Methodology proposal

InternetLab is developing in partnership with the LCA consultancy **a study on the economic determinants of informational disorder in the context of the growth of digital markets and their impact on media markets in the "Global South"** (more specifically, some Latin American countries). The study will evaluate how these determinants manifest themselves in the concrete case.

In this context, it is understood that the interface between digital markets and the media market is developed by economic elements that explain the change in the pattern of news consumption, justifying the emergence of new publishers and the need for traditional vehicles to adapt.

In this sense, economic determinants of disinformation can be understood from different keys of analysis, in specific we seek to discuss:

- Digital platforms allow for greater scalability and capillarity for media vehicles, given the greater capacity for personalization and content targeting.
- Such dynamics justify the greater capacity for the development of vehicles that carry out journalistic actions of higher quality, connecting them to a new demanding public and ensuring a more diverse supply of niches and publishers not linked to tradition as a condition for financing their operations.

Study framework

I. **Review of the economic literature on the interface between digital markets, media market and impacts on misinformation.**

II. **Study case about the media market panorama in Brazil and selected countries.**
   ○ We will analyze the cases of Brazil and two other Latin American countries (Argentina and Colombia) according to the availability of public information.

III. **Identify the variables associated with the phenomenon of disinformation in the media market.**
   ○ Common aspects of all the cases studied:
     ■ Elements of the market organization model;
     ■ Level of market concentration;
     ■ Participation of digital platforms and traditional vehicles.
   ○ Particular aspects of the countries analyzed:

- The pattern of demand for news;
- Main players;
- Regional determinants;
- Socioeconomic condition and institutional aspects.

IV. Mapping of public databases with information about the countries.

V. Points of attention and recommendations for future research.