Proximity cyber media from Spain and Portugal in social media: channels for strengthening bonds with local communities

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Abstract
The evolution of social media is transforming proximity cyber media, especially the impact these models have on local communities. The evolution of the new media ecosystem over the past ten years has involved the proliferation of proximity cyber media, both born-digital and digitised media. Only time will tell whether these proximity cyber media are sustainable and whether they will manage to adapt themselves to the ongoing transformations of network society. The purpose of this article is to identify the new ways in which proximity cyber media establish bonds with their communities, while highlighting the difference between born-digital and digitised media. The analysis focuses on the channels used by proximity cyber media to enable citizen participation in the product, the strategies they implement in social media, their volume of followers, as well as the socio-cultural initiatives they undertake with community associations and institutions. The study will be based on the analysis of four born-digital news media that stand out as new forms of proximity

cyber media: The Spanish websites somosmalasaña.com, granadaimedia.com and elporvenirclm.com; and the Portuguese setubalnarede.com. In addition, the study offers an overview of the local news media owned by Adriano Lucas, one of the most important media groups in Portugal and the most influential in terms of coverage of proximity cyberjournalism. This study shows that only very few media initiatives make the most out of the potentialities of the context of web 2.0 to increase their digital communities and encourage and manage users' feedback.

Keywords
Internet, proximity cyber media, models of intervention in local spaces.

Contents

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1. Introduction

The Internet has contributed to the development of a dual and simultaneous tendency to global and local in the media ecosystem. The networked logic of the world wide web (Castells, 2001: 267) has opened new scenarios for all communication actors. Having a presence on the Internet with a defined project is a challenge of great magnitude for the press (Casero-Ripollés, 2010: 595). However, practically all local media companies have opened a space in the Internet with the intention of surviving among demographic groups sufficiently close and large to make their project viable (Díaz Nosty, 2013: 79). This has resulted in a media ecosystem characterised by the multiplication of proximity cyber media, both born-digital and digitised media, which seems to indicate that the more citizens are reached by globalisation processes, the more they want to affirm her roots (Wolton, 2006: 19).

The crisis of the print media, with the decreasing use of the paper format (Meyer, 2004: 16), and the communicative concerns of many groups and citizens has prompted a large number of traditional newspapers to launch digital initiatives as well as the proliferation of proximity initiatives, many with communicative demands of a very diverse nature [1] and some with journalistic purposes [2]. Some initiatives of the latter type contribute to the consolidation of independent local media platforms that seek to serve their communities, in a cosmopolitan and global environment (Díaz Nosty, 2013: 82). Their proposals envision, in many cases, new ways of negotiation between sources, the media and the public (Sorrentino, 2013: 34), and renewed approaches that seem to

confirm current journalistic dimensions for a connected society in which new media contribute to the establishment of new social relations (Marinelli, 2004: 243).

After ten years of the appearance of the first cyber medium in the Iberian area, the consensus has been reached, both among academic and professional, that the journalistic status of online publications has become equal -or almost equal- to that of traditional media, such as the press, radio and television (Salaverría, 2005: 11). This in turn has prompted the development of numerous research projects aiming to learn about the evolution and defining features of online media. These projects have even become objects of international research, which has provided important results about hypertextuality, multimedia, interactivity (in particular, participation) and convergence (Masip *et al*., 2010: 569). The different types of cyber media, including proximity media, have been developed mostly in the past five years.

2. State of the art review

The consolidation of cyberjournalism as a specialty of journalism that uses cyberspace to investigate, produce and, above all, disseminate news contents (Salaverría, 2005: 21) stands out as a significant event of the first decade of the 21st century in the field of communication. The importance of the Internet in the changes experienced by journalism was noticed at the end of the 20th century and beginning of the 21st century (Dahlgren, 1996; Deuze, 1999; Heinonen, 1999, and Pavlik, 2001, among others). Research was especially intense in the last decade of the 20th century, with studies focusing on examining the defining features of cyber media and cyberjournalism (Sundar, 2000; Huesca and Dervin, 2003; Rost, 2006, and Salaverría, 2005); the routines of journalists and the operation of newsrooms (Singer, 1998; Domingo, 2006); the innovation in cyber medium (Boczkowski, 2004), and the methodologies (Palacios & Díaz Noci, 2009), among others.

In recent years, research has also advanced in the field of proximity cyberjournalism, as a specialty of cyberjournalism (Jerome, 2013). This research line was the evolution of the research on the characteristics of proximity journalism in the Iberian space (Camponez, 2002, Correia, 2004, and López and Maciá, 2007), among others that were subsequently developed in the field of the cyberjournalism (López, 2008 and Jerónimo, 2013 and Caldevilla, 2013).

3. Objectives, methods and sampling of the case studies

The objective of this study is to show how proximity cyber media in Spain and Portugal use user-participation platforms and adjust them as the model of user-medium interaction varies. The study expects to provide an in-depth understanding of the models used by the analysed media in the adaptation of their professional work routines to the transformation of audiences into active agents.

Likewise, it will be interesting to see whether the analysed media adopt a specific user-participation management strategy that transforms audience contributions into effective collaborations to their news production and dissemination processes.

In addition, we want to observe the degree of involvement of each medium with the everyday life of the community through direct contact, feedback, and the action/reaction relationships with readers. Finally, another objective is to identify the different trends that exist in the adaptation of the media to the context of mobility and content consumption marked by the ubiquity enabled by mobile devices and mobile internet-access.

Regarding the study's method, it is based on content analysis **[3]** of the case studies, guided by a purpose-created descriptive analysis sheet. The analysis is a first approach to the use of social networks by Spanish and Portuguese proximity cyber media in their day-to-day work and the reflection of this work in the creation and strengthening of relational ties with the local communities they target. It is important to keep in mind that this is an initial exploratory approach **[4]** to the field and that this analysis was adapted to Facebook and Twitter as they are the social networks in which the analysed media are present **[5]**.

The objective is to identify the social networks in which the case studies have official presence, the way they use these communication channels with the community and to determine whether the use of these social tools or media reflects some kind of strategy. The following two figures show the aspects in which the analysis of the use of Facebook and Twitter by the proximity cyber media is based:

- Page type: fan page or private profile
- Number of followers/ friends
- Use of text
- Use of images / thematic photo albums
- Use of video
- Posts by others on the medium's wall
- Reception of comments
- Reposting of the medium's content by others in their private walls
- Response to user interaction
- Active interaction with users (through mentions, promotion of tagging in photos, contests, direct questions, etc.)
- Advertising of local businesses.

Figure 1. Aspects analysed on Facebook. Source: Authors' own creation.

- Number of followers
- Number of accounts followed
- Number of tweets
- Date of the last tweet
- Use of lists
- Use of images
- Use of video
- Mentioning in tweets (received and given)
- Retweets (received and given)
- Favourites (received and given)
- Active interaction with users (through mentioning, contests, direct questions, etc.)
- Advertising of local businesses

Figure 2. Aspects analysed in Twitter. Source: Authors' own creation.

The study of the intervention models used by cyber media in their digital communities and the analysis of the interaction paradigms -if any- of the users of the cyber media's local digital communities will help us to better understand how local cyber media behave in the context of the web 2.0 and, ultimately, will help us clarify the way they interact with the, often hyper-local, communities they target.

The criteria used to select the case studies have revolved around their digital nature, their local or proximity vocation and their recent birth as new journalistic initiatives. Following these criteria, we have selected three cases from Spain (somosmalasana.com, granadaimedia.com and elporvenirclm.es) **[6]** and five from Portugal (the regional newspapers *Diário de Coimbra*, *Diário de Leiria*, *Diário de Viseu* y Diário de *Aveiro*, which belong to the Adriano Lucas Group; and setubalnarede.pt, Portugal's first cyber medium and Setúbal District's medium of reference) **[7]**.

We considered it would be interesting to compare the born-digital and digitised media included in the mixed sample selection and to establish this differentiation we have relied on the timely definition proposed by Cebrián Herreros: *medios matriciales* (digitised media) are those that are "present on the internet but whose origin is paper (print press) or broadcasting (radio and television)", while *medios nativos* (born-digital) are "media born within the Internet without any other traditional media reference" (Cebrián Herreros, 2009: 16).

The analysis is based on the content and interaction registered during a single day (5 February 2014), but we believe that this was enough to obtain all the necessary data to describe how the sample of proximity cyber media uses social networks **[8]**.

4. Case studies from Spain
4.1. Somosmalasana.com

This hyper-local cyber-medium is owned by a media group that has been a pioneer in the implementation of proximity media in the capital of Spain, linking its projects to different neighbourhoods and their activity to the activity of the protagonists of these spaces.

Figure 3. Home page of somosmalasana.com

Antonio Pérez and Diego Casado are its creators. These professionals come from a news portal shut down by Grupo Planeta: adn.es. They decided to build this hyper-local, neighbourhood-based information tower at the Centre of Madrid. Heir of *Somos Centro*, a previous initiative, somosmalasana is funded with advertising, sponsors and contributions from partners, i.e., residents of the neighbourhood who finance the medium, participate in its editorial meetings and can propose topics of discussion, get discounts on local businesses and tickets for shows, have permission to organise events in the social place called *Somos Local* and obtain preferential treatment to participate in all the activities organised there, among many more benefits.

Figure 4. Home page section presenting a small repository of the medium's sponsors.

4.1.1. Somosmalasaña.com in Facebook and Twitter

Somosmalasana.com has official profiles on Facebook (https://www.facebook.com/somosmalasana?fref=ts) and Twitter (https://twitter.com/somosmalasana). In Facebook, it has a fan page with 9,983 likes. The in-depth analysis of the activity of this page shows that there is a lot of user interaction in the form of likes, comments and posts shared in the walls of its followers. There was also great response from the medium in the form of replies to users' feedbacks, replies to comments and enrichment of the conversation with new contributions by the parties engaged in the dialogue.

This medium posts a lot of graphic material on Facebook and classifies it in albums (21 at the time of the study). Somosmalasana.com had posted only one video but more than 1,000 photographs, including images of the neighbourhood, its businesses and people, who are identified with tags. The medium carries great work to identify the local space and its people. Stands out the creation of a specific album in which the medium identifies the professionals who are behind it in order to facilitate a connection as close as possible, even on a personal level, with the public. The medium also has a Facebook section of shared content for stores that wish to make themselves known through the medium's page

Figure 5. Example of content posted by somosmalasana.com on its official Facebook page.

Figure 6. Official Twitter profile of somosmalasana.com.

On Twitter, somosmalasana.com has 8,929 followers, follows 605 profiles and has posted 7,006 tweets. It shares news content and interacts with users, responds to the users' interaction and shares pictures and videos from the centre of Madrid. It should be noted that it receives a large number of retweets from users.

The homepage of somosmalasana.com has a space reserved for the latest tweets posted by the official page in the microblogging network, as we can see in the figure below.

Figure 7. Homepage section showing the tweets posted by Somosmalasana.com in Twitter.

Social networks have a reserved space on the homepage of the medium's website through a panel of buttons that enable users to share content and links to the official social profiles, as well as windows showing content posted on social networks like Twitter (see previous figure).
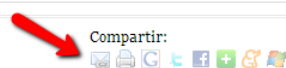

Figure 8. Social network sharing buttons, located at the bottom of each news story
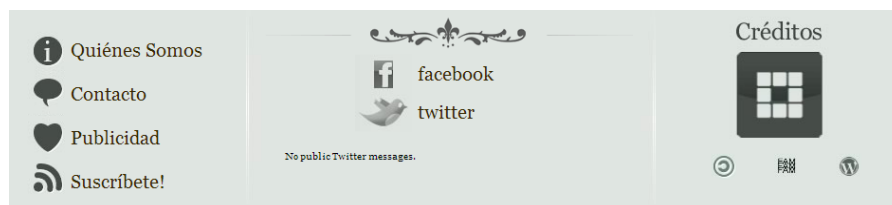
Figure 9. Links to the medium's official social network profiles, located in the page's footer

Somosmalasana.com performs constant and tenacious work in terms of the dissemination of content through social networks and also in terms of the creation and strengthening of spaces of interaction with its users.

4.2. GranadaiMedia

GranadaiMedia is a proximity medium launched by *deGiro Comunicación*, a cooperative of journalists based in Granada. Its vocation speaks of service to the social environment and its final recipients are located in the districts of Granada's capital city. The medium produces information that is characterised by its closeness and proximity to their protagonists: the citizens.
This proximity cyber medium, like many other cyber media, allows its users to comment on news stories, but also allows them to publish their own news. This communicative experience is based on the conception of hyper-local and citizen journalism as a leitmotif of the communicative action in Granada's districts: Zaidín, Chana, Albaicín, Realejo, North and Centre.

GranadaiMedia is financed through advertising, sponsorships and donations. It should be noted that, like Somosmalasana.com, GranadaiMedia stands as a channel of direct contact between local businesses and their potential customers, the districts' residents, who are its main users and consumers of information.

4.2.1 GranadaiMedia on social networks

This proximity cyber-medium is present on Facebook (www.facebook.com/granadaimedia?fref=ts) and Twitter (www.twitter.com/granadaimedia). In Facebook, it has a fan page with 2,508 likes. This page is used to disseminate the contents it produces on the web. It encourages the identification of users and districts through customised photos and news that highlight the protagonists in order to bring contents as close much as possible to the districts' residents and to create and strengthen the bonds between the communicative project and its audience.

The official profile of GranadaiMedia receives large number of comments and likes and its contents are shared in users' walls in a recurring basis. The community managers of the medium in social networks try to intelligently integrate this feedback in the official discourse in networks and also in the contents, in order to strengthen the ties of identification of the members of the community with GranadaiMedia.

For GranadaiMedia, Facebook is a place to share photographs of the events that take place in the neighbourhood, a place where it is easy to recognise the members of their community and a place where they can feel identified. The Facebook account has 42 albums and about 1,000 photographs of festivals, sporting events, protests, etc.
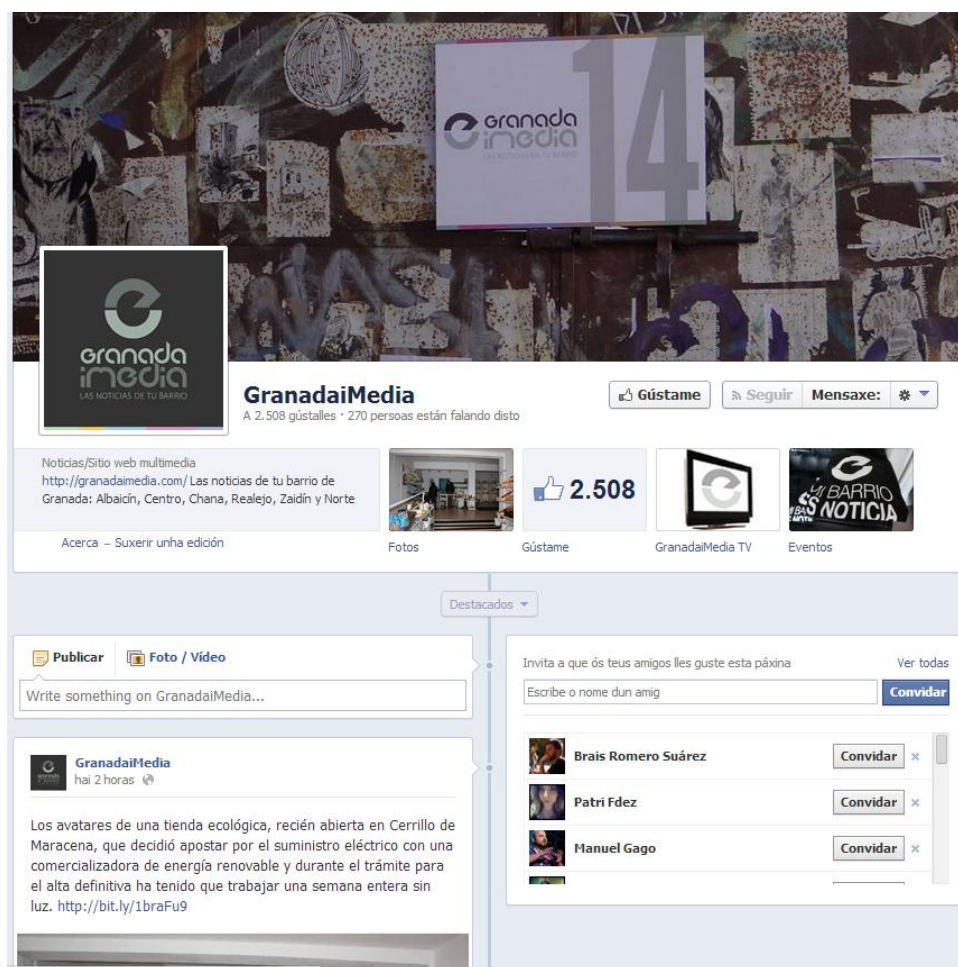

Figure 10. Cover of the official Facebook page of GranadaiMedia.

In this respect, it should be noted that GranadaiMedia often uses social networks to accommodate the opinions of users on issues affecting the neighbourhood, which are sometimes transformed by the

medium into news and vice versa: sometimes the medium produces news and the neighbours comment, correct, and expand them.

The strategy of GranadaiMedia on Twitter is similar to the one it follows on Facebook. It has posted 17,000 tweets to a community of 4,978 followers. Community managers share content generated on the web, interact with users in a proactive way, not expecting to be mentioned, retweet content generated by its community, upload images, etc.

Figure 11. Post shared on Facebook by GranadaiMedia.

GranadaiMedia, like somosmalasana.com, seems to have very clear that social networks are a way to establish deep connections with the districts in which they operate. It does not only share the user generated contents but also mentions and highlights their protagonist and manages brilliantly users' feedback by integrating it into the discourse of the medium.

4.3. Elporvenirclm.es (Castilla-La Macha)

Elporvenirclm.es (short for *El Porvenir de Castilla-La Mancha*) is one of the latest proximity media to appear in the Spanish panorama. It promises to deliver "traditional journalism for modern times" with an informative structure that is very territorialised and linked to the Autonomous Community of Castilla-La Mancha. Founded by Luisa Fernanda Acedo, Juan Pedro Medina and Julio Sánchez Ortiz as *El Porvenir de Castilla-La Mancha* (under the legal name of *Comunicaciones y Servicios El Porvenir S.L.*), this medium aims to decipher the complex and changing reality of Castilla-La Mancha to its users by following the principles of the journalistic profession, as stated on its website.

This proximity cyber-medium also calls on the need to coexist with social networks in the new journalistic framework, where users have a voice and where this voice must be heard and integrated as part of the social reality of Castilla-La Mancha.

Like the rest of the cases studies, El Porvenir offers a panel of buttons/links to its official profiles in social networks and another panel of buttons in each news story that allow users to share these stories in social networks.

Figure 12. Panel of buttons/links to the official profiles of *El Porvenir* in social networks.

Figure 13. Lower panel of buttons to allow users to share news.

Like most media, this proximity cyber-medium is present on Facebook (https://www.facebook.com/elporvenirclm?fref=ts) and Twitter (https://twitter.com/ElPorvenirCLM), but unlike any of the previously analysed media, it also has official profiles on Google+ (https://plus.google.com/u/0/104643777590860097955/posts) and YouTube (https://www.youtube.com/user/ElPorvenirCLM).

Most of its activity focuses on Facebook, where it has a fan page with 1,302 followers. The proximity medium uses this channel to share news generated for the web. It maintains a low level of interaction with users, it has few likes and few shared contents, and few comments. It offers a large number of national and political news (which constitute the highest number of uploaded photos) to the detriment of the coverage of the regional reality, which according to its statement of intent as a proximity cyber-medium should be a key pillar.

Elporvenirclm.es follows the same strategy on Twitter as it only retweets content negated on the web and does not show real interest in forming a community resulting from contact, interaction and pro-activity with users. With 653 followers and 2,319 tweets, Elporvenirclm.es is behind the previously analysed media in terms of quantity and quality of use.

Google+, as well as Facebook and Twitter are used as disseminators of web content, and their use do not reflect a real strategy to create a stable community in the social networks.
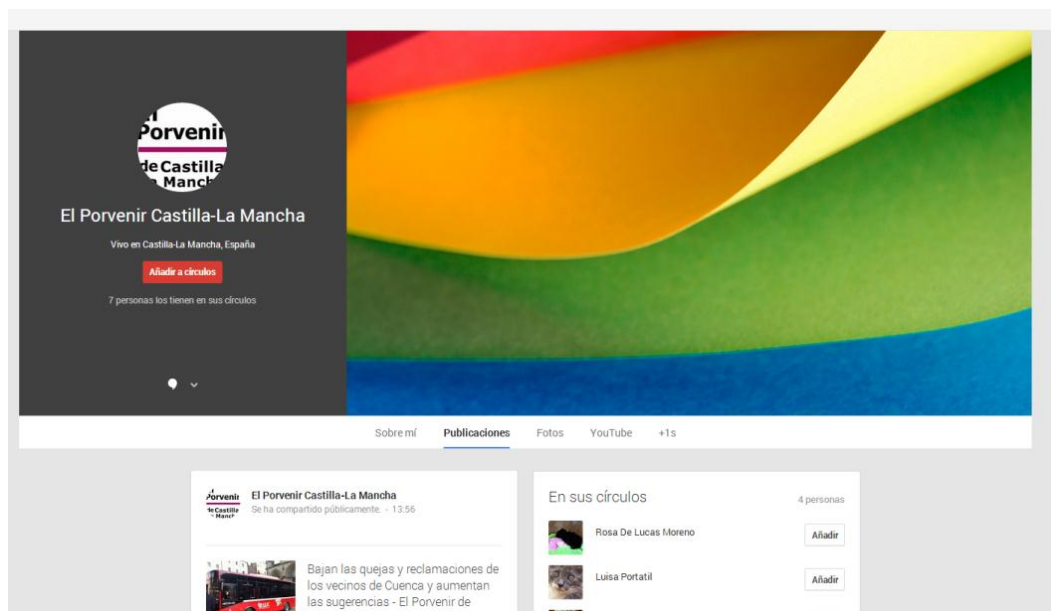

Figure 14. Official profile of *El Porvenir de Castilla-La Mancha* on Google+.

Finally, its presence of YouTube is minimal since it has just uploaded 3 videos and has 8 subscribers. Its community managers in YouTube have not even customised the official channel's cover.

Figure 15. Official channel of *El Porvenir de Castilla-La Mancha* on YouTube.

4.4. *Diario Hoy* **(Extremadura)**

Hoy it is a digitised newspaper edited in the Autonomous Community of Extremadura. It belongs to the Vocento Group, which develops a relevant activity in the local and hyper-local level through a network of 27 media **[9]** that cover all of Extremadura. The objective is to establish Europe's biggest network of hyper-local media **[10]**, and to provide detailed news of each region through proximity media, avoiding general information, and with the aim of serving local communities organised around affinities.
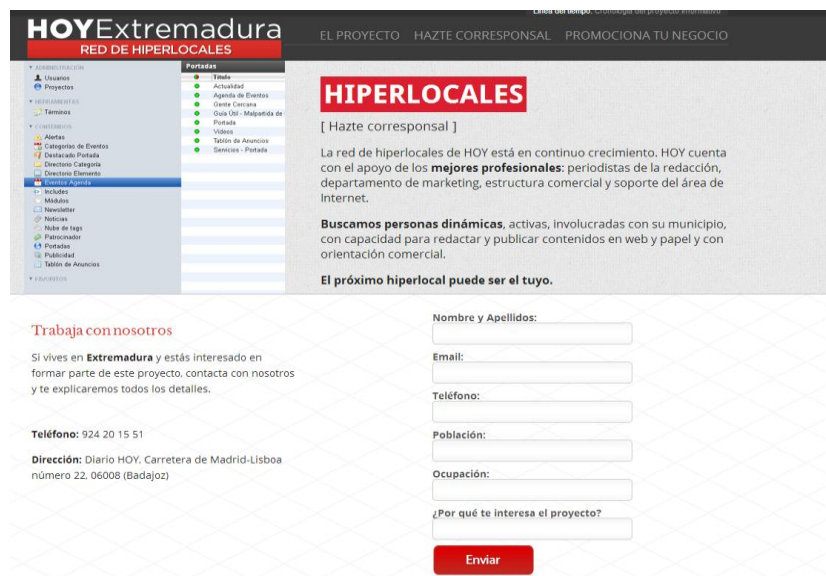
Figure 16. Home page for users interested in creating a hyperlocal medium within the network managed by *Hoy*.

Hoy functions as a digital medium that offers updates through the web within the framework of nowness. In addition, it offers a free monthly printed edition. This digitised cyber-medium has the peculiarity that, as shown in figure 16, is open to include the news produced by professional journalists whose project fits the editorial line of the medium.

5. Case studies from Portugal
5.1. Proximity media owned by the Adriano Lucas Group

Figure 17. Facebook invitation placed on the home page of *Diário de Aveiro*. Twitter is absent from the website.

The Adriano Lucas Group is considered to be Portugal's main media group at the regional level **[11]**. The analysis of these media has focused on the newspapers *Diario de Coimbra*, *Diário de Aveiro*, *Diario de Leiria* and *Diario de Viseu*. All of them develop a similar activity in social networks and, at the operational level, work in a parallel way. They all have official profiles on Facebook in the form of fan pages that respond, in terms of number of users, to the size of the region they target, as shown in table 2.

Facebook is, in practice, the only social network in which the proximity news media of the Adriano Lucas Group are active. They use this channel to share the content generated in the web, and do not take advantage of the rest of the functionalities offered by the social network. They do not promote interaction and use this space as a mere news outlet.

The home pages of *Diario de Coimbra*, *Diario de Viseu*, *Diario de Leiria* and *Diario de Viseu* invite users to visit their official Facebook page, and this invitation includes images of recent followers and a button to "like" and become part of their social communities. There are no references to official profiles on other social networks.

However, the news sections do include, in each news story, buttons to share content on Facebook and Twitter.

	Facebook page	Twitter page
Diário de Coimbra	www.facebook.com/diariocoimbra?fref=ts	@diariodecoimbra
Diário de Aveiro	www.facebook.com/diarioaveiro?fref=ts	-
Diário de Viseu	www.facebook.com/diarioviseu?fref=ts	-
Diário de Leiria	www.facebook.com/diarioleiria?fref=ts	@DiarioLeiria

Table 1. Addresses of the official Facebook and Twitter profiles of the Adriano Lucas news media. Source: authors' own creation.

Figure 18. Detail of social network sharing buttons included under news stories.

While Facebook is a wild land in terms of interaction and use of all its potential, Twitter seems an abandoned city. *Diário de Aveiro* and *Diario de Viseu* do not have an official Twitter profile; *Diario de Leiria* has a Twitter profile but has not updated it since April 13, 2010, and has not published a link in its website; and *Diario de Coimbra* has not updated his Twitter profile since 14 October, 2013, nor linked it in its website.

Figure 19. Twitter profile of *Diario de Leiria*.

5.2. Setubalnarede.pt

Setúbal na Rede is a proximity cyber-medium from the Portuguese district of Setúbal, located next to Lisbon. It was Portugal's first exclusively-digital medium and, as mentioned in its statement of intent **[12]**, it aims to provide a public service to the Setúbal district, where it operates, through news sections and themed channels.

Its presence on social networks is limited to manage a fan page on Facebook and an official profile on Twitter, which are linked on its homepage. *Setúbal na Rede* uses these two channels as mere disseminators of the content it produces on the web, without encouraging the participation, and with no trace of interaction or interest in it.

Figure 20. Detail, in left column of the homepage of *Setúbal na Rede*, of the links to its official profiles on social networks.

6. Conclusions

Somosmalasana.com and GranadaiMedia.com are paradigmatic cases of proximity cyber media that take advantage of the possibilities offered to the media by the Web 2.0, and particularly social networks. Their official presence in social networks, their dissemination of content through these spaces, their efforts to strengthen audiences' identification with the medium, the promotion of users' participation and the channelling of feedback and its integration in their journalistic discourse are some of the good activities that these two cyber media carry out in social networks.

Medium	Country	Facebook likes	Twitter followers	Other networks	Born-digital or digitised
somosmalasaña.com	Spain	9,983	8,929	-	Born-digital
granadaimedia.com	Spain	2,508	4,978	-	Born-digital
elporvenirclm.es	Spain	1,302	653	G+/YouTube	Born-digital
Diario de Coimbra	Portugal	37,632	3,056	-	Digitised
Diário de Aveiro	Portugal	16,462	No account	-	Digitised
Diario de Leiria	Portugal	13,503	768	-	Digitised
Diario de Viseu	Portugal	9,283	No account	-	Digitised
setubalnarede.com	Portugal	8,297	489	-	Born-digital

Table 2. Official presence and number of followers of the analysed media in social networks by 5 February, 2014. Source: Authors' own creation.

There are big differences in the management of profiles on social networks between born-digital media, the media that have resulted from the re-conversion of a printed medium and the digital media that have a parallel print version. Media of the first type are those that keep their communities alive, interact with them, get users engaged and manage the content produced by them more or less accurately. Thus, it can be said that the presence in social networks of the Portuguese media under analysis is limited, as these spaces are used as mere content disseminating platforms. As we have seen, the official Twitter profiles of some of these media have not been updated in a long time, while Facebook is only used to disseminate the news posted on the main news website, which constitutes a very poor use of this space if we take into account the potential offered by this social network.

In addition, the social networks in which the proximity cyber media are present are, as a general rule, Facebook and Twitter. There was only one medium that was present in other network -*El Porvenir de Castilla-La Mancha* in Google+ and YouTube- although this presence was minimal.

This descriptive analysis of the presence of proximity cyber media in social networks has showed us that the use of social media (as in the case of somosmalasana.com and granadaimedia.com) allows news media to strengthen links with users, to achieve greater identification of users with the journalistic initiative and, ultimately, to increase the degree of commitment of citizens with the proximity cyber-medium.

The analysis has also shown that there are many cases in which proximity cyber media do not take advantage of the potential that social channels put at their disposal and use them as a paperboy would use them 50 years ago: leaving a bunch of folded paper at the door of the potential reader, waiting for it to read it.

The content analysis and the subsequent examination of the results have allowed us to establish that: the main social networks are Facebook and Twitter, that the differences between the proximity cyber media in terms of management of social media are many, and that the majority of the proximity cyber media are is still at an early stage of using social networks to strengthen links with their communities. The trends observed in this exploratory study indicate that attention must be paid to the use of official profiles, selection and distribution of content through these spaces, and the promotion of user participation. So far proximity cyber media have not innovated in the management of channels they can use to increase content dissemination and user participation.

If we rely on the dichotomy between digitised and born-digital media, based on this study we can confirm that there is a big difference in the implementation of the potential of social networks as part of their general communication strategy. As a general rule, born-digital media have shown a better integration of the product and its contents to the logic 2.0, while the use of social network by digitised media has been poor and limited. The conception of the production and distribution of contents for the new social channels is an identity feature of the born-digital proximity media. The analysis of their activity has shown that the idea of community is integrated deeply into their work, and their strengthening of their ties with the audience is such in cases like somosmalasana.com and granadaimedia.com that proximity as a cyber-journalistic context starts to come together, in theoretical way.

Judging from these results, we can affirm that the use of social networks by the sample of proximity cyber media to strengthen ties with their communities is at an early stage. Only few of the proximity cyber media dare to make an intensive use of social networks and to explore new channels that can be used to intensify their relations with the communities they aim to inform and establish the largest number of possible links.

7. Notes

1. This is the case of the US local media platform *patch* (patch.com) and hyper local media platforms such as the French peuplade.fr and the Indian iamin.in, among other successful initiatives around the world.

2. Most of them promoted by local printed newspapers and some of the born-digital projects that define themselves as promoters of "traditional journalism for modern times", i.e., in electronic format.

3. The case study is a method that involves a process of inquiry characterised by the systematic and in-depth examination of cases -cyber media in this case. The type of case study chosen for this work is the instrumental type (Stake, 1995).

4. The objective of content analysis is to rigorously and systematically study the nature of the messages exchanged in acts of communication. In this study, content analysis is used to measure the frequency of occurrence of certain content features and to obtain descriptive data (Krippendorff, 1990).

5. A preliminary analysis was carried out to determine the social networks in which the media under analysis were present in order to adapt the basic questions to each of them. This preliminary analysis established that Facebook and Twitter were the social networks in which our attention should focus.

6. The selection is based on information taken from the cyber media directory created, reviewed and updated by the *Infotendencias* research network over the course of four national funded projects: "Innovation and development of the media in Spain. 2013-2015" (CSO2012-38467-C03-01, -02 y -03); "Evolution of Spanish cyber media in the context of digital convergence. 2009-2012" (REF. CSO2009-13713-C05-01,-02 and -03); "Digital convergence in the media. 2006-2009 (REF. SEJ2006-14828-C06 -01,-02, and -04); "The impact of the Internet on the Spanish media. 2002-2005". (REF. BSO2002 - 04206-C04 - 02, - 03 and - 04). The selection also took into account the monitoring work carried out by the *Novos Medios* research group of the University of Santiago de Compostela.

7. In the case of Portugal, the selection is based on data provided by the *Entidade Reguladora para a Comunicação Social* on its website on transparency on social media ownership (www.erc.pt/pt/transparencia). The selection also took into account the work of Pedro Jerónimo (2010 and 203) and the contribution of Paulo Faustino on the economic and financial state of the local and regional press in Portugal (Several Authors, 2010).

8. A prior three-week long analysis was carried out, from 13 January to 2 February, 2014, to identify all the relevant aspects that would be taken into account in the final analysis, which aimed to provide a description as wide and real as possible. As mentioned, data collection was carried out on 5 February.

9. *Hoy* has hyper local branches in: Arroyo de la Luz, Calamonte, Campanario, Casar de Cáceres, Coria, Fregenal de la Sierra, Fuente de Cantos, Guareña, Jaraiz de la Vera, Jerez Caballeros, Logrosán, Malpartida de Cáceres, Miajadas, Monesterio, Navalmoral, Olivenza, Puebla de la Calzada, Quintana, Santos de Maimona, Talarrubias, Talayuela, Trujillo, Valverde de Leganés, Villafranca, Villanueva and Zalamea de la Serena. *Hoy* manages a total of 27 hyper local media.

10. As stated on its website: http://www.hoyextremadura.es/hiperlocales.html.

11. Based on data provided by the *Entidade Reguladora para a Comunicação Social* on its website on transparency on social media ownership (www.erc.pt/pt/transparencia).

12. Full text available at: http://www.setubalnarede.pt/content/index.php?action=detailFo&rec=1066

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