

## Analysis of the communication and composition of the digital press in Argentina, Peru, Mexico and Colombia in 2022

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### *Abstract*

*This research was carried out with the aim of identifying the level of communication and structuring of the graphic patterns of publications on social networks Facebook, Instagram and Twitter. For this, four cases were chosen that are among the most influential newspapers in Latin America in the first quarter of 2022. These newspapers with greater influence are El Comercio Perú, El Universal, El Tiempo and La Nación considered so by the acceptance of their readers in print editions as in online. To collect the information, the inductive method was used by which topics such as typography, grids, interlettering, compositional elements, among others, were classified. And the method of analysis that serves to evaluate the behavior of the compositional elements individually of each publication. The focus of the research is mixed, since qualitative data were acquired: compositional and quantitative properties: interactions with more scope in the quarter of 2022. Along with this, the statistical data covered by eye tracking as an evaluation team in publications with greater scope or acceptance. In total there are 56 publications evaluated through the files and eleven with eye tracking. The data provided by the two evaluations contribute to the validation of the hypothesis in a theoretical and practical way. Concluding that the management of the structuring of graphic elements effectively affects acceptance in social media. The use of equipment related to neuromarketing is recommended. Which support the results obtained through the application of theory in the designs.*

*Keywords: COMMUNICATION, COMPOSITION, DIGITAL DIARIES, EYE TRACKING, SOCIAL NETWORKS, LATIN AMERICA, DIGITAL PUBLICATIONS.*

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## INTRODUCTION

XXI century

In this century the technological and scientific revolution begins its development contributing to the evolution of society. Different inventions arise among which the broadband internet that takes over society is mentioned. Those who have access from their servers and mobile devices. People who previously read and consumed content from a television or radio migrate to the use of the internet. This houses a diversity of data, web pages, blogs, online games, digital platforms, etc. In digital platforms your users can upload and share information. This does not mean that it is safe or tested before being published. This is because, being available to everyone, everyone can also publish without necessarily a previous study. Unlike the online press who does carry out a previous investigation with true sources and testimonies of people involved in the matter.

As Internet users have this need to consume information, the digital press is involved in a change of pace in the number of daily publications along with the content they present. To this is added the way in which they capture the interest of the reader, their writing and the way in which they diagram their notes (Mellado, 2009, p.7).

The Digital Press

Electronic newspapers emerged in their initial phase in 1993 and 1995, when a large number of American companies made the decision to venture into the new Internet platform and other digital options. The digital newspaper is an interactive and multimedia product. It uses different resources that turn it, a multimedia medium such as text, image, video and sound (Quinde, 2014, p.34).

Between 1994 and 1996 many Latin American newspapers launched their web editions. For much of the following two decades, the protagonists of the ecosystem were mostly the online versions of the so-called traditional media (Zuluaga and Gómez, 2019, p.4). The information presented in this online edition was as it was the printed version. In the beginning there were no changes in the format and no difference was found.

In the digital press, there is an obvious change that is to move from production by circulation to daily online publications. Causing significant savings in terms of funding for the dissemination of newspapers. The digital press must adapt to a new format in which the information must be displayed correctly in terms of the arrangement of its graphic elements. This structure is the combination of photographic elements, videos, text and infographics. Making navigation more interactive and attractive to users (Marañón, 2014,

p.21). These media seek to generate interaction between user and content so as not to lose their interest and prevail in the world of the internet.

#### Digital platforms

Marañón mentions (2012, pp.4-5) that the formerly called social networks today are also known as digital platforms being a community in which several individuals communicate and connect. The technological explosion has given rise to four types of social networks whose objectives are, in turn, different:

- Personal social networks (Facebook, Instagram and Twitter).
- Professional social networks (LinkedIn, Xing, Viadeo and Plaxo).
- Thematic social networks (cuentatuviaje.net, Musicmakesfriends.com).
- Social networks of scale local (Skyrock, Xianoei, Tuenti, Hyves).

#### Influential digital press in Latin America

In Latin America, a GDA group (Grupo de Diarios América) was formed of the most influential newspapers within the region also considered independent. This organization creates collaborations among its members to generate truthful news with reliable sources. Eleven newspapers with independent press freedom are allied to this group: La Nación (Argentina), El Mercurio (Chile), La Nación (Costa Rica), El Universal (Mexico), El Nuevo Día (Puerto Rico), El Nacional (Venezuela), O Globo (Brazil), El Tiempo (Colombia), La Prensa Gráfica (El Salvador), El Comercio (Peru) and El País (Uruguay) (gda, 2022, pp.1-6).

#### Digital Media Design

Imagine a publisher with a printed magazine established in the market but that needs to be adapted to the different digital media to cover the demands of its readers immersed in the new digital ecosystem (Yunquera, 2014, p.141). From this point the digital design starts, from an update in the structure of its content even if it is minimal. It can be given in the use of color, scales, typography, etc.

#### Composition

Ghinaglia (2009, p.4) mentions that the composition should mainly consider the harmonic ordering of the elements of the page so that there is no visual discordance, that is, that it looks pleasing to the eye and is easy to navigate and follow the reading. Having as an objective to transmit the correct message of the information to be diagrammed.

The composition consists of the organization and integration of graphic elements that allow to read the information properly and correctly. These elements are available in a hierarchical manner which contributes to the understanding of the text. These hierarchies are ordered depending on the concept of each element taking into account the weight of the images, color, typography, etc. Achieving stability in the distribution of both textual and graphic information, providing balance, harmony and rhythm in the composition.

#### Eye tracking

The studies that are carried out in eye tracking go around visual activity, where we try to model the attention of eye movement tracking. With this tool, you can record those points to which the person is unconsciously attracted, along with the time spent observing those points. This allows us to understand what most catches people's attention within a set of stimuli (Uribe, 2019, p.20).

## **METHODOLOGY**

### Mixed Research Approach

Mixed research consists of quantitative and qualitative research. That is, during the analysis process, a quantification of data and assessment of characteristics will be carried out according to the object or phenomena to be studied.

Qualitative research is carried out initially in the collection of information to know the most influential Latin American newspapers. In the same way the analysis of the graphic patterns that make up the structure of the publication in the digital press and the analysis of its composition. And quantitative due to the tabulation of the number of followers, reactions, comments and how many times users shared a publication in the first quarter of 2022 to deduce which is the one that had the most reach within this period.

### Inductive method

Observation and recording of all the facts, analyzes and classifies the facts from these, generates an inductive derivation and performs a contrast (Ruiz, 2012, p.98).

Part of the observation and collection of information from the most influential press in Latin America. From this, an analysis of the graphic elements that constitute the composition of the publications on the platforms or social networks is carried out. Once this information has been obtained, an analysis of the graphic composition of the

publication with more scope mentioned in the previous point will be generated.

#### Method of Analysis

It is a theoretical procedure which goes from the complex or general to a decomposition in its various parts and qualities (Naranjo, 2014, p.126)

The decomposition will be applied in analyzing each graphic element that makes up the news on the web and how they work as a whole. By saying a whole, we speak of composition patterns in which it will be identified if these are equal or not. All this in the format of each digital platform of the four chosen cases.

#### Population

The composition patterns of the digital publications of the newspapers El Comercio, La Nación, El Tiempo and El Universal are taken into account for the object of study to carry out the respective analysis in the period of the first quarter of 2022, on the Facebook, Twitter and Instagram platforms. Five publications from each newspaper will be chosen according to the highest number of reactions as the main axis and interactions such as comments and number of shares. This must belong to the time period mentioned above.

#### Sample

Next, the psychographic profile of the study group that will lead to the analysis of the publications through the use of eye tracking equipment is presented.

**Table 1: Psychographic profile**

<b>Psychographic profile</b>
Interest in the news
Interest in reading
Management of social networks
Preference for up-to-date news
Loyalty to the digital newspaper
Preference for content variety

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Once the psychographic profile of the population is known, a focus group of 40 participants is contemplated, since eye tracking requires

30 to 40 people to validate a study. This validation will be applied to the publications that reached the highest number of interactions.

## ANALYSIS AND INTERPRETATION OF RESULTS

Results of the general data of the digital platforms of each newspaper

The following tables show relevant data that show that they are the most influential digital newspapers in Latin America in the social networks of: Facebook, Instagram and Twitter.

**Table 2: General data from the newspaper La Nación**

The Nation		
<b>Country</b>	Argentina	
<b>Date</b>	<b>Creation</b>	January 4, 1870
	<b>Online format</b>	December 17, 1995
<b>Followers</b>	<b>Facebook</b>	5,183,954
	<b>Twitter</b>	3,762,358
	<b>Instagram</b>	1,465,152



Source: Diario La Nación Facebook, Twitter and Instagram, 2022

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**Table 3: General data from the newspaper La Nación**

Trade		
<b>Country</b>	Peru	
<b>Date</b>	<b>Creation</b>	October 9, 1841
	<b>Online format</b>	January 15, 1997
<b>Followers</b>	<b>Facebook</b>	5,467,333
	<b>Twitter</b>	938,829
	<b>Instagram</b>	1,467,657



Source: Diario El Comercio Perú Facebook, Twitter and Instagram, 2022

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**Table 4: General data from the newspaper La Nación**

The Universal		
<b>Country</b>	Mexico	
<b>Date</b>	<b>Creation</b>	October 1, 1916
	<b>Online format</b>	April 1, 1996
<b>Followers</b>	<b>Facebook</b>	6,304,016
	<b>Twitter</b>	6,705,379
	<b>Instagram</b>	647,116



Source: Diario El Universal Facebook, Twitter and Instagram, 2022

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**Table 5: General data from the newspaper La Nación**

Weather		
<b>Country</b>	Colombia	
<b>Date</b>	<b>Creation</b>	January 30, 1911
	<b>Online format</b>	January 22, 1996
<b>Followers</b>	<b>Facebook</b>	7,353,302
	<b>Twitter</b>	7,991,916
	<b>Instagram</b>	2,530,791



Source: Diario El Tiempo Facebook, Twitter and Instagram, 2022

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## Results of the matrix of composition patterns

### The Nation

This digital newspaper does not have an established layout for its publications for both its Facebook, Instagram and Twitter networks. It can be noted that there is an effort to maintain a graphic line in publications consisting of tertiary texts. Since, in them they use backgrounds to highlight the text. But, even so, the organization of these elements prevails according to the quantity or information that will be presented.

### The Universal

The layout varies between your social networks, the publications are mostly repetitive as to each social network. The compositional elements vary according to the information and composition. It can be mentioned that it is about maintaining the use of the same graphic elements such as fillets and transparent boxes that contain the text. But in general, a valid reticular system is not established in which the publicity of information is differentiated. This is only noticeable in the type of formatting they use and reading the content.

### Weather

In the social network Instagram a repetitive graphic pattern is displayed in most of its publications, but it is not maintained in the remaining two platforms. The layout varies, it does not maintain a relative composition between each social network. The only difference is the formator in which they are presented that goes from square to rectangular. On Twitter it is about maintaining the use of the same compositional elements, but it varies according to the information. There is also no difference between advertising and informational content. On Facebook the diagramming system is different between each publication, it does not establish any graphic pattern.

### Trade Peru

Likewise, like the previous diaries, the layout presents differences in its compositions and use of the modules. On Instagram there is a pattern in the use of black backgrounds to highlight information, but it does not happen in all publications creating discordance between them. On Facebook it is about doing the same thing, but it does not apply in all publications each one is diagrammed according to the information that is displayed.

### Coding of interactions for each journal

This table will tabulate the number of interactions of the analyzed publications of each digital newspaper. To take into account the

difference between cifras and the choice of publications with greater reach.

**Table 6: Tabulation of interactions**

Daily	Platforms	Numerical data			
	<b>Facebook</b>	Date	Reactions	Feedback	Shared
The Nation		31/01/2022	7,476	1,800	407
		26/02/2022	6,231	736	1,100
		01/03/2022	6,534	1,400	1,000
		15/03/2022	6,490	1,600	571
		26/03/2022	10,992	1,800	791
The Universal		12/01/2022	1,630	26	22
		18/02/2022	2,199	89	19
		21/02/2022	2,955	1,200	133
		10/03/2022	1,918	46	19
		23/03/2022	1,554	30	19
Weather		28/01/2022	2,785	1,400	65
		09/02/2022	6,255	3,500	264
		27/02/2022	1,450	1,400	112
		02/03/2022	43,796	1,900	9,900
		13/03/2022	3,582	540	3,700
Trade		03/01/2022	3,458	1,700	440
		03/02/2022	5,504	285	278
		09/03/2022	5,282	242	489

		28/03/2022	21,551	21,871	895
		29/03/2022	52,404	1,500	3,300
	<b>Instagram</b>				
		12/03/2022	4,904	1,429	

The Nation	22/01/2022	4,595	316	
	20/02/2022	50,497	3,439	
	06/03/2022	4,978	541	
	09/03/2022	50,234	7,390	
The Universal	10/02/2022	3,867	58	
	15/02/2022	5,349	520	
	02/03/2022	7,320	2,006	
	27/03/2022	5,365	123	
	16/01/2022	1,039	12	
	06/03/2022	16,840	2,086	
Weather	16/01/2022	18,894	1,176	
	21/02/2022	91,657	8,234	
	26/02/2022	94,714	2,086	
	23/03/2022	17,106	1,590	
	01/03/2022	60,660	2,550	
The Commerce	19/01/2022	45,483	2,080	
	08/02/2022	85,975	5,336	
	17/02/2022	48,533	2,052	
	25/02/2022	44,659	6,550	

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The boxes marked in light blue are the data that represent the publications with the highest interaction for the analysis of eye tracking.

Publication with greater interaction through the eye tracking equipment

To perform the graphical analysis using the eye tracking equipment , two evaluation parameters were established that would be addressed in the results of this. The designated parameters are: images and text.

The selection of publications that were analysed to improve the results of the analysis was based on the number of interactions. In total, eleven publications were chosen from the

40,000 interactions as a fixation to make their respective selection. According to the data of the previous tabs of all platforms, 90,000 interactions are reached as the publication with the greatest reach.

Analysis of the publication with the highest acceptance

**Table 7: El Tiempo Diary**

<p>Iconic and textual parameters daily El Tiempo</p>	<p>Daily heat map El Tiempo</p>	<p>Daily visual tour El Tiempo</p>

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The tables next to the illustrations show that the first fixation was the image and then the text. Depending on the hot spots, the text located in an upper margin attracts more attention than the lower text. Although they use the same color in typography and background, it can be concluded that the texts located at the top and in smaller quantities attract more attention than those located in the pie of the publication.

**Table 8: Diario El Comercio**

<p>Iconic and textual parameters newspaper El Comercio</p>	<p>El Comercio daily heat map</p>	<p>Daily visual tour El Comercio</p>

Made by: Anilema Camacho, Anabel, 2022

The element that attracts the most attention is the text since its hot spots focus on the contrasts of yellow-black typography. Then using these typographic properties results in drawing attention to the textual element and then passes r to the image as a complement to the information.

**Table 9: Diario La Nación**

<p>Iconic and textual parameters of La Nación newspaper</p>	<p>La Nación daily heat map</p>	<p>Daily visual tour La Nación</p>

Made by: Anilema Camacho, Anabel, 2022

According to the total fixation and the heat map the first fixation focuses on the text. This result highlights the use of the typographic property of thickness in the characters on a background that contrasts and allows the effective visualization of it. On the other hand, a thumbnail image attracts more attention than one that meets 80% of the composition.

**Newspaper El Universal**

In the newspaper El Universal none of the applications was considered, since the publications with the highest or number of views were selected among the 4 media analyzed and this newspaper does not reach the minimum number of interactions.

**CONCLUSIONS**

- Despite the existence of several newspapers printed in the Latin American region, few reach a great boom outside their country of origin. This depends on several factors, one of them being free expression, which in some countries is difficult to practice. Despite this, it was possible to meet the objective, with few cases that stand out in social networks as in its printed edition.

- Through the properties exposed in the matrix it was possible to verify or differentiate the composition of each digital diary. Therefore, it is highlighted that through this instrument it was identified that each case maintains a different structure, but tries to handle the same graphic elements to be applied in the different social networks. The properties that are contained in publications in general are typographic properties such as width, thickness and posture.
- It was verified through the analysis of eye tracking that the graphic level in three newspapers is adequate to generate acceptance in its readers. The good handling of the compositions lies in the use of the image as a focal point that is accompanied or supported by the text.
- In the validation of the hypothesis, the use of eye tracking equipment and the analysis of the files gave way to the verification of this. With the team it was found that maintaining an adequate and organized crosslinking system for their publications generates greater interaction and acceptance. On the other hand, knowing the results of the analysis of the cards resorts to acceptance from another point. Since, for the most part, the compositions of the diaries vary and do not maintain similarity, causing little acceptance. These analyses prove that a good structuring of the graphic elements and use of each one influences the acceptance of publications on social networks.

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