

# Infotrends Database

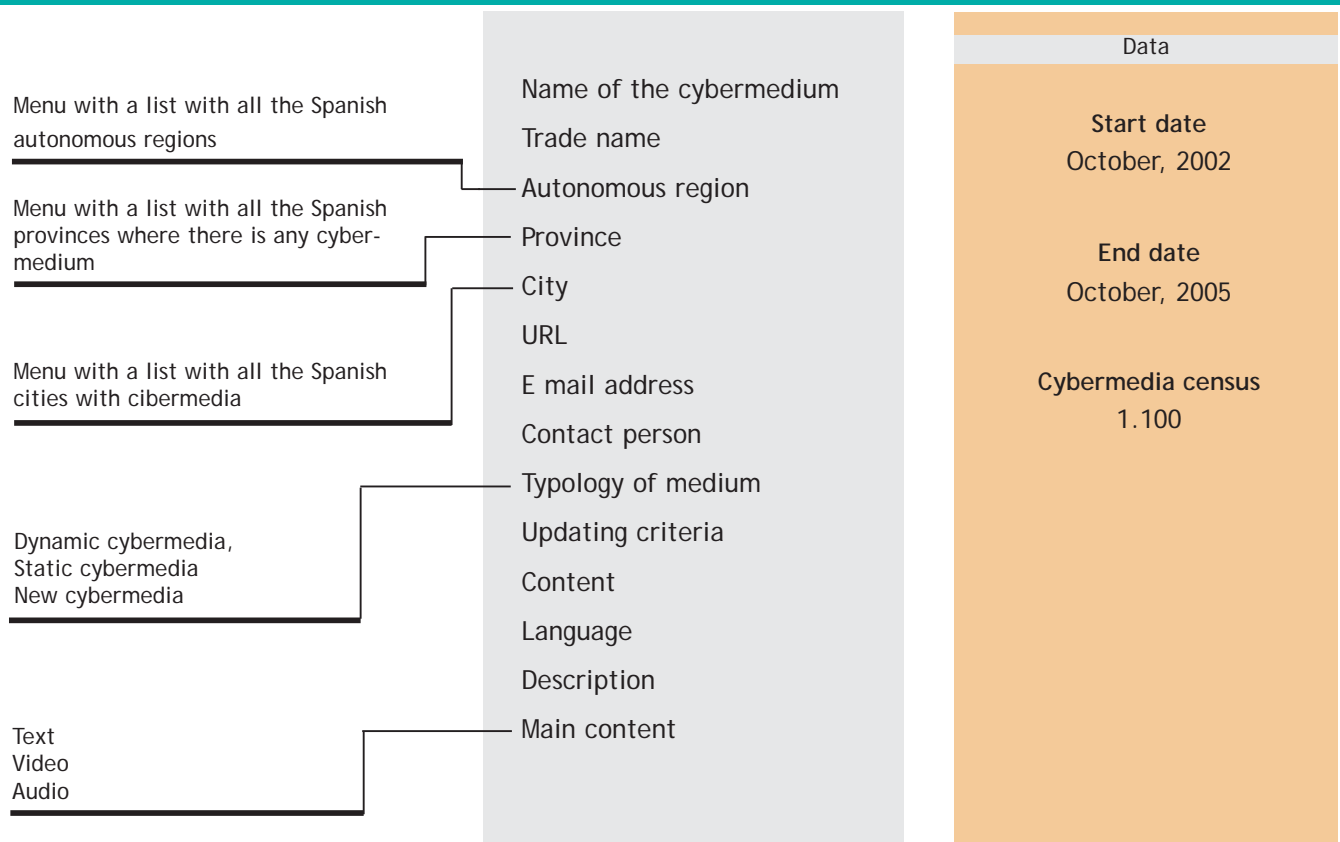
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Infotrends project, in which the universities of the Basque Country, Navarra, Galicia and Malaga are taking part, has produced a methodology to analyse cybermedia in Spain. This methodology relies on an on-line data base with access restricted to the project participants, which intends to be a tool enabling a thorough account of Spanish cybermedia. This database is divided in two parts related to the identification and geographical location, on top of data concerning the media themselves.

In this research activity, all cybermedia having a version in a different support (press, radio and TV) are analysed, together with new cybermedia (those existing only in the internet) fulfilling the following definition: content source with will to mediate between the events and the public, mainly through journalistic criteria and techniques, using multimedia language, and updated and published in the internet.

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## Database Architecture



## Methodology applied in this project

- Step 1.**  
Introduction of the information in the database  
Each team is allowed to enter the data of the autonomous regions previously assigned to them.
- Step 2.**  
Confirmation and Checking  
Each team accesses an area in which it can confirm and correct the data previously entered. It can not manipulate the information developed by a different team.
- Step 3.**  
Supervision  
A group with members from the different teams will have the responsibility of making sure that all the content was correctly entered. This team can visualize all the registered entries from all teams.
- Step 4.**  
Data analysis  
A statistical analysis is carried out on the data of each and every team. The conclusions of the project will be drawn from this analysis.
- Step 5.**  
Publication  
Data are made public in a web page together with the study of the results of the aforementioned analysis.