been applied to broadcast media in Europe studies. A quantitative approach was developed to test the following hypothesis: There is a disparity in the consolidation of the cybermedia in the economically developed countries compared with Latin American countries in significant elements in the construction of the cyberjournalism as hypertext, globalization, instantaneity, multimedia convergence, updating, personalization, interactivity, and more.

The content analysis methodology was applied to 20 cybermedia of each of the countries of Europe and America Developed Countries compared to Latin American countries, starting from the largest cities to the different provinces or states. A comparative evolution analysis is shown in the results comparing the 2000 findings with the ones made in 2014.

3. RESULTS OF THE RESEARCH

3.1 Element of Hypertext-Hypermediacy

The non-sequential reading is through the use of hypertext, hypermedia, consultation with levels and even posting the minutes that the user takes to decode the contents. The hypertext and hypermedia of the cybermedia match the mental processes and the user profile. The discursive practices are no longer linear, but with links to text, still images, moving images, infographics, audio, forums, surveys and more. The structures most recommended for journalistic cybergenre are lattice with an undetermined number of connections (according to the needs of information) and permanent links. Links allow the reader to travel several paths depending on the socio-cultural aspect and interests of each individual. According to the analysis few cybermedia exploit this rhetoric, most of them presented the content to the user in a single level.

> The concept of sequential thought is indebted to the philosophy of Thomas Hobbes, who, in his famous work Leviathan, explained in the early chapters how by sequence or chain of thought people understand that succession with one thought follows another, and, to distinguish the speech of words, called mental discourse. However, the way these thoughts are strung is not always the same, and in any case every person who, because of certain issues (tastes, interests, time, etc.), decide which is the only way, but a garden of forking paths. (Armañanzas, Díaz, & Noci, 1996, p.62)

It is recommended the cybermedia have three levels, each deeper and with the object that the user sees the content from their own needs and context. Of course we also have internal links of cybermedia, links to the media group, external links, keyword links, icons links, color links, links for editorial cyberunits, links for expansion of actuality, links for document expansion, links at the bottom of cybernews, links to audio, links to video links, links to infographics, among others.

The hypertextuality is one of the key elements in the construction of journalistic cyber genders, both from traditional and emerging media, and born of the impact of TIC's in news content. The development in this field in Latin American countries may have not been so important, one of the reasons is the very small cybernewsrooms for a work team that does not have the necessary competencies.

3.2 The Potential of Globalization

The cybermedia have no local, public, state or national users, since their market is global, although in potential. Everyone who is connected to the Internet can view the editions of cybermedia from all over the world except the pay ones because they require a financial investment. As a result, international information is very important because it is the space of greater consultation on a global culture.

When the Internet began, some people spoke of globalization as one of the key features and wealth of this media; however very few cybermedia have been

successful. The millions of cybermedia that travel around the world by Internet have users of different parts of the world, but its significant block is usually located in the geographical area to which they belong or in the cultural area where they have impact.

In an analog media the globalization requires a significant investment too, going from local to national, national to international, involves formats, spaces, different working dynamics, large investments. Globalization has resulted in the organization of the cyber communities and a closer communication and more direct relationship between the people of the world. The cybermedia such as *The Washington Post*, *El Mundo.es*, among others, have managed to set up a community of users who report journalistically online through them.
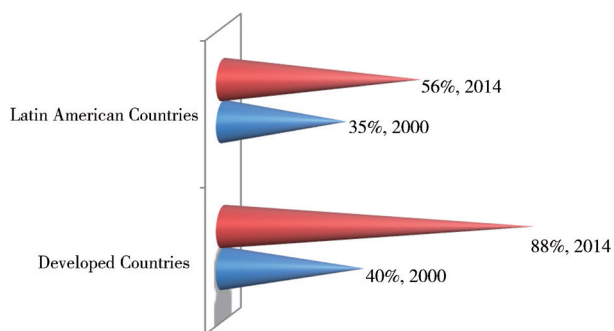
Figure 1
Globalization of the Online Media

Brand names, prestige and tradition spaces, have achieved the reach of globalization. Although 20 years have elapsed from the first cybermedia on the Internet, this significant element remains in potential in Latin American countries, this is because the lack of positioning through strategies of credibility, accessibility and usability.

3.3 Media Convergence

The cybermedia is presented as a means of convergent communication that meets the depth of print press, simultaneous radio and television image. This element is one of the most important to set the difference between analog journalism and online journalism. The analog journalism is linear with a single language, either written, visual or audiovisual. This is where the difference and media convergence arises. Unfortunately the text prevails over the image and audio, but the most developed media have built a digital integration of cybergenders. It is the convergence of text, voice, music, still image, video, infographics.

In Latin American countries, the technical limitations still hinder the development of the image and audio on the Internet, because most countries have lines with coaxial wire and not with optical fiber, so it is difficult to exploit all the possibilities for handling cybermedia. The kind and capacity of reception of a particular user also determines their access to cybermedia.

This item of the multimedia convergence can bring young audiences to the consumption of cyberspace "The reasons that explain this inclination are different: susceptibility of young people to audiovisual (for its attractive character and user), their appropriation of digital technologies and consumption multitasking practice, which tends to mix different languages and elements simultaneously" (Casero, 2012, p.343). Unfortunately in analog media there is a prevailing interest of the adult population.

This feature means that the profile of cyberjournalist has also been rebuilt as "The multimedia involves, primarily, a synchronic integration of content expressed through text, video and audio in a single message" (García, López, & Gallur, 2013, p.5). Two ways of work in cybernewsrooms have been followed until now, the most significant is that a single cyberjournalist makes the integration of all languages; another way is that there are experts in each language and one cyberjouralist does the integration. The multimedia is one of the least studied features, and perhaps less developed, the new digital language. Although usually have insisted that they are hypertext and interactivity the salient features of digital publishing (Díaz, 2013, p.213).

El Universal.mx, is one of the cybermedia that features the integration of text, images and audio. For example, in "Latest News" the editorial unit of the arrival of the Mexican team was located. This was integrated with the combination of text, image, video and audio. One of the possibility is that the cyberjournalist discursively explains what happened at the scene, then the video goes deeper with the same theme.

In some sections of the home page of *El Mundo. es* there is a combination of text and video on the same editorial unit, although this cybermedia do not use the media convergence. In *El Clarín*, like *The Universal.mx*, the cyberjournalist, published his note and through of the audio and video he built multimedia convergence. As result the users have two integrated languages in the same case of human and collective interest.

In the case of *The Washington Post*, 90% of cybergenders contain hypertext, it has a specific section called PostTV; but multimedia convergence is not given in the same content. Also in the opinion sections, the columnists add photo galleries. For *The Times*, it has a front page that uses hypertext and rarely uses moving images. Similarly, it constructs the cyberinformation through infographics.

Reforma.mx, is a Mexican digital cybermedia, which has multimedia convergence characteristics. Most editorial units display images with links to go to specific information. *El País* contains a section called "El País TV" showing informative videos and uses hypertext in most its publications.
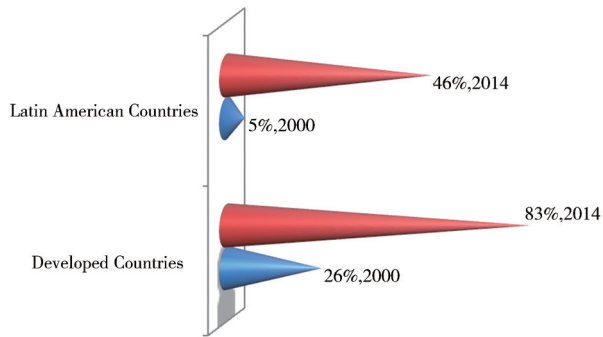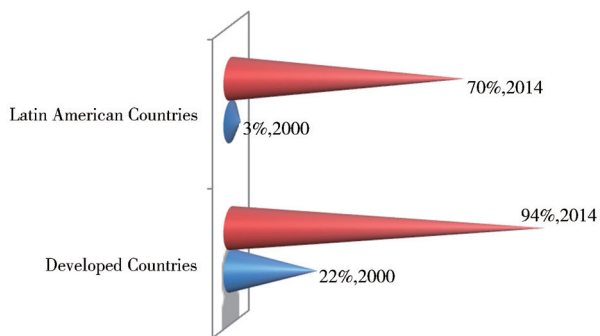
Figure 2
Multimedia Convergence in the Cybermedia

Multimedia convergence is one of the key elements that has been increasing in cyberjournalism, unfortunately in Latin American countries still have a low percentage, only a few exceptions.

3.4 Updating

Updating is a fundamental element. The users consult information near real time, the distance from the immediacy of access to information, with other media such as radio and television, is shortened. In developed cybermedia, the closure would get local and global circunstances. The cyberjournalist must not forget that the construction of cyberjournalism is not for the time of the physical place where they are, for the global audience.

One example of this was the World Cup 2014, the updated information presented soccer games. The transmission was instantaneous, so the comments. Cybermedia as *El Mundo.es* are at the forefront, it presented the comments that the cyberjournalists did. Other cases have this feature with the war between Israel and Palestine or diseases like Ebola. Information is broadcasted in real time and the issuer (cybermedia) is responsible for sending reports instantly. Newsrooms are to work 24 hours to give the user the updated information as it does primarily television and radio, but all day. The user does not wait for the next day's edition to learn the facts, but according to the information generated can consult it on the network, no matter in which geographical area the person lives.

Figure 3
Updating in the Cybermedia

This element of cyberjournalism is significant and builds cybermedia language. The graph shows this growth, in fact it is one of the characteristics by which the user increases access to pages. Between 1999 and 2000 the experts spoke about the end of the analogic media. In fact it was considered in those texts that by 2014 would have died completely printed newspaper. The truth is that today that the situation has not been achieved and this is due to the credibility and the political impact of print. The digital print, audio and video archives of the cybermedia are not sufficiently strong, in fact the cyberinformation is lost in the dying bytes in cyberspace.

3.5 Ways to Update the Information

a) Constantly renew their information, pictures and hence their home pages. So far in three possibilities, the first, which is the most important and complies with the paradigm of the new Information and Communication Technologies; it is updating the information content, not as a section "Latest News, but as a reorganization of the front or home page. In this the cybermedia reorganize the information according to the journalistic principles of relevance, accuracy, timeliness and proximity.

b) Box contains the main information that has been generated in the day. The exact time of update is displayed. Other cybermedia have a column named "Latest News" in a space where they write about 10 headers information. These are less developed webs that do not have a newsroom so complete that take care of all the coverage and to rearrange the appropriate links and change the home page. For these media it is more accessible to change the cover every 24 hours and just put a box of the most recent cyberinformation.

c) At the third level we have the online media that update their information every day, these are the majority of the world, especially in underdeveloped countries. Users correspond to the geographical area and they don't need payment to read the newspaper printed, they can read this on the Internet. One reason is that the newsroom of the cybermedia is composed of a minimum of people, because employers have refused to invest because of the lack of profitability.

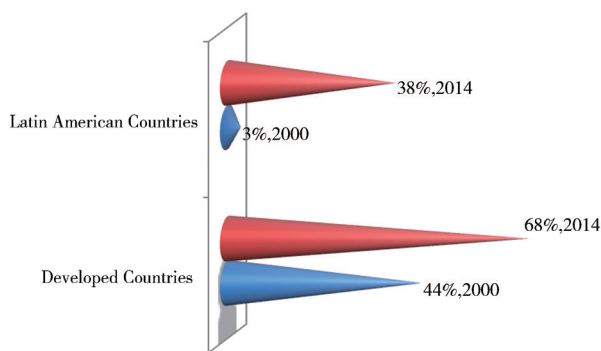### 3.6 Newspaper, Audio and Video Libraries

Digital newspaper, audio and video libraries, which are currently digital databases, constitutes one of the major contribution of cyberjournalistic spaces. The broadcasting of reliable and available information to the user is a great contribution of the TIC'S. Traditional newspaper, audio and video archives are expensive and the ones that are complete containing all information or content that we seek are only found in strategic locations and major cities.

This is another of the great advantages of databases or virtual newspaper, audio and video digital archives, for exemple *The Universal.mx* has them since 1999 and since year 2000 *El mundo.es*. The people have the possibility

to find the information you need in the time and when you need it, without restrictions of time and space. Some cybermedia have considered a payment for the use of the newspaper, audio and video library services for the sole purpose of obtaining income and complement the business of being in the network.

It is time to clarify the difference between the general content and journalistic content. A majority of digital content in the network is not journalistic and only a small part is. One of the new tasks of traditional media is developing "professional filter systems" against information overload with content that is impossible to verify.

The newspaper, audio and video archives are useful in three kinds of people, one of them is the user looking for the content when it is important for her/him, second, the cybermedia which requires them for building their home page and the third is the cyberjournalist who needs the files at any time to build their journalistic cybergenders. They can consider three types are: free, free with subscription and subscription and payment, the latter serving as part of the cyber media business. A significant example is *El País* that has a digital newspaper archive from 1976, however it does not work efficiently. The printed newspapers are preserved, mainly through government proposals. But currently there are still no formal initiatives of power to conserve what it travels through cyberspace, which limits development. There is no power weight of what is published in the cybermedia because very few people have this en some space, nevertheless the information that appears on analog media has of great significance of power.

Figure 4
Digital Newspaper, Audio and Video Libraries

The newspaper, audio and video digital libraries are a great contribution to the online media, however a few have been developed, the main reason is the issue of funding. Some places charge a fee for access.

3.7 Customization

The cybermedia offers the possibility that each of the service users receives and chooses from a wide range of possibilities, taking only what interests the individual. With interactivity, space knows what the needs of individual users are and automatically sends the most important information according to the profile. "There is not a collective message to be consumed by an equal mass of receptors: A concrete offer each receptor individually selected to take relevant decisions or enrich their particular database" (Martínez, 1997, p.54).

It is a more individualized product, a product that does not indicate one way forward, but to propose a set of paths for each user, and based on all your characteristics, it chooses the best route of action. As Armañanzas and Diaz Noci say a mass audience for a new not massive, but individual product, there also comes the business of online media.

Information a la carte has not developed significantly, but even though there is growth, there is a need of exploiting this cyber media resource. Cybermedia a la carte is not addressed to the mass, it is received by a wide audience, but with its own characteristics. Thanks to interactivity, each user communicates to the company and the cybermedia what they desire according to their own needs. Unfortunately a minimal amount of media have these services.

In 2000, Latin American Countries had 4% meanwhile the Developed Countries had 16%; while in 2014 Latin American Countries had advanced 24%, the Developed Countries had grown up to 42%. Some areas offer the ability to send holders to the e-mail, to cellphones or tablets, but not all the information, only the one that is interesting to the receiver. There is also a television or radio on the letter. The advent of online exclusive series presents the possibility of the network to overcome the traditional broadcast channels as a place where an original and independent production is created. The customization is presented as the centerpiece of the riches of the journalistic message that it is transmitted over the network. However, few media found the cyber community as clients to sell a specialized product.

In customizing we can speak of editions for visually impaired that include contents designed specifically for people who have a problem of this nature. In these files the appeal for support is the audio, one example is offered by the cybermedia *El Mundo.es*, however, this support was temporary.

Despite the proliferation of citizen media, the media continue to lead the top sources of information; but not enough to produce and deliver news; now the media have to serve and be useful to its users. This forces to prepare to meet their building need of the reporting process and leisure products. (Said Hung, Tellería Serrano, 2013, p.69)

3.8 Interactivity

When we speak of a media that focuses on the communicative process. For the communication circle of close feedback is required, Internet has it and is called Interactivity. In fact, it explains the success of the network by the great opportunities offered by the medium

to communicate with the receiver. "When Journalism 3.0 is called participatory journalism because of the user query; leave comments, express opinion, suggest, correct, question and build, with media professionals. Journalism + citizens" (Franco, 2013, p.85).

Today the most developed media in cyberjournalism have gone to the next phase of retreat and have interactivity, but not directly to the sender of the message. So we could say that the interactivity, in most ways, is presented as follows:

a) The interaction with journalists. This is a true communication with the issuers of the messages. In the cyberjournalism, editorials are the only texts that have no identifiable issuer because it is a moral and not physical person. Interactivity with reporters occurred in 2000, the email of the author was included in each editorial unit, today journalists mails are hidden and require a thorough search to find them. Of course the user will not use this time to seek to communicate with them. Do not forget that the burden of time is one of the elements that identify postmodernism.

b) Interactivity with the media. This is the interaction that has been developed currently. It is not a real interactivity, it is only an appearance that the media are allowing the user to communicate. We call this interaction as "the cry in the mountains", the user speaks, but only he listens. In fact, it is the interactivity that prevails here and names the user as some media *Comments to the user*.

The advantage of true interactivity is that it allows the user to be more than a passive recipient and act for itself with the product. The writer that guides and explains his thesis on a given topic opens direct talks with interactivity, anyone who is interested can participate. The cyber user did not have to wait to send a letter by mail; the contact was much more direct and could argue or reinforce ideas instantly. Employees had their address where they received the suggestions and opinions of the reader.

Although the opinion poll partially applied, is one of the main resources that achieve interactivity in media. Others incorporate a form for certain data from netizens just as age, occupation, hobbies, origin etc. These data help to make as accurate a possible profile of its customers, to do surveys on certain current issues in real time and immediately.

Internet has helped increase participation levels that did not exist in the past. Although surveys do not follow the rules of representation they are a good start to engage the audience. Email allows sending and receiving messages to anyone, present or not in a particular place of the network, and from anywhere in the world, much faster than traditional mail. No caller is needed when the information that has been sent is stored in a mailbox that can be opened at any time by the user who has an email address that identifies it throughout the Internet.

It should be remarked that most of the mass media have dedicated staff to read and reply to messages and comments sent to the user; first because currently few means have installed a special area on the middle line and who did not have enough staff. At first the interactivity was introduced as the maximum potential, in fact it is the richness of the Internet with real communication between sender and receiver. To achieve the desired interactivity companies must hire staff to respond to questions, comments and concerns of users.

The journalist takes time to complete the cycle of communication and few companies have invested in hiring workers to perform their work in activities that emerged as consequences of new technologies. Interactivity was emerging at the beginning of 2000, but today it is a fallacy.

We found at the digital observatory that interactivity in most media on the Internet is effectively null and time-consuming. For this interactivity they sent a comment on the content of cybergender through which we see that there is no communication between the journalist and the receiver.

One reason for the lack of communication is that to create interactivity in a medium several factor is needed, including the journalist and understatement. This has resulted in the presence of a vicious circle that has not become useful.

El Universal.mx has a feedback option so that users can comment about cybernews at the time the receiver is reviewing. On the other hand, takes the user polls to vote. When performing content analysis has concluded that there is no interaction between the sender and receiver, as the online media or cyberjournalist, only lies the question or the editorial unit, but never answered questions, reviews or comments users.

In *el Clarín*, to comment or start a conversation on an editorial unit, you have to make a record on the same page in order to submit relevant comments on a specific issue, therefore there is no interaction between the sender and receptor. This is a disadvantage of the online media, by not considering the observations they can't improve their content.

The null or disguised cyberjournalism interaction between the user and create a distrust of the receiver to continue visiting the website frequently or be interactive. Cybermedia "brand", with thousands or millions of users, have only 20 cyberunits of editorial comments. Encouragement and support for this feature of online media are the social networks, which now have created new ways to interact with those users of the medium, online discussions, to observations with great extent in vocabulary.

The Washington Post, like other online media, only allows comments when the user is registered on the official website. But you can also comment on whether the

user is still on Facebook or Twitter. This means, compared to the *El Universal.mx* and *El Mundo.es*, does surveys or forums that provide space for debate.

In *The Times* there is no collective participation between sender and receiver. However, users can share and comment through Facebook or Twitter. The downside is that having no involvement between sender and receiver in a forum or survey, gives the opportunity to some users to make obscene comments to the online environment.

In *El Mundo.es,* there are spaces to comment or suggest, even propose; but there is an opportunity to interact with the journalist writing the note or who rises information. Debates arise to confirm or reject the ideas or information presented but the same thing happens in this virtual context where there is no feedback to the reporter, this means that these middle managers are just taking advantage of the knowledge, perceptions and reactions of the users. No real communication.
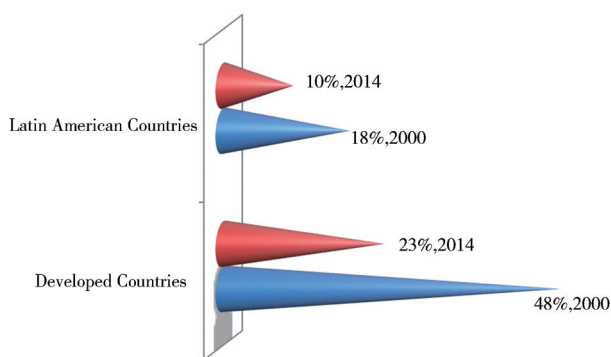
Figure 5
Interactivity Cyberjournalism Great Value

Interactivity has been kept to a minimum. In 2000, the media considered this element in on the impact of ICT. Unfortunately, there hasn't been an increase on interactivity; a hypothesis that emerges from these results is that perhaps this is one reason why the online media do not have a significant increase just in the number of users.

Another of the most significant observations is that even when given the interactivity between user-user only, they have the huge problem that don´t affect the *zetting schedule* of the online media to incorporate into their spaces all the information and guidance they need the receiver as a universal law: "The right to information and opinion".

3.9 Networks

The Impact of New Information and Communication Technologies has had different times of change. The emergence of social media has impacted on all areas of digital convergence and the new paradigm. Also, it is significant to recognize the need for online journalism to have more users, especially to incorporate the young people.

That's why linking strategies have been adapted between the online media and social networks. In it, the space is the multi-output channels and the impact of tracking news online for a young audience is given. There are no precise data of how many users come to journalistic information through social networks and not by themselves address the online media. "Social networks allow citizen to interact directly with the environment in time" (Ortells, 2010, p.5).

Content sharing tools are linked to sites offering Internet users a method to store, organize, search, manage and share favorite web pages. Most social bookmarking uses keywords for categorize the contents of your preference. These icons lead to external and foreign services; however, social networks setting do not have a set agenda. For example, el *Clarín* has over 49 blogs and the user can be linked to more than 100 social networks, and can even build a blog. The goal of these is to make them more friendly and close to the young population, "While readers first stopped the entrance to news sites, now they visit their profiles first on the social network and from there find out what others are sharing" (Lopez, 2012, p.4).

Access to social networks recorded an increase in 2011. Some of the most popular social networks are used by the online media: Facebook, Twitter, Digg, My Space, Save, Delicious, Resqui, Technorati, Mixx, Meneame. In fact each media can create their own social network as the case of "*El País*" that has Eskup network. Currently we communicate with, and learn through technology; usually associated with network Internet, which generates profound changes in what is meant by knowledge and learning.

3.10 The Cyberjournalist

At the moment it has already set the profile you must have as a cyberjournalist and the one that companies demand. The new communicators are opening a space where they interact and have its genetic code to the medium.

The wording, "physical living room" where journalists have been replaced by a virtual writing that exists in such networks, but cyberspace is not able to replace the work of the journalist. The user has a need for someone to select you, report, interpret and judge the events that happen in the world and also build you the news content according to the paradigm of the new Information and Communication Technologies.

From your laptop, the journalist checks his photo files and can verify the information in the databases. The cyberreporter does not need to go to the press room; their orders will arrive at his computer, tablet or phone and from these spaces he transmits its cyber information already integrated with text, audio and video.

In Information Sciences, in Communication Sciences and specifically in journalism, there is a new branch called cyberjournalism, Digital Journalism, Online Journalism,

both initiates the theory of this new medium to train informants. According to Javier Diaz "The journalist must remain in the digital realm a gatekeeper, filtering information and rumors that occur, and advocate, maintain a clean and clear position on the events of the reporting" (1999, p.118). The basic principles of journalism are the same, especially deontology and the ethics of journalist should not change.

The job of the journalist is very important in this era of Information Technology and Communication. It is responsible for prioritizing, organizing and presenting the information that matters to each person according to their needs. According to Juan Luis Cebrian

> Too much data, especially if it is received in a messy format, random and even casual -as so often happens in the Internet – it may lead us to a more unintelligible situation than the current one and create us a powerful sense of uncertainty. (1998, p.70)

Internet users have to pay someone to get what they need. This filtering job is held by the cyberjournalist. Human beings do not have the time or sufficient training to interpret information; we can't do everything because we can then also fall into a manipulation by the saturation of content on the network.

The role of the journalist is not going away, nor any person can play his role. Some consider the possibility of each person to become a correspondent in power. True, they may send information; however, they will not be journalists because they have the rigor of the truth, confirmation of information, basic elements of journalism.

The cyberjournalist knows how to use audio, video, animations, interactive maps and databases. The narrative skill and critical thinking are two of the skills required to develop more online journalists.

> The multimedia journalist will be able to work with more than a media -and that is almost all they do- and, above all, be who has resources to analyze what the best way to convey a message that he has selected, processed and hierarchical to better inform who reads, sees or hears. (Thaïs et , 2012, p.17)

For José Luis Martínez Albertos, journalists must work rigorously to verify cybernews, contextualize the facts within a framework of current, historical references and future prospects and distinguish between facts and opinions, to be honest, and honest about the receptors. For him there will continue journalism even without printed newspapers.

The journalist who began his work on analog media is afraid of introducing new routines that require him to renew learning. Very few who have faced formation on the meaning of the uses of new information technologies. Therefore, it is not surprising that the editors of the online media are composed of very young journalists, also less than 10% of the Internet space is fully developed. The director of a printed medium is usually a person not less than 50 years, while the average online is a young ranging in age 30.

3.11 Emerging Jobs in 2000

- Searcher for information on the net. Professional under a criteria of content analysis information, search and process information from the Internet world and can give accurate information.
- Freelance digital. Professional transmitting a story or make a report of an event in which there is a delegation, a correspondent or a special envoy. It uses digital or electronic means to transmit information.
- Assistant in drafting information. Will select and then will respond to emails from readers, among other activities.
- Informational noise cleaner. Their responsibility is to remove the informational noise that exists on the Internet.

3.12 Emerging Jobs in 2014

These workplaces have been independently developing the proper task of the cyberjournalist.

- Monitoring: Monitoring news assistant, information online or in databases. Keeps updates of what is happening. It may be monitoring radio, press monitoring, monitoring of television, web monitoring, monitoring social networks.
- Image Editors: They create photo galleries and think the images to be deployed in both pages on mobile devices. Keeps updates of what is happening in other media and supports to alert editors and reporters of events of interest.
- Fixed infographics editor: It determines the contents and how to develop infographics.
- Responsible for design: It determines the elements that will complement (dress) to each content to make it the most complete and attractive way.
- Editors for mobile devices: Responsible for content created specifically for tablets and mobile devices. In the XIX century, they were called telegraphists.
- Reporter Video: Create, produces and edits their own visual content from the scene.
- Director or responsible for social media: Responsible for the content and development of social networks in order to add more users to the social media space.

3.13 Cyberjournalism Tablets and Mobile Phones

In the case of moving contents tablets are very similar to the online media pages, both the structure and it is navigation, there is no essential difference. The company consequently has no need to build different cyber journalism information to all cyber media properties. Yet they have to make specific adjustments to the support, especially in the software.

Media analyzed, although the transmission of online media is touted as a whole, only 82% of the content is sent to the mobile devices, considering some multimedia elements. Interactivity, such direct communication

between the sender of the message itself is limited in the feedback of the content. *El Universal.mx* handles two versions, normal and mobile.

Almost all transmission of news content is very similar to the RSS feed. Reading is more complex due to the size of the screens. So far what has worked more is sent short, almost telegraphic messages by courier. It reports the most important events of brief, timely and updatable manner. The content that is transmitted over the cyber information is followed by leisure and entertainment.

Figure 6
Developments in Cybermedia

CONCLUSION

The cybermedia has won the battle for television and radio because of its possibilities. The current state of the online media is not for lack of technical means, but for lack of decision in most media companies, which have not yet mounted not even a minimal independent business structure dedicated to the edition of these spaces.

A printed newspaper can only be read by those who are literate. However, an online media can be accessed by anyone who wants to: the visually impaired and even the illiterate using the graphical interface. The online media has become a new medium. This truth is undeniable, but they must exploit the resources offered by the Internet. It is not only text and still image, it is the multimedia convergence, potentially and possible.

The information that travels on the Internet is not journalism, it is simple data. Journalism will continue maintaining its sense of informing, guiding and entertaining according to the criteria of evaluation, prioritization, interpretation and arguing of journalism. Internet is information, but as well as in the library there is a lot of information, not all of it is journalism. People have the need to be guided and informed by what is happening in the society of which it is part. As we live in a Global Village we should be aware of everything.

As a strong result there is a disparity between developed countries cybermedia against online media in Latin American countries. In both, rates have increased in all elements including hypertextuality, globalization, instantaneity, multimedia convergence, globalization, updating, digital periodicals, personalization, and interactivity.

Consolidation in cyberjournalism exists in countries like United States, Britain and Spain. This can be seen in the consolidation of the company and newsrooms. In Latin America, there is not an acceptance of new services and all the possibilities for to cyber language. Interactivity has not grown significantly over 20 years of experience and on the contrary has had a regression. This element is the most significant of communication through Internet, unfortunately it has remained today as something with potential only.

Other items that have not consolidated in Latin America are the multimedia integration of the journalism cyber genders. The companies, although they have their website, do not exploit the resources offered by new technologies.

WHAT IS LACKING URGENTLY:

- Achieving interactivity. It is important to recover the interactivity we had in 2000, otherwise companies will have a cyber-media for appearance purposes but lacking congruence with the new paradigm.

- The digital convergence. Writing according to cyberjournalism–cyberlanguage and write information with all elements of digital convergence.
- Design. This is also one of the most important parts to avoid saturation you can see today. Pages should be constructed so that the user does not get lost in the content.
- Do not leave users behind. It is a must for the survival of journalism to have close, open contact, and embedded in their society first.
- Give greater opportunities for citizens to build the cyberinformation driving his participation in a proper and correct manner.
- Decrease the considerable gap between highly developed online media that are almost one or two per country and the rest.
- Diversify cyber journalistic products in the supports.
- Rebuild the leading role of the issuer, and build cyberjournalism the order of news reporting. Do not allow other professionals to replace cyberjournalists.
- Train messages issuers and students on online journalism. Educate from the university to those who will impact the making of cyber information.
- Make a business of digital journalism.

With Internet, with cyberjournalism, we should not forget the SOCIAL DUTY JOURNALISTS HAVE, FULFILL THE RIGHT TO INFORM CITIZENS AND THE IMPORTANCE TO ENSURE THE ACCURACY OF THE FACTS. The Digital Observatory will continue to monitor the development of the media.

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