María José Corvo Sánchez / Benigno Fernández Salgado (Eds.)

To the Next Station

Papers on Culture and Digital Communication



Contents

Benigno Fernández Salgado & María José Corvo Sánchez Introduction: What is the use of Culture and Communication research? Does it help the less fortunate? Does it release the more able?
1. Communication, Translation, Globalisation
Helena Cortés Gabaudan 'Bread' refuses to be translated. Thoughts on the meaning of Translation37
Tomás Costal & Lourdes Lorenzo Hot topics in the new media: Professionals, amateurs, fans and copyright51
Josefa Piñeiro Castro Technological cleavages: Flows and cultural representations by the new generations
Tina Poethe The Production of Structuralist Space – The Philosophy behind the Aesthetics of the City of Culture in Santiago de Compostela83
2. Internet, Advertising, Social Media
Xabier Martínez-Rolán Recommendation algorithms in social media: Beyond human communication109
Verónica Crespo-Pereira, Pilar García-Soidán & Valentín-Alejandro Martínez-Fernández The impact of (standard vs expert) Facebook friends' credibility on the audio-visual consumption121
Tania Sueiro Graña A journey in time: Retrobranding in the food sector in Galicia at the beginning of the 21st century

10 Contents

Joana Querido Gomes	
Spanish universities' MOOCs and the use of multimedia teasers to	
attract students	51
Joan Miquel-Vergés	
Big Data and data mining: Opinion mining in the field of	
microblogging on Twitter. State of the art and new trends	55
3. Education, Leisure, Literature	
Lorena Arévalo Iglesias	
From the classroom to the wall: The adolescent vision of the	
myth of romantic love in participatory street art	€1
Beatriz Feijoo	
Going to the park or staying in: What activities do Galician children	
spend their free time on? Analysis of the routines that minors	
consider preferential in their lives)9
consider preferential in their investigation and a second	,,
Mariela Sánchez	
Literature, postmemory and blog: A new avenue for writings about	
the self and for a transatlantic perspective. Spain in Diario de una	
Princesa Montonera -110% Verdad22	25