Re/media. Lab
when a project generate projects

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16 RESEARCHERS AND PHD STUDENTS
(COMMUNICATION & JOURNALISM, SOCIOLOGY, ARTS, MANAGEMENT, COMPUTER ENGINEERING)
Observatory
Diagnosing the current situation of the regional media industry in dimensions such as the labor conditions and the socioprofessional characterization

Laboratory
Promoting experimental strategies in cooperation with industry and associations, in order to improve new practices and strategies

Incubator
To incubate new projects of regional media with an innovative profile, using information and communication technologies
RE/MEDIA.LAB’ SAMPLE:
42 LOCAL NEWSPAPERS
AND LOCAL RADIOS
ACHIEVEMENTS

(2018 TO 2020)
• **Survey to local journalists**
• **Focus groups with journalists and audiences**
• **Training sessions with local journalists and journalism students**
• **Academic conferences (offline and online) on local news making, editorial design, financing and business models, disinformation**
• **Books and paper in journals and conferences**
• **Support and incubation for local editorial projects**
• **Proposals for the (local) media sector in Portugal**
Generated Projects
**VivaSerra.pt (digital magazine)**

It started out as a local project, mainly centered on the city that gave it its name: VivaCovilha.pt at Covilhã. In the meantime, it evolved to VivaSerra.pt and nowadays it assumes itself as a digital magazine of the Beira Interior region.

Founded in 2019 (September 12), by four PhD students from the University of Beira Interior, VivaCovilha.pt was conceived and developed from Re/media.Lab - one of the founders is a project researcher. Much of the Re/media.Lab’ incubation was done in terms of the production of audiovisual content (especially video). About 4-5 months later, it is established as a company.
THE DISCUSSION GENERATED AROUND JOURNALISM IN CONTEXTS OF PROXIMITY WITHIN MEDIA, L. RAISED TWO IDEAS RELATED TO DISINFORMATION:

1. CONSTRUCTION OF A RESEARCH PROJECT PROPOSAL (UNDER EVALUATION BY A
DISINFORMATION PROJECTS

THE DISCUSSION GENERATED AROUND JOURNALISM IN CONTEXTS OF PROXIMITY WITHIN Re/Media.Lab, RAISED TWO IDEAS RELATED TO DISINFORMATION:

1). CONSTRUCTION OF A RESEARCH PROJECT PROPOSAL (UNDER EVALUATION BY A PUBLIC FINANCIER), WITH THE AIM OF STUDYING TO TRAIN JOURNALISTS AND LOCAL COMMUNITIES, WHILE PROMOTING MEDIA LITERACY.

2). “OPENING” OF A DISINFORMATION STUDIES FIELD, WHICH HAS ALREADY LED TO SCIENTIFIC EVENTS, PUBLICATION OF PAPERS AND THE CREATION OF RESEARCH NETWORKS.
The discussion generated around journalism in contexts of proximity with media raised two ideas related to disinformation:

1. Construction of a research project proposal (under evaluation by a public funder), with the aim of studying to train journalists and local communities, while promoting media literacy.

2. "Opening" of a disinformation studies field, which has already led to scientific events, publication of papers and the creation of research networks.
UNTIL THE LAST MOMENT OF RE.MEDIA.LAB - THE 1ST MEETING OF JOURNALISTS OF THE LOCAL MEDIA (SEPTEMBER 2021) - OTHER PROJECTS MAY ARISE :)
THANK YOU!

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