

CONTENTS

- 1 **Transformation of the News Media Industry in the Global South** 1
Ramón Salaverría and Mathias-Felipe de-Lima-Santos
- 2 **The New Praxeology of Digital Journalism in Latin America: Media Organizations Learn How to Walk by Running** 23
Lucia Mesquita and Kamila Fernandes
- 3 **In a Search for Sustainability: Digitalization and Its Influence on Business Models in Latin America** 55
Mathias-Felipe de-Lima-Santos and Lucia Mesquita
- 4 **The Strategic Value of Data Journalism** 97
Mathias-Felipe de-Lima-Santos and Lucia Mesquita
- 5 **Audience Metrics and News Decisions** 137
Silvia-María Corzo and Ramón Salaverría
- 6 **Do You Help Us Make the News? A Discussion of the Uses of User-Generated Content by News Sites in Latin America** 163
Gabriela Gruszynski Sanseverino and Giuliander Carpes

7	News Consumption Through Social Media and Messaging Applications	195
	Giuliannder Carpes and Gabriela Gruszynski Sanseverino	
8	A Challenging Future for the Latin American News Media Industry	229
	Mathias-Felipe de-Lima-Santos and Lucia Mesquita	
	Index	263