## Contents

### Part I  Media Convergence: Some Introductory Perspectives

**Media Convergence as Evolutionary Process** .......................... 3  
Cinzia Dal Zotto and Artur Lugmayr

**Rethinking Convergence: A New Word to Describe an Old Idea** ...... 17  
Germán Arango-Forero, Sergio Roncallo-Dow,  
and Enrique Uribe-Jongbloed

**The 2nd Convergence: A Technology Viewpoint** .................... 29  
Marie-José Montpetit

**Convergence Policy and Regulation: A Free Speech Perspective** ..... 59  
Shantanu Dey

### Part II  Convergence Challenges in Journalism and Publishing

**The Internet’s Impact on Journalistic Quality** ............................. 83  
Christian M. Wellbrock

**Convergence and the Changing Labor of Journalism: Towards  
the ‘Super Journalist’ Paradigm** ............................................. 99  
Lia-Paschalia Spyridou and Andreas Veglis

**Online Presences of Traditional Media vs. Blogs: Redundancy  
and Unique News Coverage** ................................................. 117  
Kay Hamacher

**Towards Intelligent Cross-Media Publishing: Media Practices  
and Technology Convergence Perspectives** ................................ 131  
Andreas Veglis, Charalampos Dimoulas, and George Kalliris

**Influence of Convergent Media on the Perception of Information  
Credibility** ........................................................................... 151  
Daria Mustić and Mario Plenković

**Print Your Personal Book: A New Service and Revenue Model  
for Open Access Journals** ..................................................... 171  
Martin Ebner, Sandra Schön, and Aldi Alimucaj
Business Model Convergence and Divergence in Publishing Industries ................................................ 187
Seppo Leminen, Juho-Petteri Huhtala, Mervi Rajahonka, and Mika Westerlund

Part III  Convergence and Broadcast Media

Standards, IPR and Digital TV Convergence: Theories and Empirical Evidence ................................. 203
Nicola Matteucci

Converging Multimedia Content Presentation Requirements for Interactive Television .......................... 231
Ioannis Deliyannis

The Twenty-First Century Television: Interactive, Participatory and Social ........................................ 249
Pauliina Tuomi

Why Did TV Bits and Radio Bits Not Fit Together? Digitalization and Divergence of Broadcast Media ...... 265
Marko Ala-Fossi

Part IV  Social Media Aspects of Convergence

Recommend, Tweet, Share: User-Distributed Content (UDC) and the Convergence of News Media and Social Networks .................................................. 289
Mikko Villi, Janne Matikainen, and Irina Khalidarova

Guerrilla Media: Interactive Social Media .......................................................... 307
Andrej Duh, Sebastian Meznaric, and Dean Korosˇak

Info Traders, Innovation and Information Spread ............................................................................ 325
Biser Zlatanov and Maya Koleva

Between M-Internet Users and Stakeholders: Convergence or Divergence? ................................. 347
Manuel José Damásio, Sara Henriques, Inês Teixeira-Botelho, and Patrícia Dias

How Does Social Media Shape Media Convergence? The Case of Journalists Covering War and Conflict .......................... 363
Vittoria Sacco

Media Convergence is NOT King: The Triadic Phenomenon of Media “Convergence-Divergence-Coexistence” IS King ............. 387
Artur Lugmayr and Cinzia Dal Zotto

About the Authors .................................................................................................................. 415
Media Convergence Handbook - Vol. 1
Journalism, Broadcasting, and Social Media Aspects of Convergence
Lugmayr, A.; Dal Zotto, C. (Eds.)
2016, X, 429 p. 107 illus., 95 illus. in color., Hardcover
ISBN: 978-3-642-54483-5