

A STUDY ON DIGITAL JOURNALISM IN BRAZIL

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ABSTRACT

Who are the precursors of digital journalism research in Brazil? How many theses and dissertations have already been presented on this topic? What is the profile of these publications? These are some of the questions that we intend to answer in this article which proposes to outline a preliminary survey of the studies carried out during the first decade of the development of this journalistic specialty in the country. Our assumption is that there are four research clusters located in the Northeastern, Central-Western, Southeastern and Southern Regions of the country.

KEY-WOROS Digital journalism; research; Brazil

1 ■ INTRODUCTION

To know the precursors of digital journalism research in Brazil and to outline a survey of the studies carried out during the last 10 years are the two objectives of this article. We intend to verify the institutions and country regions that are involved, to identify the number of theses and dissertations presented on the topic, as well as to chart the researchers' performance.

We work with the hypothesis that there are four *clusters*¹ of researchers distributed among the Northeastern, Central-Western, Southeastern and Southern Regions of the country in which studies of this specialty of journalism have developed in a stable and increasing way. These poles are represented by six researchers whom we have selected to begin our study of scientific production regarding digital journalism.

To define the six names that we mention here as the ones with more consolidated production and with major work in activities of research

and of advising in Postgraduate Programs, we used initially the database maintained by the Agency called "Coordination for the Improvement of University Level Personnel" (CAPES)² using the key words "online journalism" and "digital journalism" and then checked the résumé of the researcher in the Lattes³ platform. It was necessary to cross-check the information obtained in both databases because we identified some gaps in the researchers' production sometimes in one and sometimes in the other database. In the cases where we still had doubts even after searching in both databases, the researchers were personally contacted by e-mail.

The text is divided into three parts: first, a brief introduction of the researchers; second, their work in postgraduate programs and finally, their intellectual production (publications).

2 ■ THE RESEARCHERS

The six names selected, according to the criteria explained previously, to carry out this survey were the following: Claudia Irene Quadros (Universidade Tuiuti do Paraná - UTP), Elias Machado Gonçalves (Universidade Federal de Santa Catarina - UFSC)⁴, Elizabeth Saad (Universidade de São Paulo - USP), Marcos Palacios (Universidade Federal da Bahia - UFBA), Sebastião Squirra (Universidade Metodista de São Paulo - UMESP), and Zélia Leal Adghirni (Universidade de Brasília - UNB).

In the following table it is possible to observe the Degree, University and Country where the researcher obtained his academic degree. All the researchers did their postgraduate work in the area of Digital Journalism.

Table 1: Themes of texts with no focus on HIV/Aids in both newspapers

Researcher	Degree	University where the degree was obtained	Country	Year
Claudia Quadros	Doctor	Universidad La Laguna	Spain	1999
Elias M. Gonçalves	Doctor	Universidad Autonoma de Barcelona	Spain	2000
Elizabeth Saad	Reader	Universidade de São Paulo	Brasil	2001
Marcos Palacios	Post-Doctor	Universidade de Aveiro	Portugal	2003
Sebastião Squirra	Post-Doctor	University of North Carolina	USA	1996
Zélia L. Adghirni	Post-Doctor	Université Rennes	France	2000

According to Table 1 it is possible to conclude that the postgraduate work of these researchers was done mainly outside Brazil, especially in Europe (Spain, Portugal and France); only one of them obtained the degree in Brazil and another one in the United States of America.

3# PANORAMA OF PERFORMANCE IN POSTGRADUATE PROGRAMS

Cross-checking the information in the databases of both CAPES and CNPq, 52 works of either Master or Doctorate level were found, which were produced between 1998 and 2005. Of this amount, 28 works were advised by one of the researchers we are studying — that means more than 50%. In Table 2 it is possible to visualize the work of these researchers.

Table 2: Dissertations and Theses advised by the six researchers included in this study

Adviser	Masters	Doctorate	University	Total
Claudia Quadros	1 – 2004*	-	UTP	01
Elias M. Gonçalves	4 – 2003	-	UFBA	04
Elizabeth Saad	5 – 2003** 1 – 2002 1 – 2001	1 – 2004	USP	08
Marcos Palacios	1 – 2000 2 – 2002 2 – 2005	1 – 2003	UFBA	06
Sebastião Squirra	1 – 2002 1 – 2005	1 – 2003	USP*** / Umesp	03
Zélia L. Adghirni	1 – 2002 3 – 2003 1 – 2004 1 – 2005	-	UnB	06
TOTAL				28

* For Claudia Quadros we only included the dissertation *News Made to Measure! – personalized journalism on the Internet* because it was the only one that had in its title words that demonstrated the specialty of the work.

** For Beth Saad, we took into consideration the dissertations that she advised and that made reference to the words “information” and/or “journalism” in their title. Therefore, two dissertations were not included (*New Media: vicious circle syndrome: model evolution and appropriation among new and old media and Media convergence area, Digital TV*).

*** Professor Sebastião Squirra retired from USP in 1998. The institution is indicated here because it was there that in 2003 Walter Lima Junior defended the thesis, *Digital Media: the strength of journalistic practice in a new space*, that was advised by Professor Squirra.

In the Southeastern Region, the Universidade de São Paulo and Universidade Metodista are included, with Professors Elizabeth Saad and Sebastião Squirra as the ones most alluded to in the area; as to the number of publications, both have a total of 11 dissertations and theses in which they acted as advisers.

In Bahia, ten works were produced at the Universidade Federal da Bahia, but, up to the present, only one Doctoral thesis has been defended. This state has an exceedingly high performance in this field because since 1995 Professors Marcos Silva Palacios and Elias Machado Gonçalves have focused their research on Digital Journalism.

Zélia Leal is in the Central-Western Region, making the Universidade de Brasília one of the institutions with greater contribution to the development of research on online journalism. She began advising dissertations on the topic in 2002 and continues advising up to the present. In the Southern Region, Cláudia Quadros was perhaps the first Brazilian researcher to defend a thesis on online journalism in 1999 in Spain. Despite a smaller number of works advised until now, her research in the area, both in Brazil and in international research networks, and her publications rank her as the leader in the Southern Region.

The 24 remaining works were advised since 1998 in a sporadic way by 18 advisers divided among eight different universities as shown in the table below.

Table 3: Works advised by researchers not covered in this article

Adviser	Masters	Doctorate	University	Total
Antônio Hohlfeldt	1 – 2002	-	PUCRS	01
Elizabeth Moraes	1 – 2003	-	UMESP	01
Erick Felinto de Oliveira	1 – 2004	-	UFRJ	01
Francisco Menezes	2 – 2001	-	PUCRS	02
Gisela Ortriwano	1 – 2000	-	USP	01
José Luiz Proença	-	1 – 2002	USP	01
Julio César Machado Pinto	1 – 2000 1 – 2001	-	UFMG	02
Julio Plaza	1 – 1999	-	UNICAMP	01
Juremir Machado da Silva	1 – 2001	-	PUCRS	01
Luiz Fernando Santoro	1 – 2003 2 – 2004	-	USP	03
Marcia Benetti Machado	1 – 2003	-	UFRGS	01
Marília Levacov	1 – 1998 1 – 2004	-	UFRGS	02
Manuel Carlos Chaparro	1 – 2002	-	USP	01

Mohammed Elhajji	1 – 2003 1 – 2004	-	UFRJ	02
Nelly de Camargo	-	1 – 2001	UNICAMP	01
Sergio Capparelli	1 – 1998	-	UFRGS	01
Raquel Paiva	1 – 1999	-	UFRJ	01
Ronaldo Henn	1 – 2003	-	UNISINOS	01
TOTAL				24

The data from CAPES allow us to infer that the first dissertations on online journalism were produced at the Universidade Federal do Rio Grande do Sul (UFRGS) and were concluded in 1998, and soon afterwards we can find works advised at the Universidade Federal do Rio de Janeiro (UFRJ) and UNICAMP. The first doctorate thesis was defended at UNICAMP in 2001. We should mention that the pioneer works presented in Postgraduate Programs were not advised by any of the six researchers covered by this study as demonstrated by the two Tables above.

Combining the data from tables 2 and 3 we can establish a ranking by institution concerning the amount of work produced on digital journalism. In this way, we have the following table:

Table 4: Number of works and institutions where they were presented.

University	Number of Works
USP	17
UFBA	10
UnB	06
UFRGS	04
PUCRS	04
UFRJ	04
UFMG	02
UNICAMP	02
UNISINOS	01
UMESP	01
UTP	01
TOTAL	52

To evaluate the progress of the research in the institutions and the development of the investigations in the regional clusters, we once more checked, compared and analyzed the information obtained from the databases of both CAPES and CNPq.

Table 5: Advising activities that are now underway. in this study

Adviser	Masters	Doctorate	University	Region	Total
Claudia Quadros	03	-	UTP	Southern	03
Elias M. Gonçalves	-	01	UFBA	Northeastern	01
Elizabeth Saad	1	03	USP	Southeastern	04
Juremir Machado da Silva	-	01	PUCRS	Southern	01
Marcos Palacios	02	03	UFBA	Northeastern	05
Sebastião Squirra	-	-	Umesp	Southeastern	-
Zélia L. Adghirni	-	01	UnB	Central-Western	01

We have a total of 15 advising activities underway, with six of them at UFBA, four at USP, four in the Southern Region (three at UTP and one at PUCRS) and one at UNB.

From the Table above we can see that more theses than dissertations are being written, which on one hand demonstrates the maturity of the research in the area but, on the other hand, raises questions about the possible decrease in interest in the topic among students in Masters Programs.

It is also possible to perceive the regularity of the research that in fact is concentrated in the cluster in the State of Bahia with Marcos Palacios (with five works advised) and Elias Machado Gonçalves, reaffirming the leadership of the Northeastern Region. In the Southeastern Region, Elizabeth Saad stands out, while Sebastião Squirra appears at the moment without any works advised in digital journalism. In the Central-Western Region we have Zélia Leal and in the Southern Region Claudia Quadros. Juremir Machado Silva in the Southern Region appears to be advising a second work in digital journalism.

4■ PUBLICATIONS SURVEY

In this part of our work we talk about the publications by the six researchers studied that were available in June 2005 in their Lattes platform résumés⁵. It is important to note that works published in different languages would count twice, not because of the translation work but, above all, due to their impact on a wider audience. Articles that were published in a specialized periodical and afterwards included as a book chapter were also considered different productions.

The following table indicates the production of articles, books (organized or written by the researcher) and book chapters.

Table 6: Quantitative data regarding the researchers studied⁶.

Researcher	Scientific Articles	Books	Book Chapters	Total
Claudia Quadros	08	01	01	10
Elias M. Gonçalves	12	04	04	20
Elizabeth Saad	06	02	02	10
Marcos Palacios	08	03	07	18
Sebastião Squirra	06	01	-	07
Zélia L. Adghirni	03	-	03	06

Next, we present some general comments about the production of each researcher.

4•1 CLAUDIA QUADROS

Her doctorate thesis mentioned earlier was later published as a book by the Universidad La Laguna publishing house. Her other works were published in Spain (*Ámbitos, Revista Latina de Comunicación and Quaderns Digitals*) and in Brazil (*E-compós, 404 notfound and Em Questão*).

In her articles published in specialized periodicals, Quadros reflects on the reconfiguration in communication methods, ethics, new practices of digital journals, as well as on the possibilities created by technological improvements and by emerging systems. Her work aims to contribute to the historical record of the state of the art in digital journalism.

Table 7: Claudia Quadros authorial production in brief.

Title	Year	Type	Author	Country
Journalists and Electronic Newspapers: professional requirements in the Net.	2005	Book	Individual	Spain
A Brief Historical View of Online Journalism.	2002	Chapter	Individual	Brazil
Blogs and the Transformations of Journalism.	2005	Article	Co-author	Brazil
Ten Years after Digital Journalism Boom	2005	Article	Individual	Brazil
Databases: the extensive memory of Journalism.	2005	Article	Individual	Brazil
Reader Participation in Web-Journalism.	2005	Article	Individual	Brazil
Clinton-Lewinsky: The Conflict about to begin in the Web Community.	2003	Article	Individual	Spain
Discussion about Ethics in Digital Journalism	2000	Article	Individual	Spain
Clinton-Lewinsky: The Conflict Raised on the WEB	1999	Article	Individual	Spain
To Be Digital: a new challenge for journalists.	1999	Article	Individual	Brazil

4•2 ELIAS MACHADO GONÇALVES

Before he started his doctorate, he had already worked in the area in the mid-nineties with Marcos Palacios who was also a professor at UFBA. He is now the President of the Brazilian Society of Researchers in Journalism (SBPJor). Elias Machado Gonçalves is distinguished by his initiatives aiming at the development of research in journalism to increase international interchange and his center of interest is digital journalism. In recognition, the scientific community in 2006 awarded him the "Luiz Beltrão Communication Science Award"⁷, in the category of emerging leadership.

Of the 12 articles published on digital journalism, five were written together with a postgraduate degree candidate being advised and/or with another researcher. The works were published in Spain (*Zer - Revista de Comunicación and Scripta Nueva*), in Mexico (*Razón y Palabra*) and in Brazil (*Pauta Geral, Textos de Cultura e Comunicação and Comunicação e Sociedade*). The majority of his production, including papers presented in congresses, is available on the Internet at the site belonging to the Research Group on Online Journalism⁸ or at the Online Library of Information Science⁹.

Machado's work concerns the systematization of digital journalism investigations, the low value given to applied research in Brazil, the effects of technology on the means of communication, the new production and distribution systems of the news, and the new narrative structure in cyberspace. The impact of his work can be observed in the results from *Google Scholar*, a search engine limited exclusively to scientific papers: there are hundreds of investigators who quote the research developed by the author.

Table 8: Elias Machado Gonçalves authorial production in brief.

Title	Year	Type	Author	Country
Cyberspace as a source for journalists.	2003	Book	Individual	Brazil
Digital Journalism Models.	2003	Book (org.)	Co-author	Brazil
The News Structure in Digital Networks [Micro-format]: a study of technological metamorphosis consequences in journalism.	2001	Book (micro-format)	Individual	Spain
Internet Journalism Manual – Basic Notions, Concepts and a Guide of Main Digital Journal Publications in Brazil and Overseas.	1997	Book	Co-author	Brazil
Communication and Information – The Global and the Local in Austin and Salvador.	2005	Chapter	Co-author	Brazil
Content production models in digital journalism in Bahia - Brazil.	2004	Chapter	Co-author	Portugal
Production Models in digital journalism in Bahia – Brazil.	2003	Chapter	Co-author	Brazil
Changing concepts of time 50 years later –the contribution of Harold Innis to the study of digital journalism	2003	Chapter	Individual	Brazil
The digital journalism teaching experience at FACOM/UFBA 1995/2005.	2006	Article	Co-author	Spain
A Multi-user journal, decentralized and multi-media. The case of Panopticon Platform	2005	Article	Co-author	Brazil
A Laboratory Journal: multimedia, multi-user and decentralized. The case of Panopticon Platform.	2006	Article	Co-author	Mexico
Narrative Genres in digital journalism in Bahia - Brazil.	2003	Article	Co-author	Brazil
The Intranet as a management model in digital journalism.	2004	Article	Individual	Brazil
The journal as the epicenter in news circulation networks.	2002	Article	Individual	Brazil
The Entanglement in Cyberspace.	2002	Article	Individual	Brazil
News circulation in digital networks.	2000	Article	Individual	Spain
The new editing concept in digital journalism.	2000	Article	Individual	Portugal
Digital journalism in a global market.	1998	Article	Individual	Brazil
Three personalized journalism models on Internet - Fishwrap, Pointcast and CRAYON.	1996	Article	Co-author	Brazil
Upright news production in digital journalism.	1996	Article	Individual	Brazil

4•3 ELIZABETH SAAD

Elizabeth Nicolau Saad Côrrea must be referred to when we talk about journalism and business on the web. With her doctorate in Communication Sciences, obtained in 1994, she combined technology, journalism and market to conduct an analysis of a State Agency. To receive the title of Reader, which she obtained in 2001, she presented the study, "The disassemble strategies", on the use of different strategies by information companies on the Internet. Part of this work can be found in the book *Digital media strategies*, published in 2003. Using Brazilian and international examples such as *The New York Times*, *Financial Times*, *Mercury Center*, *Uol*, *O Estado de São Paulo*, *Grupo Abril* and *Organizações Globo*, the author conducts an analysis of models and strategic processes related to digital information. The book proposes to reflect on the actions of communication companies in the digital era. In general, Saad reinforces the "impossibility of ready-made recipes when talking about Internet operations" (2003, p. 26) and assumes that all companies in the XXI Century should integrate with the Internet as a normal daily activity.

Of her seven scientific articles, six were published in Brazilian magazines: *Revista da USP*, *Pauta Geral*, *Novos Olhares* and *Brazilian Journalism Research*. One appeared in the Mexican magazine *Razón y Palabra*.

Table 9: Elizabeth Saad authorial production in brief.

Title	Year	Type	Author	Country
Digital Media Strategies, Internet, information and communication.	2003	Book	Individual	Brazil
On the Rise – The first online guide for economic journalism.	1998	Book	Co-author	Brazil
Digital information language: conceptual reflections and a systematization proposal.	2005	Chapter	Individual	Brazil
The cyber-journalist era.	2000	Chapter	Individual	Brazil
Contemporary journalism in Brazil: digital media as a link between the crisis and the search for a new identity.	2005	Article	Individual	Mexico
Contemporary journalism in Brazil: digital media as a link between the crisis and the search for a new identity.	2005	Article	Individual	Brazil
The right to information and the duty to inform.	2003	Article	Individual	Brazil
Strategic architecture on the horizon in the cognitional land of digital information.	2001	Article	Individual	Brazil
The Brazilian journalist in the information society: a reality reporter, a virtuality architect.	1999	Article	Individual	Brazil
Journalism and competitiveness: the case of the State Agency.	1997	Article	Individual	Brazil

4•4 MARCOS PALACIOS

The most experienced researcher among those selected, Marcos Silva Palacios, began investigating digital journalism in 1995. His production on the topic reflects on teaching, methods, narrative and technology.

In 1996, together with Elias Machado Gonçalves, professor at the Universidade Federal da Bahia at the time, he made available on the web the **Online Journalism Manual**, as part of the material developed in the Online Journalism Workshop, given for undergraduate students the previous year. At that time, digital journals were beginning to proliferate, and the discussions, in the academic world and in the market, about the possibilities of the Internet for the development of journalism were still tentative. The partnership with Elias Machado Gonçalves produced other studies and publications. In 2003, they edited the book **Digital Journalism Models**. The chapters were the result of research carried out by the members of the Online Journalism Research Group (GJOL)¹⁰.

He has eight published articles, three of them in international magazines: *Razón y Palabra* (Mexico), *Zer Revista de Comunicación*

(Spain) and *Comunicarte* (Portugal), and five in Brazilian magazines: *Pauta Geral*, *Textos de Cultura e Comunicação*, *Jornalismo Cultural* and *E-Compos*. The articles were mostly produced together with GJOL members and reported the results of studies carried out by the research group.

Table 10: Marcos Palacios authorial production in brief.

Title	Year	Type	Author	Country
Online Journalism Manual	1996	Book	Co-author	Brazil
Internet Journalism Manual.	1997	Book	Co-author	Brazil
Digital Journalism Models.	2003	Book (org.)	Co-author	Brazil
Comments on the Web news format study: the link as a Para-textual element.	2002	Chapter	Co-author	Brazil
Online Journalism, Information and Memory: notes for debate.	2003	Chapter	Individual	Portugal
Three Digital Journalism Models	2003	Chapter	Co-author	Brazil
Three Digital Journalism Models	2003	Chapter	Co-author	Brazil
Rupture, continuity and potentialization in online journalism: the memory place.	2003	Chapter	Individual	Brazil
Journalism in a plural environment? Discussion notes about the Internet as a support for journalistic practice.	2004	Chapter	Individual	Brazil
The Use of Photography in Online Journalism in Salvador and Austin: first elements of a comparative analysis	2004	Chapter	Co-author	Brazil
Personalized Journalism on the Internet.	1996	Article	Co-author	Brazil
Comments on the Web news format study: the link as a Para-textual element.	2002	Article	Co-author	Brazil
Charting the Characteristics and tendencies of Brazilian and Portuguese online journalism	2002	Article	Co-author	Portugal
Producing Journalism in hybrid networks: discussion notes about the Internet as media support.	2003	Article	Individual	Brazil
A Multi-user journal, decentralized and multimedia. The case of Panopticon Platform	2005	Article	Co-author	Brazil
The digital journalism teaching experience at FACOM/UFBA 1995/2005.	2005	Article	Co-author	Spain
Natura non facit saltum: Promises, ranges and limits in online journalism and hyper-fiction development.	2005	Article	Individual	Brazil
A Laboratory Journal: multimedia, multi-user and decentralized. The case of Panopticon Platform	2006	Article	Co-author	Mexico

4•5 SEBASTIÃO SQUIRRA

Sebastião Squirra is the author of the first book about journalism in digital networks published in Brazil, in 1998, with the title, *Online Journalism*. This work was the result of his doctorate at the University of North Carolina, USA. Most of his production is about television. On digital journalism, besides the book mentioned, he has written six articles, five of them published in Brazil and one in Bolivia. The earliest one, from 1995, describes the importance of the Internet for communication. Four other articles are from 1998, the same year the book was published, and they present the tendencies of journalism in cyberspace. In the most recent one, in 2002, Squirra connects telejournalism and the Internet.

Table 11: Sebastião Squirra authorial production in brief.

Title	Year	Type	Author	Country
Online Journ@lism.	1998	Book	Individual	Brazil
Telejournalism on the Internet	2002	Article	Individual	Brazil
Journalism in Cyberspace.	1998	Article	Individual	Bolivia
Future Journalism.	1998	Article	Individual	Brazil
Journalism in Cyberspace..	1998	Article	Individual	Brazil
A Trip to the Cyberspace world.	1998	Article	Individual	Brazil
Internet.	1995	Article	Individual	Brazil

4•6 ZÉLIA LEAL ADGHIRNI

The journalist's role in the productive routines at communication companies is the main focus of investigations carried out by Zelia Leal Adghirni. Her articles usually deal with the reconfigurations in methods and with the changes in professional routines caused by technological effects as well as by socio-cultural, political and economic changes. While analyzing online editorship in Brasilia and contrasting it with other Brazilian and international realities, she follows the dictum to think globally but act locally.

In *Online Journalism: in search of real time*, Adghirni analyzes the stubborn search for faster means of communication, emphasizing the changes in productive routines at digital workplaces and consequently in the final products due to this new acceleration in timing. The researcher questions whether the journalist (day analyst) is not instead an immediatist (instant analyst) of the news.

Table 12: Zélia Leal Adghirni authorial production in brief.

Title	Year	Type	Author	Country
Online Journalism: in search of real time.	2002	Chapter	Individual	Brazil
La presse en ligne au Brésil.(Online Journalism in Brazil)	2002	Chapter	Individual	France
Online Journalism and the Journalists' Professional Identity.	2002	Chapter	Individual	Brazil
La presse en ligne au Brésil: temps réel et réalité (Online Journalism in Brazil: real time and reality)	2002	Article	Individual	France
Online Information: journalist or content producer?	2002	Article	Co-author	Brazil
Online Journalism and the Journalist's Professional Identity.	2001	Article	Individual	Brazil

5■ FINAL COMMENTS

A survey of this sort, with a quantitative focus, is not a complete work but an initial step: the systematic enumeration of studies in the field of digital journalism carried out in Brazil during its first decade.. Although it is a simple preliminary survey, we have identified some significant aspects of this scene.

We have studied three post-docs, one reader and two doctors. We found that the education of the pioneer researchers was for the most part accomplished outside Brazil, especially in Europe (Spain, France and Portugal), and only one researcher got his degree in the United States and another in Brazil. This pattern was also reflected in the number of publications published outside Brazil: Spain (eight), Portugal (three), Mexico (three), France (two) and, Bolivia (one). None of the researchers indicated in their Lattes Platform résumés any work published in the United States.

Another observation is that in the Northeastern (State of Bahia) regional cluster, the coordinators of the Online Journalism Research Group had the greater incidence of text production in co-authorship. This probably means the development of teamwork in the research group.

Through our findings, we verified that of the 52 works (dissertations and theses), 28 were advised by one of the six researchers, that is, 53.8 % of the total. The other 24 works were divided among 18 other advisers. We also found that the works being carried out at the moment are divided into six dissertations and nine theses, which indicates the maturity of research in the area. These works, however, are not divided equally

among the researchers; 12 of the 15 works now underway are under the direction of only three researchers: Marcos Palacios (two masters and three doctorates), Elizabeth Saad (one masters and three doctorates) and Claudia Quadros (three masters). The other researchers are advising only one work, and Sebastião Squirra is not advising any work at the moment.

From this overview, we intend to continue studying the course of digital journalism research in Brazil, not only in a quantitative way but also using a qualitative approach that would allow us to present and analyze the investigations developed by the Brazilian researchers.

NOTES

- 1 See: ARAÚJO, Denize. (2006). *Studies on Communication and Cyberculture in Brazil: concepts, tendencies and clusters*. (article not yet published by the author).
- 2 Link: http://www.capes.gov.br/capes/portal/conteudo/10/Banco_Teses.htm.
- 3 Link: <http://buscatextual.cnpq.br/buscatextual/index.jsp>
- 4 In June 2006, the researcher moved to Universidade Federal de Santa Catarina (UFSC) after more than ten years of work at Universidade Federal da Bahia – UFBA).
- 5 We have analyzed the researchers' résumés without any questioning of their completeness. We have only recorded the items in them.
- 6 We have taken into consideration only the published production of scientific articles, books (written or organized) and book chapters. We would not have space in this article for works that were presented at scientific events.
- 7 This is an award that is given annually by the Brazilian Society of Interdisciplinary Studies in Communication (Intercom) to researchers and scientific institutions.
- 8 Link: <http://www.facom.ufba.br/jol>

- 9 Link: <http://www.bocc.ubi.pt>
- 10 Research group coordinated by Palacios and Machado at the Universidade Federal da Bahia and registered with the National Council for Scientific and Technological Development in 2001.

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