

Multiplatform journalism: why adapting is no longer optional

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Summary

Multiplatform journalism represents a structural evolution of the journalistic field, driven by digitization, audience fragmentation, and algorithmic mediation, which demands the continuous adaptation of professional practices, languages, and business models. In this scenario, content production ceases to be linear and becomes integrated, multimodal, and data-driven, incorporating different formats and platforms to broaden reach and interaction with the public. At the same time, this transformation imposes ethical, economic, and technological challenges, demanding a balance between innovation and the fundamental principles of journalism, such as credibility, truthfulness, and social responsibility.

Keywords: multiplatform journalism; media convergence; digital transformation; audience fragmentation; algorithmic mediation; multimodal storytelling; journalistic innovation; ethics in communication; digital business models; data-driven journalism.

Abstract

Multiplatform journalism represents a structural evolution of the journalistic field, driven by digitalization, audience fragmentation, and algorithmic mediation, which requires the continuous adaptation of professional practices, languages, and business models. In this scenario, content production is no longer linear; it becomes integrated, multimodal, and data-driven, incorporating diverse formats and platforms to expand reach and audience engagement. At the same time, this transformation imposes ethical, economic, and technological challenges, demanding a balance between innovation and the fundamental principles of journalism, such as credibility, truthfulness, and social responsibility.

Keywords: multiplatform journalism; media convergence; digital transformation; fragmentation of the audience; algorithmic mediation; multimodal narrative; journalistic innovation; ethics in communications; digital business models; data-driven journalism.

Abstract

Multiplatform journalism represents a structural evolution of the journalistic field, driven by digitalization, fragmentation of audiences and algorithmic mediation, which requires continuous adaptation of professional practices, languages and business models. In this scenario, content production ceases to be linear and becomes multimodal and data-based, incorporating different formats and platforms to expand reach and interaction with the audience. At the same time, this transformation raises ethical, economic and technological challenges, which require a balance between innovation and the fundamental principles of journalism, such as credibility, truthfulness and social responsibility.

Keywords: multiplatform journalism; convergence of measurements; digital transformation; fragmentation of the public; algorithmic mediation; multimodal narrative; journalistic innovation; ethics in communication; digital business models; data-based journalism.

1. A Historical Perspective on the Evolution of Journalism

Understanding multiplatform journalism requires a historical analysis that highlights the...

structural transformations that the journalistic field has undergone over the centuries. Since the

With the invention of the movable type printing press by Gutenberg in the 15th century, journalism became established as a tool for social mediation, based on specific technologies of reproduction and circulation.

of information. During this initial period, the print media laid the foundations of periodicity, textual standardization, and the construction of a mediated public sphere.

With the advent of radio in the early 20th century and, later, television, journalism underwent...

through a significant expansion of their languages and narrative capabilities. The incorporation

The use of sound and moving images redefined the ways in which events were represented.

promoting greater immediacy and mass reach. Still, the productive logic remained.

centralized, with broadcasters and newsrooms controlling the flow of information in a hierarchical manner and unidirectional.

The digital revolution, driven by the internet and the digitization of content, broke with this logic.

traditional. The emergence of Web 2.0, marked by interactivity and user participation,

It inaugurated a new communication paradigm. The public ceased to be merely a passive recipient.

and began to play an active role in the production, circulation, and validation of information.

In this context, journalism begins to operate in an environment of media convergence, in which...

The boundaries between media are becoming blurred. This historical evolution not only

It redefines journalistic practices, but also demands a reconfiguration of skills.

professionals and institutional strategies.

2. The Concept of Multiplatform Journalism

Multiplatform journalism can be understood as an integrated strategy for production and

Distribution of journalistic content across multiple channels, respecting the specific characteristics of each.

communication environment. Unlike simply replicating content, this is a

A narrative adaptation that takes into account the technical, aesthetic, and behavioral characteristics of each.

platform.

This model implies a paradigmatic shift in the conception of the journalistic agenda. Instead of

Instead of producing content for a single medium and then adapting it, newsrooms are now planning...

Its coverage is transversal, from the origin. This allows for the creation of narratives.

complementary, which unfold in different formats, expanding the depth and scope of

information.

Furthermore, multiplatform journalism is directly related to the concept of convergence.

media convergence, in which different media and languages are articulated in an integrated way. This convergence

It is not only technological, but also cultural and organizational, requiring a restructuring of



productive routines and hierarchies in newsrooms.

Finally, this is a model that prioritizes the user experience, adapting the content to the user's needs.

Contemporary forms of information consumption. This includes everything from reading on mobile devices.

even the fragmented consumption on social media demands a more audience-centric approach.

3. Audience Fragmentation and the Crisis of the Traditional Model

Audience fragmentation is one of the main factors driving the adoption of journalism.

multiplatform. With the proliferation of digital devices and channels, the public began to distribute their attention becomes scattered, abandoning the concentrated consumption characteristic of the media. traditional. This change profoundly alters the dynamics of reach and influence of journalistic organizations.

News consumption is becoming increasingly personalized and mediated by algorithms, which

They select content based on user behavior. This results in a better experience.

fragmented information, in which different individuals have access to distinct perspectives on reality.

This personalization, while efficient from a technological standpoint, raises concerns regarding...

formation of information bubbles.

Meanwhile, the traditional model for funding journalism is entering a crisis. The decline in

Circulation of print newspapers and the migration of advertising to digital platforms —

especially for large technology companies — they significantly reduce revenues from

journalistic organizations. This compromises the economic sustainability of the sector.

Given this scenario, a multiplatform presence becomes an essential strategy for recovery.

Relevance and broaden reach. Being present on different channels allows you to reach diverse audiences.

and adapt to new forms of consumption, mitigating the effects of fragmentation.

4. The Transformation of Journalistic Languages

The expansion of multiplatform journalism implies a profound transformation of languages.

journalistic. Each platform has its own characteristics that require specific adaptations in

The way events are narrated. This results in a diversification of strategies.

communication and the emergence of new forms of *storytelling*.

In digital environments, text ceases to be the sole central element and begins to coexist with other resources.

Multimedia, such as videos, audios, infographics, and animations. This integration of formats makes possible

a richer and more interactive narrative, capable of catering to different audience profiles and styles.

consumption.

Social networks, in turn, introduce a logic of communication based on conciseness, on Visual appeal and engagement. The journalist needs to adapt their language to capture attention in a highly competitive environment, without compromising the quality and accuracy of information. This multiplicity of languages demands a hybrid approach, in which the content is conceived in Modular and adaptable form. Journalism ceases to be linear and becomes composed of multiple Narrative layers, interconnected through different platforms.

5. The Role of Technology and Data

Technology is a structuring element of multiplatform journalism, acting both in production, both in the distribution and analysis of content. Content management systems (CMS), Multimedia editing tools and publishing platforms enable efficient integration, between different formats and channels. Furthermore, the use of data becomes central to editorial decision-making. Metrics such as Audience measurement, engagement, and time spent on screen offer valuable insights into behavior, from the audience, allowing for continuous adjustments to the content strategy. This data-driven model redefines newsroom priorities. Artificial intelligence and automation also play an increasing role, whether in production, of automated texts, in content recommendation or in personalizing the experience of user. These technologies expand the operational capacity of journalistic organizations. However, the centrality of data raises important ethical questions. The reliance on metrics This can lead to prioritizing content with greater engagement potential, at the expense of other topics, of public relevance. Thus, it becomes necessary to balance quantitative and qualitative criteria in journalistic practice.

6. Redefining the Role of the Journalist

The contemporary journalist operates in an environment marked by complexity and multiplicity, of functions. Traditional specialization, focused on text production, is giving way to a profile Multifunctional, combining technical, analytical, and creative skills. This new professional needs to master different production formats, including video, audio, and... Interactive digital content. Furthermore, they must be able to understand and use tools. Technological tools, such as data analysis platforms and editing software. Interaction with the public also becomes an essential skill. In a networked environment



In social contexts, journalists not only inform but also engage in dialogue with the audience, respond to criticism, and... Participates in debates. This relational dimension redefines the professional's role in the public sphere. Finally, the training of journalists requires an interdisciplinary approach that integrates... Knowledge of communication, technology, design, and ethics. Constant updating becomes a An indispensable condition for working in the field.

7. Algorithmic Logic and Information Mediation

Algorithmic mediation is one of the most striking characteristics of the digital environment. Contemporary platforms such as social networks and search engines use algorithms to... Selecting and distributing content directly influences access to information. These systems operate based on behavioral data, prioritizing content with higher [behavior/reliability]. probability of engagement. This alters the traditional logic of journalism, in which the selection of The news coverage was guided by editorial criteria defined by the newsrooms. The presence of algorithms introduces significant challenges, such as the formation of information bubbles. and the amplification of sensationalist or misinformation. The recommendation logic can To reinforce biases and limit the diversity of perspectives. At the same time, algorithmic mediation offers opportunities for segmentation and personalization. The challenge of multiplatform journalism is to understand this logic and use it strategically, without to compromise ethical principles or informational plurality.

8. Ethics in Multiplatform Journalism

The expansion of multiplatform journalism intensifies the ethical dilemmas of the profession. The search for Visibility and engagement can lead to the adoption of questionable practices, such as sensationalism, oversimplification or the premature publication of unverified information. The speed at which news circulates in the digital environment increases the risk of misinformation. In this context, rigorous fact-checking becomes even more crucial, requiring editorial protocols. adapted to the accelerated dynamics of the platforms. Furthermore, direct interaction with the public on social media exposes journalists to external pressures. such as attacks, delegitimization campaigns, and political polarization. This puts autonomy at risk. editorial and professional integrity. Faced with these challenges, journalistic ethics need to be reaffirmed and updated. Principles such as Transparency, accountability, and commitment to the public interest should guide our actions. across all platforms, ensuring the credibility of journalism.



9. Business Models and Sustainability

The sustainability of multiplatform journalism depends on the diversification of business models.

The exclusive reliance on advertising has proven unsustainable in the digital environment, especially facing competition from large technology platforms.

Models based on digital signatures and *paywalls* have gained prominence, enabling a relationship

Direct connection between media outlets and the public. This model values quality content and encourages customer loyalty of the audience.

Other strategies include the use of programmatic advertising, sponsored content, and partnerships.

Institutional funding. Crowdfunding also emerges as an alternative, especially for independent projects.

Combining these revenue streams allows for greater financial stability and editorial autonomy.

However, it requires strategic and transparent management, capable of balancing commercial interests and journalistic commitment.

10. The Future of Journalism: Convergence and Innovation

The future of journalism will be marked by the intensification of convergence between technologies.

Platforms and languages. New tools, such as augmented reality and artificial intelligence.

Generative and immersive experiences expand narrative possibilities.

These innovations allow for the creation of more interactive and personalized content, bringing the user closer to the audience.

The public is increasingly exploring new forms of engagement based on the information.

user experience.

At the same time, technological evolution demands critical reflection on its impacts.

Automation, for example, raises questions about the human role in journalistic production and its limits.

artificial intelligence.

In this scenario, innovation must be guided by ethical principles and a commitment to...

quality of information. The challenge is to incorporate new technologies without losing the essence of...

journalism.

Final Considerations

Adapting to multiplatform journalism is no longer a strategic choice, but a necessity.

structural for the survival and relevance of the journalistic field. Technological transformations and

Social technologies have irreversibly redefined the informational environment.

In this context, journalism needs to reinvent its practices, languages, and business models.

while remaining true to its fundamental principles. A presence on multiple platforms should be accompanied by a critical and integrated approach.

More than just expanding reach, multiplatform journalism offers the opportunity to delve deeper into...

The relationship with the audience, exploring new forms of storytelling and interaction. This requires investment in education, technology and innovation.

Finally, the central challenge is to balance adaptation and continuity: incorporating the changes of the digital environment without renouncing the commitment to truth, plurality, and the public interest. It is in this

The balance that holds the future of journalism.

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