

The Connectivity as Value Strategic: The Development the Digital Media in Bolivia

Kruzkaya Ordóñez^a, Abel Suing^b, María Isabel Punín^c and Mishell Jaramillo
Department of Communication, Universidad Técnica Particular de Loja, San Cayetano Alto, Loja, Ecuador

Keywords: Digital Convergence, Digital Media, Conectividad, Internet, Bolivia.

Abstract: Access to the Internet is accepted by the United Nations as a human right. This declaration states that all countries must guarantee Internet access and freedom of expression for all people. In this sense, Bolivia has experienced remarkable progress, so, between 2015 and 2017 Internet access covered 45%, with more incidence in the urban area, but there is still a need to provide a higher coverage of this service, to more than half of its habitants. A pending issue is the enlargement of connectivity coverage. This scenario and conditions allow the performance analysis of Bolivian digital media. The research study is focused on eight native and traditional media that have been uploaded to the web. The methodology used is mixed (qualitative and quantitative) through an extended file. The file includes indicators such as: media morphology, accessibility, interactivity, hypertextuality, multimedia, constant updating, usability, new trends in journalism, presence in social networks and digital platforms as content support.

1 INTRODUCTION

Digital convergence has meant that more than 55% of the world's population have access to the web (Internet World Stats, 2018) and is involved in a digitalization process in several ambits. According to Mayer (2011), "Internet has gradually and unstopably gained ground in all spheres of our lives, from leisure and entertainment activities to the way in which social relations are established, constituting a source of information"

Variations in the digital field are different in each nation, some present greater obstacles to their development, richer countries tend to be globally connected in terms of depth and breadth, while countries with geographical locations that do not have access to the sea have a negative association of connectivity (Ghemawat and Altman, 2016).

The deployment of the Internet allows people to be connected and access information of all kinds. This has led to the massive use of smart devices that help improve the quality of life in the population in personal and professional environments. Among the

business models that have emerged from connectivity is Crowdfunding, social solutions, digital entrepreneurship and digital applications (Ortiz and Rojas, 2014).

In the digital context the connectivity according to the Report 2018, Mapping your transformation into a digital economy, published by Global Connectivity Index (GCI), Bolivia reached a score of 25 that is to say, it was placed in the classification between 20 -24 of the nations that are in the stage of development of the TIC infrastructure and pending to expand connectivity coverage so that more people can access and be an active part of the ecosystem and the digital economy.

Bolivia this evaluation in spite of has remarkable progress, so, between 2015 and 2017 the enlargement of Internet in this nation covered 45%, with more incidence in the urban area, but there is still a need to provide and favour this service to more than half of its in habitants.

In addition, Bolivia, among the countries of the Andean Community, the lowest score in terms of connectivity compared to Colombia, which registers 39 points, followed by Peru with 37 and Ecuador with

^a <https://orcid.org/0000-0002-2360-8188>

^b <https://orcid.org/0000-0002-4234-5926>

^c <https://orcid.org/0000-0002-2117-6991>

31 (GCI, 2018). These three countries have the highest GDP growth in terms of investment in the TIC infrastructure. In this approach, Bolivia must attend the growing demand for high-speed connectivity to facilitate the digitalization of the industry and economic growth.

In this way, the selection of the Bolivian territory is justified to raise the study on the performance of the cybermedia. It also looks at the limitations it has for the deployment of the Internet added to the lower levels of connectivity, caused by the lack of infrastructure because that the country is surrounded by land, that has been situation that has been occurring since 1879 (Los Tiempos, 2018).

Having no access to the sea reduces the ability to connect submarine fiber optic cables. Therefore, Bolivia requires alliances with other countries in order to act as intermediaries to facilitate connection to its citizens, however, this generates a high cost in Internet rates (Salaverría, 2016).

This is the scenario, at the technological level, that is presented for evaluate the digital media in Bolivia, and the study itself sets out the objectives: 1) to observe the architecture of information, 2) to know how digital media are developed in the framework of transformation digital and its adaptation to the process with its web information services and the lacks that are detected.

2 METHODOLOGY

The study of digital media in Bolivia use as a reference the studies carried out by Said and Arcila (2011) "Cybermedia in Latin America and Web 2.0". The methodology used is mixed (qualitative and quantitative) through an extended file. The file includes indicators such as: media morphology, accessibility, interactivity, hypertextuality, multimedia, constant updating, usability, new trends in journalism, presence in social networks and digital platforms as content support.

The selection the sample is established on the basis of the ranking "Top sites by country" (Alexa 2018). "To determine the ranking [...] Alexa estimates the average number of visits and impressions per day" (Digital Guide, 2017), and for obtain the registration of the domain of the pages digital tool was used Who is Lookup (table 1). The digital media for study are: El Deber (Santa Cruz), Los Tiempos and El Diario (Cochabamba), and to Bolivia TV, La Razón digital, El Erbol Digital, Red Bolivisión and Radio Panamericana (La Paz).

Table 1: Sample of Bolivian digital media and its technological convergence.

Media	URL	Creation on line	Sector
M1- El Deber	http://eldeber.com.bo	1998	P
M2- Los Tiempos	http://lostiempos.com	1996	P
M3- Bolivia Tv	http://www.boliviavt.bo/sitio/	2009	PDTV
M4- La Razón	http://la-razon.com/	1997	P
M5- El Erbol Digital	http://www.erbol.com.bo/	2002	PND
M6- Red Bolivisión	http://www.redbolivision.tv.bo/	2012	PDTV
M7- El Diario	http://www.eldiario.net	1997	G
M8- Radio Panamericana	http://panamericana.bo	2004	PDR

Identification code of digital media: M1,M2, M3...

Sector Code: P- Prensa, PDTV- Portal Digital de Tv., ND Nativo Digital, G -General, PDR- Portal Digital Radio.

In the extraction of the information was used the method of the single week in the period understood from September 3 to September 7, 2018. And a week composed from September 3 to September 28, 2018.

In the processing of data was applied a model validated in the study to the web pages of local channels in Ecuador, entitled "Local television and the strategic use of the Internet: Analysis of the sites of the channels of Zone 7 of Ecuador" Ordóñez, Rodríguez, Campos and Ramón published in 2017, which establishes, for each indicator, a score of 0 in case of non-compliance and 1 to 10 if it complies.

2.1 Morphological Aspects of Evaluation

A set of indicators (table 2) were used to know the structure of the information and the organization of the digital media. The morphology, accessibility, was observed, which raises "the possibility that a web product or service can be accessed and used, for as many people as possible, [independent] from the limitations of the individual or the derivatives of the context of use" (Hassan Montero and Martín Fernández, 2003).

For the digital media the access and use of information is a key aspect to gain audience therefore usability, "must be centred on the user to making to a software to perform a task from orders and input data and valid output, performance that should be satisfactory for the user; what is equivalent to saying, simple, easy to learn and efficient" (Serrano Mascarague, 2009).

The hypertextuality that is measured by the existence "of hyperlinks embedded in the conventional text entries of the site, which communicate the user to other websites or multimedia

languages". By multimedia is conceived to the forms, that is, text, sound, fixed and animated image, in the same environment, and in a juxtaposed or integrated manner" (Abadal and Guallar, 2010).

Table 2: Cybermedia evaluation indicators.

Macro indicators	Specific indicators
Morphology of the medium	Headboard, logo, horizontal, vertical or mixed menu, sections, cover news, headlines, number of news, photographs, videos, advertising banners, icons and microsites.
Accessibility	Simple search, advanced, newspaper library, site map, multi-language, description of photos, listen to option, font size, high contrast, adaptable content.
Usability	RSS, Newsletter, registration, download option (with free or paid application), free subscription or payment.
Hypertextuality	Author of the news, specific author, printed version, internal link to related news, external link, images or others, tags (tag or categories), sponsored content.
Multimediality	Illustrations, photographs, infographics, audio, video, narrative duplicity, live coverage.
Interactivity	Blogs, blog users, comments, share, contact author, forums, chat, news, most read content, social bookmarking, surveys, services, letters to the director.
Constantly updated	Current time, last minute section.
New trends in journalism	Immersive journalism, data journalism, open data, mojo journalism, drone journalism, mashup.
External indicators	
Presence in social networks and digital platforms as content support	

This digital structure is completed with the interactivity that becomes a key indicator of evaluation, due to the feedback that is established with the user and between the same audience "is the ability of action of the user on the multimedia product that is presented" (López, Gago and Pereira, 2002).

To conclude with the observation of digital media, it was considered aspects such as constant updating, due to the fact that the "renewal or update of the contents of the cybermedia converts them into means free of any periodicity or regularity [...], [facilitating] the cumulative information flow" (Salaverría, 2009).

Finally, aspects related to the new journalistic tendencies are evaluated with which the media have the possibility of presenting immersive research

works, data processing and visualization of findings through infographics or graphics; journalistic coverages made with technologies such as smartphones, drones and use of other digital sources through links or web resources used to complete information. All this in addition to external indicators, to measure presence in social networks and digital platforms.

3 ANALYSIS AND DISCUSSION

The Bolivian cybermedia, despite the connectivity problems that the country has landlocked, and high Internet service costs, have expanded and use technology as an effective information mechanism inside and outside their territory.

The benefits of the Internet for traditional media such as digital natives are an opportunity. The results in terms of the morphology of the media, with the basic indicators (0 to 6) which shows a complete compliance by the number of values is Bolivia Tv. The means that report 4 compliance values and 1 of no compliance are: Los Tiempos (M2), La Razón (M4), El Erbol Digital (M5), Red Bolivisión (M6), El Diario (M7), Radio Panamericana (M8) and El Deber (M1). These media present a classic design, the distribution of the information they provide is expanded in horizontal menus and leave aside the use of vertical or mixed menus to display the information hosted on the website.

Table 3: Morphology of the digital media.

	Headboard	Logo	Horizontal menu	Vertical menu	Mixed menu	Sections	Total
M1	1	1	1	0	0	1	4
M2	1	1	1	1	1	1	6
M3	1	1	1	0	0	1	4
M4	1	1	1	0	0	1	4
M5	1	1	1	0	0	1	4
M6	1	1	1	0	0	1	4
M7	1	1	1	0	0	1	4
M8	1	1	1	0	0	1	4

Likewise, the media morphology indicator included information regarding cover news, featured headlines, number of news, photographs, audios, videos, advertising banners, number of icons, microsites.

The media that presented an acceptable performance according to the accounting of more

than one thousand records (in the month of observation) are: La Razón (M4), Los Tiempos (M2), El Erbol Digital (M5) and El Deber (M1), while those that obtained less resources are: Bolivia Tv, El Diario, Red Bolivisión (M6) and Radio Panamericana (M8). In the monitoring it was evident that, each journalistic note includes photographs that support the information, however, there is little use of audios as a multimedia resource, except Radio Panamericana (M8), which by its nature works with this format.

Table 4: Morphology of the information indicators.

	M1	M2	M3	M4
Cover News	7	7	7	7
Featured headlines	6	0	7	3
News	525	160	493	380
Photographs	672	198	670	622
Audios	0	0	0	6
Videos	54	160	102	11
Advertising banners	13	0	0	48
Icons	56	32	64	0
Microsites	0	0	7	7
Total	1337	562	1354	1088
	M5	M6	M7	M8
Cover News	0	7	7	7
Featured headlines	0	2	0	7
News	144	272	143	496
Photographs	216	262	159	532
Audios	0	0	8	0
Videos	133	0	24	123
Advertising banners	0	0	0	18
Icons	0	0	6	72
Microsites	0	15	22	30
Total	497	562	373	1288

On the other hand, the presence of advertising banners was recorded in three media outlets: El Erbol Digital (M5), El Deber (M1) and Los Tiempos (M2) 13, which allows us to deduce that Bolivian cybermedia do not yet consider websites as models of advertising sustainable business.

The advertising is displayed in sections independently of the main information, the user can observe the publicity when he needs it. Classified ads, sale of motorcycles, cars, real estate, among others, are presented. As additional services, information related to the weather, peak day and license plate when vehicles can be mobilized, monetary quotations, among other aspects, are incorporated.

3.1 Accessibility

With respect to accessibility (table 5) taking into account the evaluation criteria of this indicator from 0 to 12, the medium that obtains 8 compliance values, with simple search, newspaper library, site map, description of photos, size option of letter, content adaptable, operability on the web and link to the main page, is the digital medium La Razón (M4); to this medium, as to the remaining seven, they still need to implement an advanced search, an option to listen and high contrast elements that help improve accessibility for anyone, including those with some kind of visual or auditory disability. In addition, the criteria evaluated and existing in the pages allow these to be perceived and be operable by the user.

The media that present 7 compliance indicators and 5 non-compliance indicators are: Los Tiempos (M2), Bolivia Tv (M3), El Diario (M7) and El Deber (M1). And those that are less accessible, that is to say they present 6, 5 and 4 values of fulfillment are El Erbol Digital (M5), Red Bolivisión (M6) and Radio Panamericana (M8).

Table 5: Accessibility of digital media.

	Simple search	Advanced search	Newspaper library	Site Map	Multi language	Description of photos
M1	1	0	1	1	0	1
M2	1	0	1	1	1	1
M3	1	0	1	1	0	1
M4	1	0	0	1	0	1
M5	1	0	0	1	1	0
M6	1	0	1	0	0	1
M7	1	0	0	0	0	0
M8	1	0	0	1	0	1
	Option to listen	Letter size	High contrast	Content adaptable	Operability of the web	Link home Page
M1	0	0	0	1	1	1
M2	0	0	0	0	1	1
M3	0	1	0	1	1	1
M4	0	0	0	1	1	1
M5	0	0	0	0	1	1
M6	0	1	0	1	1	1
M7	0	0	0	1	1	1
M8	0	1	0	1	1	1

It is highlighted that, all the cybermedia evaluated have private ownership, except Bolivia Tv (M3) public medium is operates under the economic model of subsidies with state contribution and self-financing

and in order to meet its objective of public good, investment the digital must be greater, and with that, achieve compliance with the 12 indicators.

3.2 Usability

In the evaluation the medium that registers 3 values of compliance and 4 they do not comply, considered the highest rank of the observation (0 to 7) is Los Tiempos (M2), it needs to incorporate newsletter, a user record, APP for free download and payment, subscription and payment service.

In that average, the register presented by the bolivians cybermedia is between 0 and 3 less the half of the 7 proposed values. Only 4 media have an RSS channel and a newsletter that they send to their subscribers free, of charge through their email or in a link to their web pages (Tabla 6).

Table 6: Usability of digital media.

	RSS Channel	Newsletter	Registry	Free download App	Payment download APP	Free subscription	Payment subscription
M1	1	1	0	1	0	0	0
M2	0	0	0	0	0	0	0
M3	1	0	0	0	0	0	0
M4	0	0	0	0	0	0	0
M5	0	0	0	0	0	0	0
M6	1	0	0	0	0	0	0
M7	1	0	0	1	0	0	0
M8	0	0	0	0	0	0	1

The only digital medium, which has a free subscription is Los Tiempos (M2), as observed, classifies the most relevant and interesting information according to the user's profile.

In regard to download APPs, only Radio Panamericana (M8) has incorporated this service for free, but requires changes in its functions.

3.3 Hypertextuality, Interactivity and Multimedia

Hypertextuality in the digital environment is defined as the action of linking (hyperlinks) and combining texts. In the observation made to the Bolivians cybermedia, its use is evidenced in a modest way, the editorial structure is based on sections and headlines, and therefore, they do not make use of innovative resources to enlarge or present the news. The eight media place information combined with text and images, or texts and audios.

Table 7: Hypertextuality of digital media.

	M1	M2	M3	M4
Author of the news	1	1	1	0
Specific author	1	0	0	0
Printed version	0	0	0	0
Internal link	0	0	2	0
Link to related news	6	0	3	8
External link	0	0	1	0
Broken link or image	0	0	0	0
Tags (labels or categories)	6	0	0	0
Sponsored content	1	0	0	0
Total	15	1	7	8
	M5	M6	M7	M8
Author of the news	0	0	0	1
Specific author	0	0	0	0
Printed version	0	0	0	0
Internal link	0	1	0	3
Link to related news	0	8	0	4
External link	0	0	0	0
Broken link or image	5	0	2	0
Tags (labels or categories)	7	0	0	8
Sponsored content	0	0	0	0
Total	12	9	2	16

On the other hand, the media that use links to related news is: El Erbol (M5) Digital and El Diario (M7), the information they generate is complemented by external sources related to the subject they publish. In lesser proportion, Los Tiempos, El Deber and La Razón are registers.

In the integral evaluation of the specific parameters, the one that presents an outstanding performance is the hypertextuality indicator for the sum of the resources employed, El Deber (M1) is highlighted, this means uses more tags (labels or categories) to link the information generated and hosted on the web, however, this does not guarantee better results when the user performs a specific search.

Likewise, Los Tiempos registers a number of acceptable resources (15 in total) followed by the Red Bolivisión (M6) that presents 12 resources, the latter concentrates its results in broken links, which can become a negative aspect when evaluating performance and usefulness of the page.

Another aspect of observation is related to the identification of the author in the news, this practice is not continuous, they avoid at least on sensitive issues, include the name of the journalist who generated the information.

Regarding the Interactivity indicator (evaluation from 0 to 12), the medium that obtained 6 compliance values and 6 non-compliance means is Los Tiempos (M2). This medium is highlighted by the

incorporation of comments, the action of sharing information to reach more people; it offers the resource of classification of the most read news or content, social markers, surveys and social services. The aspects that need to be incorporated are: general blog and of users for direct interaction, forum, chat and letters to the director.

Table 8: Interactivity of digital media.

	M1	M2	M3	M4
Blogs	0	0	0	0
Blog users	0	0	0	0
Comments	1	0	1	0
Share	1	1	1	1
Contact author	0	0	1	0
Forums	0	0	0	0
Chat	0	0	0	0
News / content + read	1	0	1	1
Social bookmarks	1	0	0	1
Surveys	1	0	0	1
Services	1	0	1	0
Letters to the editor	0	0	0	0
Total	6	1	5	4
	M5	M6	M7	M8
Blogs	0	0	1	1
Blog users	0	0	0	0
Comments	1	0	0	0
Share	1	1	1	1
Contact author	0	0	0	0
Forums	0	0	0	0
Chat	0	0	0	0
News / content + read	1	0	1	1
Social bookmarks	0	0	0	0
Surveys	0	0	0	1
Services	0	1	0	1
Letters to the editor	0	0	0	0
Total	3	2	3	5

They follow with 5 compliance values and 7 non-compliance La Razón (M4) and El Deber (M1). Finally, with values less than 5, that is, with little interactivity on the site, there are El Erbol Digital (M5), Red Bolivisión (M6), El Diario (M7) and Bolivia Tv (M3). With these results it is deduced that the generality the of digital media grants a passive consumption of information, because the user does not have the possibility to choose the content.

There is no personalization, the reader is subjected to a predefined itinerary, there are few resources that offer the user to become an interlocutor – issuer.

Regarding the indicator multimodality, it was evaluated with the numerical record of the integrated resources, used by the cybermedia and the combination of at least two resources in the same publication. In the observation of the bolivians media it is determined that they combine, according to the

capacity granted by the digital support, illustrations, infographics and videos.

Table 9: Multimedia of digital media.

	Illustrations Photography	Infographics	Audio	Video	Narrative Duplicity	Live Coverage
M1	8	4	0	7	0	0
M2	8	0	0	0	0	2
M3	8	8	1	7	0	0
M4	8	1	0	0	0	1
M5	3	1	0	8	0	1
M6	8	1	0	0	0	0
M7	8	0	0	7	0	1
M8	8	3	0	8	0	4

In this sense, the medium that uses a greater amount of resources is La Razón (8 illustrations, infographics, 1 audio and 7 videos), followed by El Deber, which counted 23, unlike La Razón (M4), which includes live coverages. The media remaining, register for between 16 and 9 multimedia resources.

We must highlight the juxtaposition of multimedia resources, since they are placed one followed by another, without connectors. The cybermedia of Bolivia does not achieve the simultaneous integration of the integrated multimedial narrative, an aspect that is worked by digital media with more trajectory and media positioning, such as the New York Times and The Guardian.

3.4 Constantly Updated and New Trends in Journalism

In this indicator, two specific aspects were noted: the current time and the last-minute section. The medium that incorporates these two elements is La Razón (M4), which means that it updates its contents in a constant way (characteristic of digital journalism). Today the speed of information requires immediacy and constant updating is what guarantees that a cybermedia is visited frequently and that each visit generates one and another. On the other hand, the media Los Tiempos (M2) and El Deber (M1) register one compliance value (last minute section), while Bolivia Tv (M3), El Erbol Digital (M5), Red Bolivisión (M6), El Diario (M7) and Radio Panamericana (M8), must evaluate their activity of constant updating, due to register negative the values and determine their function in the digital space.

In the digital field, the journalist has at his disposal a series of tools and resources to tell stories

and get the user involved. These expressions of journalism have their own characteristics, starting with immersion, through virtual reality. Regarding this indicator, the bolivian cybermedia, mostly have a value of 0 compliance, pending task for the incorporation of these innovations in their websites.

With the same rating of 0 is assigned to *mojo*, drone and mashup journalism, the absence of these informative trends reflects that the media, although they use mobiles for journalistic coverage, they have not managed to complete the filming process, production and edition, more they use small video impressions for complete the stories broadcast on the networks. The use of drones for hard-to-access coverage is scarce and neither does it offer an integrated information service from several sources, characteristic of mashup journalism.

Along with the above, the presence of data journalism in two cybermedia stands out: *Los Tiempos* (M2) and *El Deber* (M1), in spaces called *El Deber Data* and *LT-Data*. The works published in these sections, with visualization and interpretation of data, are eventual.

3.5 Social Networks and Digital Platforms as Content Support

Social networks are, for the media, spaces of interaction with the digital audience, the boom of these "together with the participation of users and technology have led to a paradigm shift in the information models" (Ferreras Rodríguez, 2011). On the other hand, it is undeniable the development and positioning digital media without these networks of connection that, in parallel, contribute to the formation of communities and loyalty.

In the observation made to social networks and digital platforms as content support, it is possible to determine that the eight media evaluated have active Twitter and Facebook accounts. Similarly, Google Plus social network (closed in December 2018 by decision of the Google team) present in the 8 media evaluated, lacks updating, thus, the final closure did not affect these media companies.

On the other hand, the use of Instagram is highlighted, mainly with the publication of photos and short videos, in 6 digital media: *Los Tiempos* (M2), *Bolivia TV* (M3), *La Razón* (M4), *El Erbol Digital* (M5), *Red Bolivisión* (M6) and *El Deber* (M1). The media that have a value of 0, that is, do not have Instagram are: *El Diario* (M7) and *Radio Panamericana* (M8). As regards, Snapchat, Pinterest and Flickr networks, these have not been considered

for the dissemination of information and approach to users.

Among the digital platforms we can distinguish the preferential use of YouTube in seven media: *Los Tiempos*, *Bolivia TV*, *La Razón* (M4), *El Erbol Digital* (M5), *Red Bolivisión* (M6), *Radio Panamericana* (M8) and *El Deber* (M1) of the eight evaluated. In compared to the Soundcloud that use 5 media *Bolivia TV* (M3), *La Razón* (M4), *El Erbol Digital* (M5), *Radio Panamericana* (M8), *El Deber* (M1), and Vimeo that has a rating of 0, this last one is a digital platform that allows sharing and storing videos with momentary free and payment membership, a factor that It is evaluated by bolivians cybermedia, when sharing content.

4 CONCLUSIONS

In Bolivia, a pending issue is the enlargement of connectivity the Internet that reaches a 45% coverage with more incidence in the urban area. With this scenario the country accomplishes develop and maintain themselves in the digital space.

The pending task is connectivity, so that more people can access the information provided by these information platforms and be an active part of the digital ecosystem. Actions that undoubtedly the contribute for the development of TIC infrastructure. The digital media represent information structures that originate in the traditional systems that made the leap to the web, and others digital natives. In both cases, the Internet is an opportunity for the deployment of business models and, above all, the expansion of their coverage.

In this context, the level of Bolivian cybermedia, according to the information architecture is positive due to the number of compliance indicators. In the specific evaluation, of media morphology, in of the Bolivian digital media a scarce use of multimedia resources is detected and the advertising aspect is not exploited. The webs not sustainable models' business.

The medium that accounts for the greatest number and recurrent use of resources: cover news, highlights, photographs, audios, videos, advertising banners, icons and microsites is *La Razón*. The 6 remaining digital media, they need to incorporate strategies so that their sites leave aside classic and static web designs.

On the other hand, the distribution of information in Bolivian digital media is limited to the presentation of front-page news. The distribution of sections and headlines is modest, strategy that does not guarantee

adequate performance of cybermedia. In addition, resources hypertextuality, interactivity and constant updating, they are not fully exploited.

The digital media insert information, texts, images and audios with scarce innovative resources (video or 360 images with first-person narrative that allows the reader to become the main actor in the story) and of integration and direct interaction with the user (forum, chat, letters to the editor) on the web. The reader is subjected to a predefined itinerary, the resources offered to the user to be interlocutors and senders are scarce. That is, they do not get with the information a narrative multimedia integrated.

Accessibility allows a site to be perceived and operated by the user. In the evaluation, La Razón led compliance (8/12), however, the eight Bolivian cybermedia should work with content that provides options to listen to texts, regulate font sizes, work with high contrast and adaptive content. Additionally, invest in free and paid download applications, and subscription mechanisms, to comply with the usability indicator.

Is determined the null presence of journalistic works that apply the new trends immersive journalism, data, mojo, drone, mashup. Nor do they present stories that highlights the use of drones in the coverage the issues dangerous, as well as information integrated coming from other sources.

Most cybermedia have a section dedicated to journalistic work with visualization and interpretation of data, but the publication of journalistic research with data based is sporadic.

The study of the digital media allows to affirm that, to these means they need to take advantage "the potential that the Internet offers in all its context, the audiences every time more they are associated with technologies changing the forms of reception, [...]. They must restructure their "business models digital, as a business instrument of economic retribution and sustainability in the market" (Ordóñez et al., 2017).

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