Living Lab on Media Content and Platforms

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Atelier of Practice Based Research Projects
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Institution

+ School of Communication and Media Studies:

  • Advertising and Marketing;
  • Public Relations;
  • Journalism;
  • Audiovisual and Multimedia.
Mission

+ Research and development on the relations between content users (covering content types such as information, entertainment, institutional or advertising)...

+ … and platforms used to access this information (laptop, tablet, smartphone, tv)...

+ … to produce insights and knowledge useful for the several stakeholders (users, content producers, equipment producers, media and advertising agencies, advertisers...).
The problem
Context

User

Platforms

Analogic

Digital

Content
The problem
Changing context

+ Multitasking, or two-screen minimum

+ Most smartphone and tablet users are using it, while watching TV (Nielsen 2011: 84%)

+ Where is the media consumer? (“ubiquitous” user)

The problem
Changing context

LLMCP@Initial

Public Relations

Advertising and Marketing

Journalism

Audiovisual and Multimedia
Basic model
Status

+ Partnership with large international media and advertising company;

+ Application submitted to FCT (failed);

+ Developing the first WPs with partner’s funding;

+ With this program, aiming to:
  • Develop new applications, covering other WPs;
  • A panel with a statistically relevant sample of population, to research on;
  • Media usage (audiences, multitasking, crossmedia, usability…);
  • Public authorities communication (Municipalities and “freguesias”);
  • Senior population (?).
Thank you!

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