Introduction

Emerging mobile media.
Convergence in the new media arena

Medios móviles emergentes. Convergencia comunicativa en el nuevo escenario mediático

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This monographic issue of 'Comunicar' addresses the impact of emergent mobile media in both social and communicative landscapes. Smartphones have become an essential part of our daily life. Thus, its use has changed not only Internet access, which is now universal, but also the way in which humans participate in communicative processes, sometimes resulting in certain habits that can lead to addiction.

In the last five years, the number of users accessing the Internet from their mobile has grown dramatically. Although data for each country depend on its Internet deployment record, there are more and more regions where the number of users who access the net from their smartphone has surpassed those who navigate from a computer. Hence, these devices are leading the technological revolution by increasingly becoming core tools in communicative and cognitive processes.

Citizens in the second decade of the third millennium use mobile devices as the main means of Internet access. This habit has led to the design of contents specifically for online platforms, while hyper connectivity feeds greater citizen participation and intervention in the construction of messages. This results in an accelerated reconfiguration of the communicative landscape. Thus, technological development is progressing along the path of multi-sensorial interactivity pending the arrival of 5G connectivity, scheduled for the year 2020. In addition to an increase of navigation speed, 5G mobile generation will feed the era of content automation, which some have called the second industrial revolution.

In the forthcoming scenario, all the available data point to a new mediatization. Convergence among digital, physical and biological systems —which is experimental for now—, points out an immediate horizon with a reconfiguration of both the current media landscape and knowledge acquisition systems. Regardless of digital transformation, technology will not only evolve exponentially, but also benefit those with the ability to adapt themselves and innovate.

As we move towards this new scenario, mobile metacommunication addresses new challenges, multisensory interaction begins to bear fruit, and the new mediatization emerges in a panorama of an overabundance of messages and the need to engage in renewed forms of knowledge appropriation.

Therefore, we actually find ourselves facing new challenges, not only in the communicative processes, but also in the social dynamics that will star the following years. The 59th issue of 'Comunicar' highlights the consequences and the impact of the introduction of mobile phones in communicative and educative processes. Furthermore, the main trends and initiatives focused on the construction of a more reflexive future about complexity are addressed.
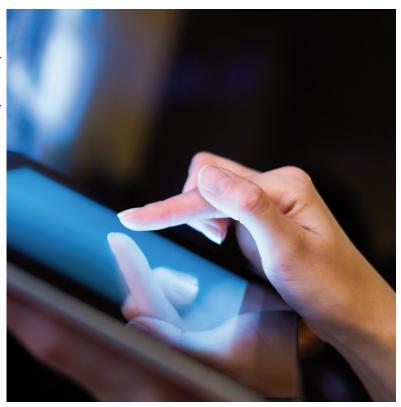
The dossier of the Revista Comunicar's 59th issue is composed of five texts that address the same quantity of

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perspectives on emergent mobile media. The selected articles show a variety of approaches applied today in order to understand the communicative complexity of the convergent media landscape.

The volume starts with a Systematic Review in the field of mobile journalism by a group of researchers from Norway, Portugal, and Spain. This study draws a historic overview of the main research in the application of mobility in both journalism and communication techniques published during the last decade.

The second article is the result of an empirical study on young adults' interaction with online news content and advertising. Conducted by a research group from the University of Navarra, this research points out how young people perceive advertisement as annoying. However, the study shows that there is no greater knowledge and use of add blocking systems.

Content syndication on news aggregators and its impact in journalistic criteria's selection is the matter of study in the third research paper. This study of the main trends in this field, conducted by a team of researchers from Portugal and Spain, evaluates the activity of thirty news aggregators. The analysis was completed with the contribution of eight online media editors published in the United States, Spain and Portugal.

The fourth article is a study of a specific type of problematic use of the mobile phones called «Fear of Missing Out» (FoMo): the fear of being excluded from experiences. As a result of the research work of a Tenerife-based team, the investigation addresses the communication between parents and students who attend secondary education in both public and private centres in the regions of Canarias, Baleares, and Valencia. This empirical analysis involved 569 students aged between 12 and 19 years.

Lastly, the fifth research article analyses political discourse about the President of the United States Donald Trump spread through mobile apps available in Google Play between June 2015 and January 2018. The study was undertaken by academics from three Spanish Universities using both qualitative and quantitative methods. The main findings of this project are the establishment of an empirical basis for the articulation of mobile apps' message and informative current topics: content viralization, hegemonic discourses and the role played by developers of new expressive, commercial, informative and persuasive proposals. All of that framed in the context of the intersection between the mobile app ecosystem and political campaigns.