

The Center for the Study of Media and Society in Argentina (MESO), a joint venture of the University of San Andrés and Northwestern University, celebrates its third year of existence. During 2018, MESO continued growing as a hub for scholarship on media and society; a forum for academics and professionals in the areas of communication and culture; a center for talent development; and a node in an expanding international research network.

In terms of our scholarly output, this year we published five articles in peer-reviewed journals, presented eight papers at conferences in Latin America, Europe and the United States, and were invited to give more than a dozen seminars in universities in Argentina and abroad.

MESO is also an active forum for scholars and practitioners. The fourth annual conference had 67 submissions (90% more than the previous year) and 151 registered attendees (48% more than in 2017). In addition, we organized a methods workshop that featured presentations by academics from four Argentine universities. Finally, we hosted two public events in which leading scholars and practitioners discussed recently published books on the role of data science in social life, and on the relationship between United States President Donald Trump and the media.

MESO continued to consolidate its role in the development of young researchers this year. Our former coordinator Victoria Andelsman began a graduate program at University of Amsterdam, and our former research assistant Marina Weinstein did the same at Boston University. Mora Matassi, former coordinator, completed her master's degree at Harvard University, and entered a doctoral program at Northwestern University. Celeste Wagner started her third year in a doctoral program at the University of Pennsylvania.

We also solidified our position as a key node in a growing international research network. In 2018 we were responsible for the Argentine chapter of the Digital News Report of the University of Oxford. Moreover, we

became guest editors of two special issues: one on digital journalism in Latin America, for *Digital Journalism*, and another on digital media and democracy, for the annual publication of the *International Symposium on Online Journalism* of the University of Texas at Austin. In addition, the journal Cuadernos.info, published by Pontificia Universidad Católica of Chile, will include a special dossier with a selection of papers from the 2018 MESO Conference.

None of these national and international achievements would have been possible without the support of Universidad de San Andrés, and Northwestern University's School of Communication and its Center for Global Culture and Communication; the coordination of Victoria Andelsman, Silvana Leiva, Mattia Panza and Facundo Suenzo; and the assistance of Victoria Costa Paz, Delfina Ferracutti, Josefina Ferro, Rosario Giqueaux, Camila Giuliano, Iván Kirschbaum, Inés Melendez, Pilar Passon and Jeannette Rodríguez.

This report summarizes the progress made by MESO during its third year of existence. We are still going through the initial stages of what we hope will become a lasting and productive institutional development. We hope you will join us in our next steps.

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



### ARTICLES IN PEER-REVIEWED JOURNALS

Andelsman, V., & Mitchelstein, E. (2018). If it Bleeds it Leads: Coverage of violence against women and sexual and reproductive health in Argentina from 1995 to 2015. *Journalism Practice*, 1-18. <https://doi.org/10.1080/17512786.2018.1504628>

Boczkowski, P., Matassi, M., & Mitchelstein, E. (2018). How young users deal with multiple platforms: The role of meaning-making in social media repertoires. *Journal of Computer-Mediated Communication*, 23, 245-259.

Boczkowski, P., Mitchelstein, E., & Matassi, M. (2018). "News comes across when I'm in a moment of leisure": Understanding the practices of incidental news consumption on social media. *New Media & Society*, 20, 3523-3539.

Mitchelstein, E., & Boczkowski, P. (2018). Juventud, status y conexiones: Explicando el consumo incidental de noticias en redes sociales. *Revista Mexicana de Opinión Pública*, 13, 131-145.

Mitchelstein, E., Leiva, S., Giuliano, C., & Boczkowski, P. (2018). La política da que hablar: Engagement en las redes sociales de los sitios de noticias argentinos. *Cuadernos de la Información y la Comunicación*, 23, 157-173.

### CONFERENCE PRESENTATIONS

During 2018, we had presentations accepted at several conferences, including the annual meetings of the International Communication Association, the National Communication Association, and the American Sociological Association; the National Conference of Communication Studies Departments of Argentina, and the Symposium for the Tenth Anniversary of the Master's Degree in Cultural Industries of the Universidad Nacional de Quilmes.

### REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM

MESO was responsible for the chapter on Argentina of the Digital News Report of the University of Oxford's Reuters Institute for the Study of Journalism, published in June 2018. This chapter discusses issues

such as media ownership and audiences' trust in the news, and the impact of social networks and new communication devices.

### SEMINARS

During 2018, members of the MESO team made 16 presentations at various institutions, including Cornell University, London School of Economics, University of Warwick, American Bar Foundation, Torcuato Di Tella University, and TED en Español and TEDxRiodelaPlata.

### #ESPOP MEDIA DOSSIER

In October 2018, the Survey of Political Satisfaction and Public Opinion (ESPOP), directed by Diego Reynoso at Universidad of San Andrés, and MESO co-published a special dossier on media. The survey inquired about news and information consumption on different traditional and social media, including habits, preferences, and trust in the quality of information.



Victoria Andelsman presents the findings from her undergraduate dissertation at the annual meeting of the International Communication Association, May 2018. The article, written with Eugenia Mitchelstein, was later published in *Journalism Practice*.



Pablo J. Boczkowski at TEDxRiodelaPlata, November 2018.

### ANNUAL CONFERENCE 2018

The fourth edition of the MESO conference on media, culture and society in Argentina and Latin America, was held on October 19, 2018. This edition of the conference was sponsored by the Center for Global Culture and Communication of Northwestern University. Twenty-eight papers were accepted out of a total of 67 submissions. Presenters included scholars affiliated with institutions in Argentina, Brazil, Chile, Spain and the United States. The keynote speaker was Sebastián Galiani, professor at the University of Maryland, and former vice-minister of economy of Argentina, who presented a study, conducted jointly with Rafael Di Tella and Ernesto Schargrodsky, on persuasion through propaganda. There were 151 registered attendees at the Conference.



*MESO conference, October 2018*

### MEETINGS AT MESO

MESO organized two meetings for the general public in 2018. The first one featured Sandra González Bailón, professor at the Annenberg School for Communication of the University of Pennsylvania, who presented her book *Decoding the Social World: Data Science and the Unintended Consequences of Communication*. Pablo Martín Fernández, director of editorial innovation at Chequeado, was the moderator. In the second meeting, MESO co-director Pablo J. Boczkowski presented the book *Trump and the Media*, edited jointly with Zizi Paparachissi. Adriana Amado, journalist and director of the Center for Citizen Information, and Marcelo Leiras, professor and director of the Department of Social Sciences and independent researcher at CONICET, were the discussants.



*Adriana Amado, Pablo J. Boczkowski y Marcelo Leiras at the presentation of the book "Trump and the Media", October 2018.*

### METHODOLOGY WORKSHOP

MESO organized its third annual methodology workshop. This third edition was devoted to content analysis. Presenters included Natalia Arugueté (National University of Quilmes / CONICET), Natalia Raimondo Anselmino (National University of Rosario / CONICET), Silvia Ramírez Gelbes (University of San Andrés), Esteban Zunino (National University of Mendoza / CONICET) and members of the MESO team.



*Natalia Raimondo Anselmino presents her research at the methods workshop, April 2018.*

## OUTREACH

### COVERAGE ON NATIONAL AND INTERNATIONAL MEDIA

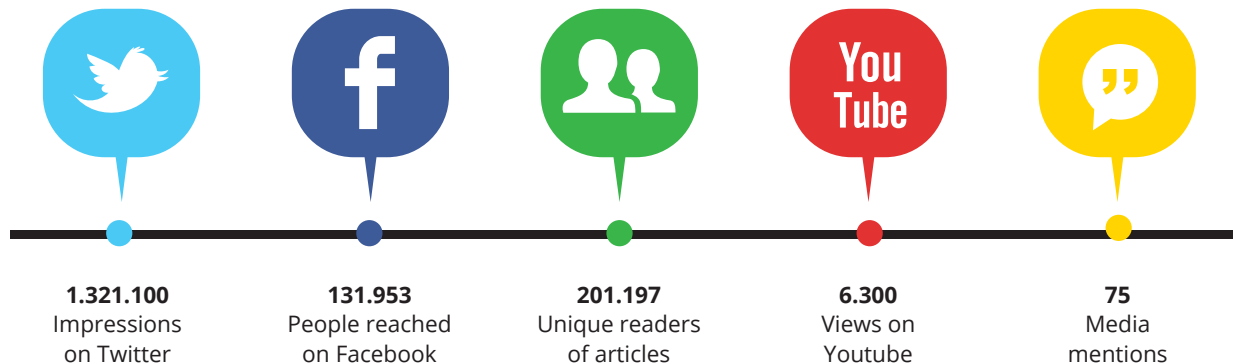
Between December 2017 and November 2018, research by the MESO team was covered on 75 occasions (more than 6 monthly mentions on average) by media in Argentina and overseas. The Argentine media include sites such as Infobae, Clarín, La Nación, Télam, Perfil, Página / 12 and BAE Negocios; radios such as Continental, Nacional, Metro, La Once Diez and Milenium; and podcasts of Wetoker and Anfibia. Abroad, MESO researchers were mentioned in media from 8 countries: Brazil, Chile, France, Germany, Mexico, the Netherlands, Paraguay, and the United States.

### MEDIA WRITING

During the past twelve months, we published fourteen articles on the following outlets: Infobae, Clarín, Perfil, Nieman Lab, and Revista Anfibia. All together these articles had more than 200,000 unique readers.

### SOCIAL MEDIA PRESENCE

MESO maintains an active presence on social media: the center's Facebook page currently has 1,512 followers (14% growth over the previous year), the Twitter account has 2,735 followers (54% growth), and the YouTube channel has 165 subscribers (40% growth).



infobae

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OPINIÓN

### Amor digital: las relaciones románticas en la era de internet

Eugenia Mitchelstein y Pablo J. Boczkowski

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