

Regenerating Journalism: The Rise of Online-Native Media in Latin America

- ❖ Entrepreneurial journalism in Latin America is characterized by a growing trend of independent, critical, online news start-ups offering an alternative to commercial, mainstream media.
- ❖ This mixed-methods study explores the development of entrepreneurial journalism in Latin America, the alternative agendas being reported because of new-found financial independence, and the challenges of innovation and sustainability, all with a focus on what such online sites mean for the formation of public opinion and maintenance of democracy.
- ❖ Findings suggest that these journalism entrepreneurs see innovation as a key factor separating them from mainstream media. Innovation, however, is not just about using the latest and greatest technologies -- these journalists view innovation in journalistic, rather than technologically deterministic, terms.
- ❖ Ultimately this study contends that these entrepreneurial digital-native news organizations' understanding of innovation and success is foundational not just for a holistic understanding of digital journalism, but also for an updated conceptualization of "alternative" journalism in Latin America.

"Innovation is not limited to a single element. You have the innovation from the institutional point of view, the innovation of the narrative point of view, from the point of view of the economic model, and originality in community participation in these new journalism initiatives... We are super pioneers."

How much do you use *El Faro* for the following reasons?

- The content is credible compared with other media organizations
- It is independent compared with other media organizations
- To keep up-to-date on the latest news and events
- To get news I can't get from other media organizations
- We share a common political perspective
- I see my interests represented more than compared with other media organizations
- There is nowhere else to get accurate information about social movements and activism/activists
- I'm allowed to have more of a say than compared with other media organizations
- The technology is more innovative than other media organizations
- It is effective for exchanging ideas with other people
- It makes me feel like a part of a community that is known for reading this publication

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