
Preface

We are very happy to present our edited book covering the thematic area of convergence from a cross-disciplinary viewpoint. The edited book constitutes an attempt to investigate several aspects of convergence such as the strategic, technological, consumer driven, and application-oriented convergence. As these aspects of convergence are interrelated, the book shall shed light into the complexity of the topic and act as reference book and educational resource in the field. Convergence is very often discussed at a rhetorical and political level, without practical convergence process issues or concerns about potential divergence effects being part of the discourse. Today media managers are faced with the need to satisfy users' expectations and at the same time undertake convergence as an industrial strategy to achieve economies of scope and scale. Media technology developers are faced with rapidly emerging new technologies and information systems to quickly develop additional media services. Media scholars are bound to understand technological developments and industry convergence processes in order for their research to be relevant. With this book, we thus attempt to give answers to media managers, media scholars, students, researchers, as well as to technology developers and help them get a clearer understanding of this thematic area.

When we launched our edited book initiative, our primary goal was to investigate potential interest in this thematic area through a call for abstracts. We were overwhelmed when we received 87 abstracts, which have been evaluated by us as editors. 73 abstracts were invited to contribute a full book chapter, while 15 abstracts were rejected and not invited for a final manuscript version. To ensure high scientific standards, we implemented a strict blind peer review process for each book chapter. After this first review, we accepted the chapters for which review statements supported the publication. The final version of all chapters has been reviewed one more time in order to check that all review comments were adequately integrated. We ended up with 39 accepted book chapters, including 2 chapters contributed by us as editors which provide a red line through the book. Thus, the acceptance rate was 45 % with respect to the submitted abstracts and 54 % with respect to the invited abstracts. The chapters were divided between two book volumes: the first volume includes 19 chapters on journalism, broadcasting, and social media aspects of convergence, while the second volume presents 20 chapters covering firm and user perspectives on convergence. Most of the

thematic areas that we wanted to include in the book (see Fig. 1) as well as many different media genres are represented within the contributions (see Fig. 2).

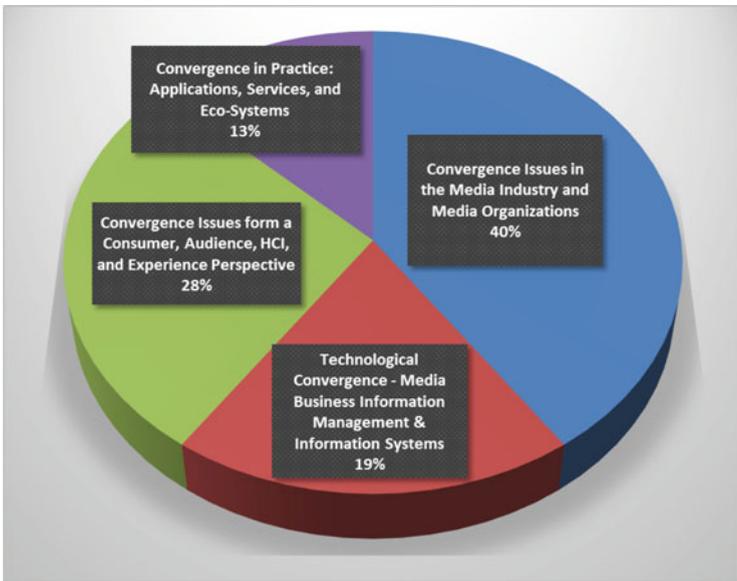


Fig. 1 Contributions to the thematic areas

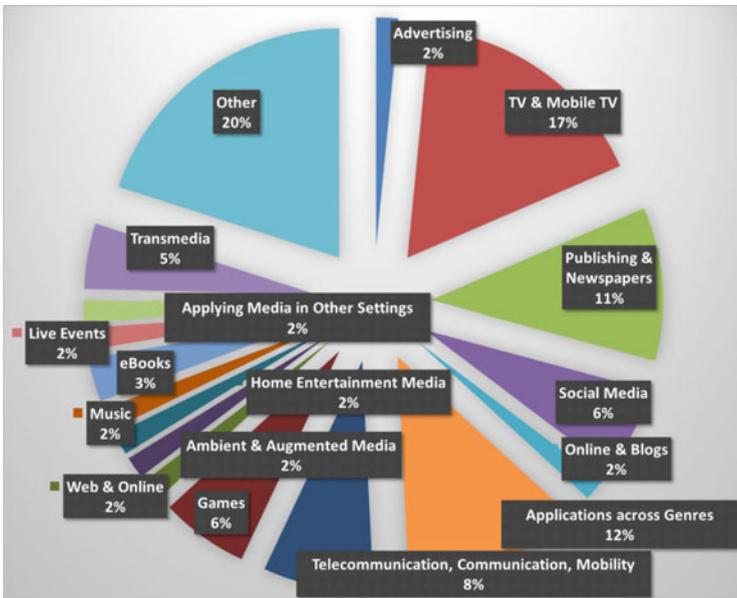


Fig. 2 Overview of the media genres that have been covered by contributions to this edited book

<http://www.ambientmediaassociation.org/convergence>. Further, we would like to pinpoint to other activities that we are currently conducting within the Association for Information Systems (AIS) in the Special Interest Group (SIG) eMedia: <http://aisnet.org/group/SIG-eMedia> or within the International Ambient Media Association (iAMEA): <http://www.ambientmediaassociation.org>. And finally, we wish you as reader of the book that you will have some useful and clarifying insights into such a complex thematic area as media convergence and gain a deeper understanding into this exciting topic.

We also would like to refer to our book website, which contains additional information, email lists, errata, and most importantly course and lecture slides: www.artur-lugmayr.com.

Bentley/Perth, Western Australia, Australia
Neuchâtel, Switzerland

Artur Lugmayr
Cinzia Dal Zotto

References

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