

TOWARDS NEW MEDIA PARADIGMS

**CONTENT, PRODUCERS,
ORGANISATIONS AND AUDIENCES**

**II COST A20
INTERNATIONAL CONFERENCE PROCEEDINGS
PAMPLONA (SPAIN), 27-28 JUNE 2003**

**RAMÓN SALAVERRÍA & CHARO SÁDABA
(Editors)**



Ediciones Eunate

TOWARDS NEW MEDIA PARADIGMS

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SCHOOL OF COMMUNICATION UNIVERSITY OF NAVARRA

Charo Sádaba & Ramón Salaverría

(Editors)

Part II
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Media organisations and their attitudes towards the Internet and its success
applications

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Aukse Balcytienė (Vilnius Magnus University)

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COST AZO

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Editors' Note

These are the official proceedings of the International Conference of COST Action A20 "Towards New Media Paradigms: Content, Producers, Organisations and Audiences" [<http://www.unav.es/fcom/newmediaconference/>], held at the University of Navarre (Pamplona, Spain), 26-28 June 2003.

This Conference became one of the widest academic fora organised so far in Europe on new media issues. During the two-day Conference, nearly 60 papers were presented by more than a hundred researchers who came from 23 countries: Argentina, Belgium, Bulgaria, China, Cyprus, Denmark, Estonia, Finland, Germany, Greece, Hungary, Ireland, Italy, Lithuania, The Netherlands, Norway, Portugal, Slovenia, Spain, Sweden, Switzerland, United Kingdom, and United States of America. This book compiles only 58 papers that were given to the Conference organisers before the deadline and with the requested format for its publishing.

As organisers, we would like thank the help received from several institutions.

First, we want to thank COST (Cooperation in the field of Science and Technology) network itself, for its great collaboration organising the event and giving financial support for publishing this book.

Second, we are also very grateful to the Ministerio de Ciencia y Tecnología (Ministry of Science and Technology) of Spain, that helped us through two main ways of funding: a direct financial contribution for the organisation of the Conference (Acción Especial TIC2002-10897-E), and a support for publishing this book as part of a research project in which the editors are involved (Proyecto de Investigación BSO2002-04206-C04-01). Another public institution, the Departamento de Obras Públicas, Transportes y Comunicaciones (Department of Public Works, Transportation and Communications) of the Government of Navarre, granted the Conference with a very significant help as well.

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Pamplona, October 2003

Ramón Salaverría, Ph. D.
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