Contents

Part I Media Convergence: Some Introductory Perspectives	
Media Convergence as Evolutionary Process	3
Rethinking Convergence: A New Word to Describe an Old Idea Germán Arango-Forero, Sergio Roncallo-Dow, and Enrique Uribe-Jongbloed	17
The 2nd Convergence: A Technology Viewpoint	29
Convergence Policy and Regulation: A Free Speech Perspective Shantanu Dey	59
Part II Convergence Challenges in Journalism and Publishing	
The Internet's Impact on Journalistic Quality	83
Convergence and the Changing Labor of Journalism: Towards the 'Super Journalist' Paradigm	99
Online Presences of Traditional Media vs. Blogs: Redundancy and Unique News Coverage	117
Towards Intelligent Cross-Media Publishing: Media Practices and Technology Convergence Perspectives	131
Influence of Convergent Media on the Perception of Information Credibility	151
Print Your Personal Book: A New Service and Revenue Model for Open Access Journals	171
	ix

Business Model Convergence and Divergence in Publishing Industries	187
Seppo Leminen, Juho-Petteri Huhtala, Mervi Rajahonka, and Mika Westerlund	
Part III Convergence and Broadcast Media	
Standards, IPR and Digital TV Convergence: Theories and Empirical Evidence	203
Converging Multimedia Content Presentation Requirements for Interactive Television	231
The Twenty-First Century Television: Interactive, Participatory and Social	249
Why Did TV Bits and Radio Bits Not Fit Together? Digitalization and Divergence of Broadcast Media	265
Part IV Social Media Aspects of Convergence	
Recommend, Tweet, Share: User-Distributed Content (UDC) and the Convergence of News Media and Social Networks Mikko Villi, Janne Matikainen, and Irina Khaldarova	289
Guerrilla Media: Interactive Social Media	307
Info Traders, Innovation and Information Spread	325
Between M-Internet Users and Stakeholders: Convergence or Divergence?	347
How Does Social Media Shape Media Convergence? The Case of Journalists Covering War and Conflict	363
Media Convergence is NOT King: The Triadic Phenomenon of Media "Convergence-Divergence-Coexistence" IS King	387
About the Authors	415