DOMESTICATED VOICES AND FALSE PARTICIPATION: ANATOMY OF INTERACTION ON PODCASTING TRANSMEDIA

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INTRODUCTION

Audience participation, different platforms where users and fans create any type of content and interact with the community.

Podcasting, has been configured as a practice that represents the best of digital media production on the Web

Transmedia-transpodcast, media projects that extend their storytelling and expand their communicative structure to other media, platforms and media languages

METHODOLOGY

Case Study
Vidas en Red
Fans Fiction

Eligibility criteria:
a) Non-professional and independent character
b) Having a wide community of users
c) Offering the possibility of commenting on chapters hosted in their blogs without previous registration
d) The two podcasts chosen should focus on different topics and adopt distinct formats

Analysis of the comments
Last 50 posts/comments (2017-2018)
a) messages on iVoox
b) Analysis of blog comments
c) Tweets
d) User's participation model

RESULTS
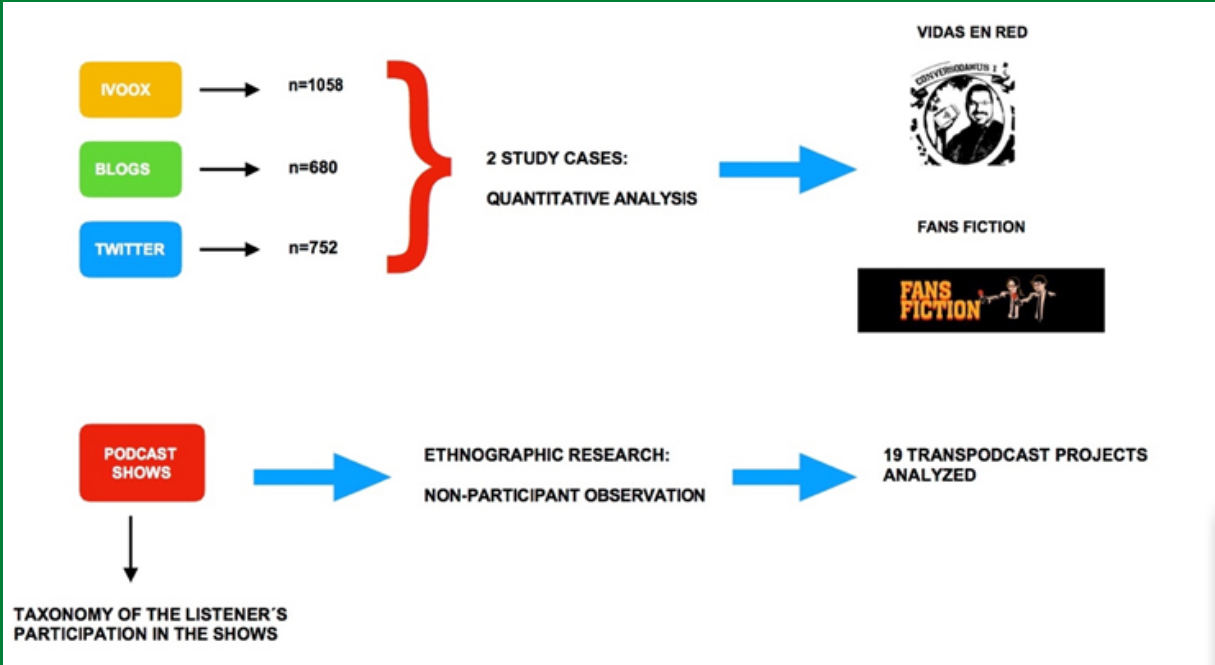
CONCLUSIONS

Each project has specific characteristics (related to their own listeners, the topics the podcasts cover, the features of the hosts, etc.) that generate different conditions for participation

Despite the relevance of a significant number of interventions on iVoox, blogs and Twitter, this content is hardly included in the programs as part of their storytelling

The transpodcast interaction model generally maintains the one-way logic characteristic of the traditional media

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