

## ANNUAL REPORT

The Center for Media and Society Studies in Argentina (MESO) was born a year ago with two objectives: to provide a forum for research on the production, content, and consumption of media and cultural goods; and to create a space for dialogues among academics, professionals, and the public about these topics. Twelve months later, we can say with pride that we are on track to meet these goals. This has been possible thanks to the support of the University of San Andrés and Northwestern University; the coordination work of Celeste Wagner, Silvana Leiva, Mora Matassi and Victoria Andelsman; and the research assistance of Tomás Bombau, Sofía Carcavallo, Rodrigo Gil Buetto, Belén Guigue, Camila Giuliano, Inés Lovisolo, Mattia Panza, Jeanette Rodríguez, and Marina Weinstein.

Regarding our research programs, we have designed a unique database of news stories from Argentine media; did in-depth interviews with users of media, technology, and cultural goods throughout the country; and conducted a face-to-face survey of 700 people living in the greater Buenos Aires area. In just twelve months this research effort has led to three articles already published or in press, four presentations at international conferences, and several manuscripts in progress.

MESO has also become a dialogue space, as demonstrated by the two annual academic conferences -2015 and 2016- and the three roundtables with professionals that we hosted in 2016. The edited volume "Headlines, hashtags and videogames: Communication in the digital age", forthcoming in Spanish with Ediciones

Manantial, features articles from the first academic conference and is a testament to the vitality of this debate.

MESO has also emerged as a research community that already has 31 affiliated researchers from different countries. It has also become a training ground for the development of young colleagues. The first coordinator of the Center, Celeste Wagner, began her doctoral studies at the Annenberg School for Communication at the University of Pennsylvania in August 2016. Mora Matassi has received a Fulbright Scholarship for graduate studies in the United States next academic year. After finishing their undergraduate studies from Universidad de San Andrés, Sofía Carcavallo got a job at Disney Argentina; Inés Lovisolo at Ipsos, a public opinion research firm; and Silvana Leiva at Think Y, a digital marketing agency.

This report summarizes our progress during this first year of MESO. It is only the beginning. We hope you will join us in our next steps.

Eugenia Mitchelstein and Pablo J. Boczkowski,  
Co-Directors, MESO



Rodrigo Gil Buetto, Mora Matassi, Tomás Bombau, Camila Giuliano, Silvana Leiva, Mattia Panza, Victoria Andelsman and Marina Weinstein.

### ANNUAL CONFERENCE

MESO organizes an annual conference on the interactions between media, culture and society. For the first conference, which took place in November 2015, 40 papers were submitted, of which 19 were selected for presentation. For the second conference, which took place in October 2016, we received 48 papers, of which 24 were presented at the event. These conferences featured talks by academics from universities in Argentina, Canada, Chile, Colombia and the United States. More than 200 people attended these events.



Conference on “Contemporary Developments in Media, Culture and Society: Argentina and Latin America”, October 27, 2016.

### MEETINGS IN MESO

Three times a year, MESO holds meetings in which renowned professionals and researchers debate contemporary themes in media, culture and communication. The first meeting, about the role of social networks in the 2015 presidential campaign in Argentina, included Julián Gallo, of the presidential campaign of Mauricio Macri, and César Gazzo Huck, of the presidential campaign of Daniel Scioli, and was moderated by Adriana Amado, of National University of La Matanza. The second meeting, which focused on the relationship between journalism and fact checking, brought together Laura Zommer, from Chequeado, Omar Lavieri from Infobae, and Martín Becerra from National University of Quilmes, with Sonia Jalfín from Sociopublico as moderator. The third meeting of this first year of MESO addressed the theme of business and digital culture, and had Julieta Shama, from Facebook, Matías Attwell, from Google, and Marcos Foglia, from Artear, as presenters, and Eugenia Mitchelstein as moderator. In total more than 600 people registered for these meetings.



Meeting on “Business and Digital Culture”, September 8, 2016.

### CONTENT ANALYSIS

Every month, the Center collects and analyzes a sample of homepage stories and most viewed articles from seven leading news sites in Argentina (*Clarín*, *La Nación*, *Perfil*, *Infobae*, *Todo Noticias*, *La Voz del Interior*, and *Diario Uno*). We have organized this information in a database of more than 11,000 news stories collected this year. In addition, this information has been used to publish a monthly index of the agenda of the media and the public.

### IN-DEPTH INTERVIEWS

Since March 2016 MESO regularly conducts in-depth interviews with members of the public about their consumption of media, technology, and cultural goods. The team has conducted 55 interviews to date.

### SURVEY

MESO conducts an annual survey on access to technological devices, cultural consumption, and entertainment and news preferences. The first survey was carried out face-to-face in September 2016 with a sample of 700 adults in the City of Buenos Aires and its suburbs.

### ARTICLES

Boczkowski, P., Mitchelstein, E & Matassi, M. (2017). Incidental news: How young people consume news on social media. *Proceedings of the 59th Hawaii International Conference on System Sciences (HICSS)*. IEEE.

Mitchelstein, E. Boczkowski, P., and Wagner, C. (in press). The boomerang effect: Innovation in the blogs of mainstream news sites, 2008-2012, *Media Culture & Society*. (accepted for publication in October 2015).

Mitchelstein, E., Boczkowski, P., Wagner, C., & Leiva, S. (2016). La brecha de las noticias en Argentina: Factores contextuales y preferencias de periodistas y público. *Revista Palabra Clave*, 19 (4), 1027-1047.

### BOOKS

Mitchelstein, E. & Boczkowski, P. (eds.) (in press). *Titulares, hashtags y videojuegos: La comunicación en la era digital*. Buenos Aires: Ediciones Manantial. Edited volume featuring presentations from the 2015 annual conference of MESO.

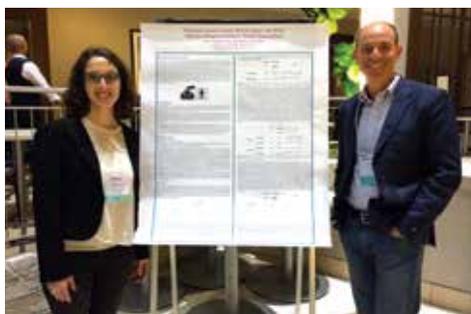
### CONFERENCE PRESENTATIONS

Boczkowski, P, Mitchelstein, E., & Matassi, M. (2016). *Incidental news: A novel ideal-type of news consumption by youth on social media*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, November 18-19.

Boczkowski, P, Mitchelstein, E., & Wagner, M. (2016). *Elections versus crimes: Which topics are more effective burglar alarms in online news sites?* Poster presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, November 18-19.

Mitchelstein, E., Wagner, M., & Boczkowski, P. (2016) *The boomerang effect: Innovation in the blogs of mainstream news sites, 2008-2012*. Paper presented at the annual meeting of the National Communication Association, Philadelphia, November 10-13.

Mitchelstein, E., & Boczkowski, P. (2016). *Information, interest and ideology: Explaining the divergent effects of government-media relationships in Argentina*. Paper presented at annual meeting of the National Communication Association, Philadelphia, November 10-13.



Celeste Wagner and Pablo Boczkowski present a poster at the annual meeting of the Midwest Association for Public Opinion Research



Front cover of the edited volume



Mora Matassi presents a paper at the annual meeting of the Midwest Association for Public Opinion Research

## OUTREACH

### MEDIA IMPACT

In its first twelve months of existence, the work of the MESO team has been covered in 72 news articles. Forty-two of them were published in media and sites in Argentina, and 30 others overseas. In Argentina our work was mentioned in outlets such as *Clarín*, *La Nación*, *Perfil*, and *Infobae*. Overseas the work had repercussions in outlets such as *The Guardian*, *Politico*, *Univision*, and *La Presse*, from fourteen countries in the Americas and Europe--including Brazil, Canada, Chile, Cuba, Ecuador, Spain, the United States, Honduras, England, Italy, Mexico, Nicaragua, Sweden, and Uruguay.

### ARTICLES FOR THE GENERAL PUBLIC

Since December 2015 we have written seven articles for non-peer reviewed outlets: the *Nieman Lab* site of Harvard University, *Revista Anfibia* of the National University of San Martín in Argentina, and *Digital Bastion*. Taken together, these pieces have been accessed by more than 84,000 unique visitors.

### SOCIAL MEDIA PRESENCE

MESO maintains an active social media presence: its Facebook page currently has 914 followers; its Twitter account 1,183 followers; and its YouTube channel 61 subscribers.

