

The use of WhatsApp by Tribuna Notícias News

Programme 1st Edition:

Limited interactivity or real audience empowerment?

O uso do *WhatsApp* pelo telejornal Tribuna Notícias 1ª Edição:

Limited interactivity or real audience empowerment?

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1 Introduction

Tuesday, March 29, 2016. The 28-year-old boy dies shortly after leaving a supermarket in the municipality of Serra¹; witnesses claim to have seen the young man stealing two pieces of steak from a butcher shop. It was initially believed that he would not have been feeling very well, perhaps a heart attack, when being approached by officials after the alarm went off. The security team head said there was no violence in the approach.

¹ Most populous municipality of Espírito Santo, located in Vitória(ES) in metropolitan region.

In the Tribuna Notícias News Programme 1st edition (TN1) newsroom², journalists begin to receive images of the tumult in front of the supermarket, through an exchanging messages app. They are records of a man lying on the floor, photos and videos of the movement of people around; and the first information, not yet confirmed, of what the death of the “meat thief” would have been like. The material is sent by viewers of the newspaper who witnessed the death, or who only shared files of photos and videos they had received. Many are surprised by such a sudden event; some even speak of divine punishment. One of them says that the images are something that the TV needed to show: an example that the crime,

Wednesday, March 30, 2016. Delegate Rodrigo Sandi Mori, head of the Homicide and Personal Protection Division (DHPP), informs the press of the result of the autopsy on the boy's body: Jhonatam Barbosa's death was proven to be caused by asphyxia. With the initial version downed, two security guards are arrested. Investigations indicate that they found out about the theft, chased the boy, managed to reach him in a vacant lot near the supermarket, and then were left alone with the victim, in a store aisle where there were no monitoring cameras. Despite denying the crime, both are fined for murder of the second degree, for futile reasons, and allowed to await trial in freedom³.

In the TN1 newsroom, images of the case sent via *WhatsApp* are received again. This time, they were sent by viewers who claim to be wroth at the extreme violence of the security guards' action that caused the death of such a young boy for such a trivial reason. According to what is said in most messages, the images made with cell phones become proof of a crime; the record of a brutal punishment that the boy did not deserve. In some texts, the broadcaster is requested to showing the material, so as not to let such cowardice go unpunished.

On both occasions, on the boy's death day and when the precinct chief announced the overturn in the investigations, some of the videos and photos received were used by the TN1 journalism team and shown on the news. Images and messages also helped in the search for new information; some brought details about the security guards involved, the murdered boy, and the timing of the crime. They guided new questions asked by producers to the police, and indicated ways in which a portion of viewers would

² Television news broadcast from Monday to Saturday, currently from 11:45 am to 12:35 pm, on TV Tribuna, SBT's affiliated broadcaster in Espírito Santo.

³ Further information at <http://www.tribunaonline.com.br/morte-por-afixia-e-confirmada-e-justica-mandar-soltar-acus-de-matar-homem-em-supermercado>. Accessed on July 21, 2016.

like to see: 1) demand for the police to work hard; 2) swift justice and punishment for those involved; 3) in addition to the victim's personal history and the family's reaction to the knowledge of the murder.

This is just one example of how the most well-known and used instant messaging application today has caused major and important changes in the way of producing, transmitting and receiving information, consequently affecting the productive routines related to journalism and the relationship of a party viewers with whom you produce information professionally. In the Tribuna Notícias newsroom, *WhatsApp* started to be used in April 2015, mainly to exchange messages between team members and to receive script suggestions sent by viewers. It gained vignette, status of feature news, and importance in the following month, in May of the same year.

The purpose of this article is precisely to evaluate how the use of the application affected the relationship between journalists and part of the public, and changed the productive routines in the TN1 newsroom, in the first 18 months of implementation, a period between April 2015 and October 2016. To fulfill this task, this case study used the bibliographic review, participant observation⁴ and semi-structured interview. The data were collected through direct access to the broadcaster's account in the application and also through analyzes made on *Easynews*, which is the most widely used newsroom automation software in Brazil at the time of this research.

The news programme was analyzed for six non-consecutive weeks, in different months, always monitoring weekly from Wednesday to Wednesday. The intention was to prevent an event of great journalistic interest, which generally had repercussions for several days in a row, from dominating the scope; or that a factor capable of significantly affecting the environment in the company, such as layoffs or schedule changes in the schedule, interfered in the search result. The investigations included the routine of the newsroom professionals, the analysis of messages received as a whole, the use of these contents and the relationship with the public, within the main schedule related to the production of the specific news program, that is, since the arrival of the first professional, in the early morning, until time when TN1 is down.

⁴ One of this work's authors that worked as a text editor at TN1 for a good part of the time of this research, having been disconnected from TV Tribuna in 2016.

As found results, we can point out that although the participation of the viewer is highly encouraged during the news and the intimacy atmosphere reinforced with each speech, the viewer is unaware of the journalistic process needs or the company's interests and still remains distant from the selection of what will actually be displayed.

Whoever is at home and watches the news is not identified as an ordinary person, but is evoked by the presenters as a “TN friend”. But even though the app allows some interaction, our investigation indicated that a very small portion of viewers actually use *WhatsApp* to send content to the newsroom and, moreover, and more importantly, we can say that the new communication channel and audience participation did not change the product editorial line, it means, the journalists who continue to decide what is or what is not news, according to their own professional and business values and interests. Therefore, this participation is quite limited.

In fact, we can indicate that one of the most visible consequences of using *WhatsApp* by the TN1 newsroom was the frustration. For professionals, this frustration comes from the overhead generated by new functions accumulation, which makes it impossible to carry out the work related to the application satisfactorily. Many viewers, on the other hand, find themselves frustrated when they realize that their demands do not receive the attention they considered adequate. This can be proven by the number of messages received through the application, with a negative content and charges for more attention and feedback, and by formal tips from viewers made to the application administrators.

2 Changes in the television news production routine

Until the beginning of *WhatsApp* use, the information exchange between the viewer and the journalists was done through conventional telephone calls, by email and by direct contact with the teams on the street. Rarely did any viewer go directly to the newsroom. In the past, and even today, in these cases, it is necessary to go through the network security team filter. If the guards analyze that there is no apparent dangerous condition, they warn the team. One of the producers, then, tends to pay attention to the viewer at the reception desk, in a polite way, but avoiding prolonging or hindering the pace of internal work. After the creation and Facebook popularization, some suggestions and tips started to be made also

by the program's profile on the social network. After *WhatsApp*, there was a major transformation, mainly in the number of conventional phone calls received, as one of the producers explains:

I think it is so much more practical to send a message than making a call (calls, calls until the person answers, the line is busy ... it takes too long to explain and answer the questions) that participation increased a lot. The phone today doesn't ring as much as it used to (PRODUTORA 2, julho 2016)⁵.

When contact is made by telephone, it is difficult for professionals to distinguish what is and what is not true in what is transmitted. Until April 2015, when the application began to be used in the newsroom, the reporting team came out with the information on the agenda, but was often surprised by a reality quite different from that described in the call. Protests are a good example. In the past, it was necessary to believe what the viewer said and, many times, they increased the number of participants or the severity of the demonstration, to force the reporter and cameraman presences. Likewise, an "immense crater", "a large sewage river" or a "true open-air dump" were nothing more than a small hole in the unpaved street, an overflowing pit or some bags of garbage in an unsuitable location. Teams have also found themselves in extreme insecurity situations, after going on to check for false reports. One of the image editors who works in the TN newsroom summed it up well by answering whether the newscast is better with the "TN friends" participation:

Yes, we usually receive information or agenda suggestions by phone or email, but it is always difficult to understand the problem, or view the report. With *Whatsapp* everything became faster and easier, since we can see through the photos and videos the real situation in the neighborhood, hospital, health center. But there is a large flow of videos, photos and audios received, and this requires a new way of working for people who work directly with the receipt of agenda suggestions (EDITOR DE IMAGENS, 2016).

During our on-the-spot observation process in the Tribuna Notícias newsroom, we found that *WhatsApp* use brought consequences and changes in the form and pace of action of all professionals directly involved with the work in the newsroom. From the streets, reporters and videographers could receive and send this information, photos and videos, reducing the passes number through the company, reconfiguring the relationship between territory-zone and network-territory, in a more flexible spaces articulation that are not continuous (HAESBAERT , 2004). This made the news production process more

⁵ We chose not to inform the name of a good part of the professionals in order to preserve the identification and allow them to be more comfortable to answer questions related to the company in which they work. We would also like to avoid indicating their position, but we believe that this is important for the understanding of the statements and we decided to inform it after the authorization of the interviewees. The names of the executive publisher and the presenters are informed, as it would be possible to identify them only with a quick search with the date and the name of the program.

agile, in such a way that reports that previously would not have been produced in a timely manner for display in the edition ended up being shown normally.

There was a group in the app, created to share information, 24 hours a day, between team members. We found that the professionals also performed records outside working hours and the workplace. When witnessing events that they considered to be important from a journalistic point of view, the team registered and gave it away for use. Images made by journalists on leave, accidents or in situations of great conflict, for example, always yielded a good return on audience. Telephones, with their increasingly modern cameras, are also allied with teams in places where professional cameras are not allowed. Once registered, the image could be sent immediately, via *WhatsApp*.

This means that, with smartphones, the employee was connected 24 hours a day. Even if the legislation determines that companies respect the working hours defined in the contract, professionals are charged, and charge themselves, for an attentive posture, even in a rest period. The consequences appear in more and more stressed, more competitive individuals, with perception capacity altered by homogenization processes, redundancy and acceleration; and no time for health, leisure or well-being (CRARY, 2014).

The application use in the production process and in the direct relationship with the viewer favored the elaboration of a large number of guidelines, but ended up overloading the writing professionals, especially the producers and text editors. After the messages sent by the "TN friends" passed through the first screening, made by the two producers, they were passed on to the reporting head, so that the agendas could be marked, or to the text editors, so that they could be worked on and displayed. It was the three publishers, with the of the chief editor approval, who really defined the fact that it would be made into news, according to relevance, the time available on the news, the need to mix lighter and more "heavy" subjects and reports the availability of editing islands and image editors, and the time remaining before the journalistic product was ready to go on air. Sometimes, the material received left something to be desired technically, but it was still used, in the name of the authenticity characteristic, as Martins (2014) also pointed out.

The two producers were also responsible for other tasks such as the reports production and interviews, and for the search for answers from official bodies and companies that were mentioned in the

news. For this reason, they chose to monitor *WhatsApp* in a daily relay scheme, precisely to share the burden of the overhead imposed by the new function. They had access to an average of just over 300 messages per day, sent by viewers in the first year and a half of using the application, in the newsroom. In semi-structured interviews carried out during this research, both said they believed that the work would be done in a more satisfactory and productive way if there were a professional to carry out the activity in an exclusive way.

Time is a crucial factor. It is not possible to spend all the time reading and checking each message. The ideal would be an exclusive dedication, but, in view of our limited staff, it becomes unfeasible. Initially, I check item by item until dawn. I give priority to our group (TN) to find out if there is any urgent demand. Then, I look quickly to see if a friend of TN sent some factual news. If you have, I already find out (write it down in the file, name the phone to make it easy to find and what is most important in the message to facilitate the editor) and demand the teams and managers. If not, I continue to evaluate on a case-by-case basis (PRODUTORA 1, July, 2016).

It's all very busy. Our time is short and we have to answer all of them at the same time. Many times the people who are sending the msg do not understand that they are only one person to answer more than 1,000 messages that arrive at the same time ... then they get really nervous (PRODUTORA 2, July, 2016).

The messages with no journalistic relevance contributed a lot to the work overload faced by the producers. They were motivational videos, jokes, photos, montages with animals, meaningless phrases or just a greeting and even pornographic material. Every day, TN's *WhatsApp* was added to groups. All of these groups were deleted immediately, without the messages being read. Audio files were also not heard. The person responsible for monitoring the application informed the viewer that the contact needed to be in writing and requested a new submission. Most did not respond when this happened. Some TN friends sent messages with "Good afternoon, friend"; "Good evening"; "Good morning", daily.

With so many messages, many ended up with no return. And the charges were also made through the application, as in this example: "Hello guys from the tribune, I asked you for help, help me take out a gate on a street that an invader invaded, you will be helping me" (sic) (TELESPECTADOR, 2016).

The material volume received at the beginning of the application use in the newsroom was cause for celebration, as it indicated a return of the request made by the team, in addition to a good source of guidelines and the possibility of greater interaction, but over time, a good part ended up without adequate answers. The reduced team was unable to read, analyze and give feedback to all "TN friends" who, like real life friends, also resent themselves, which represents a risk. Becker (2016) has previously pointed out that: "In fact, technologies emerge and are developed to meet the dominant economic and political interests, but they are also appropriated by society in ways that are not always predictable" (BECKER, 2016, p.209).

There were so many complaints from dissatisfied viewers to the app's administrators that, in May 2016, TN's *WhatsApp* was blocked and banned from the system. The company's information technology team tried to turn things around, but failed. A new account had to be provided.

It is clear that the temporary application suspension caused a decrease in the number of messages received, notably after the period in which it was out of service, and also influenced by the change in the number. What ended up reinforcing the observed trend, since the *WhatsApp* implementation, of a gradual reduction in the quantity of messages. To give an idea of this fall, in the period of preparation of the research pre-project, which gave rise to this investigation, in April 2015, we counted an average of 390 daily messages. Survey on July 20, 2016 showed a total of 140 messages per day. A 64% reduction in the period of one year and three months.

After the suspension, it was necessary to adopt, more than a new number, new strategies. From that moment on, it was determined that it was mandatory to send a reply for each of the messages received, even if it was just a 'thank you', 'good morning' or a smiling emoticon. However, this measure increased the workload of the producers even more, also because many viewers made a point of tripling the response, sending back a new message like "thank you" or even another emoticon.

We verified that most of the *WhatsApp* requests came with photos, videos and detailed explanations. When the messages were not accompanied by these resources, they were requested by the producers, making it easier to find out if the guidelines were real and avoiding the waste of resources related to sending the team to the location. We emphasize that the capturing information process was already facilitated by other previous technological advances, but *WhatsApp* has dramatically changed the ease and material transmission speed.

The example below shows one of these situations. The mother was looking for a solution to her son's congenital problem, which had a malformation in the mouth:

This is my son Gabriel who needs urgent treatment. And the children's hospital in Vitória doesn't want to do it anymore. Because they say they did not close the diagnosis. And I would have to send it to Rio State. But they make appointments there. So I have to keep running after to make it work. And I can't do it and my son suffers a lot with his mouth like that. He is not able to eat properly. He suffers a lot. I can't stand seeing him like this anymore. (TELESPECTADORA, 2016).

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The child's photo touched the producer, the report was made, and Gabriel was taken to the necessary care.

Image 1 - Image confirms and intensifies the information provided by the viewer.



Image Source: screenshot taken by the authors.

Often, the information came from reliable sources, but in an unofficial way, especially when it was of a police source:

He carried out a robbery in BE together with his brother and two other individuals. He went to Pinheiros, trying to escape from the garrison after police monitoring. After pursuits and diligences the gun and drugs were found with his wife near his residence, the materials were in a baby stroller [...] (TELESPECTADOR, 2016).

Image 2 - Information from a reliable but unofficial source.

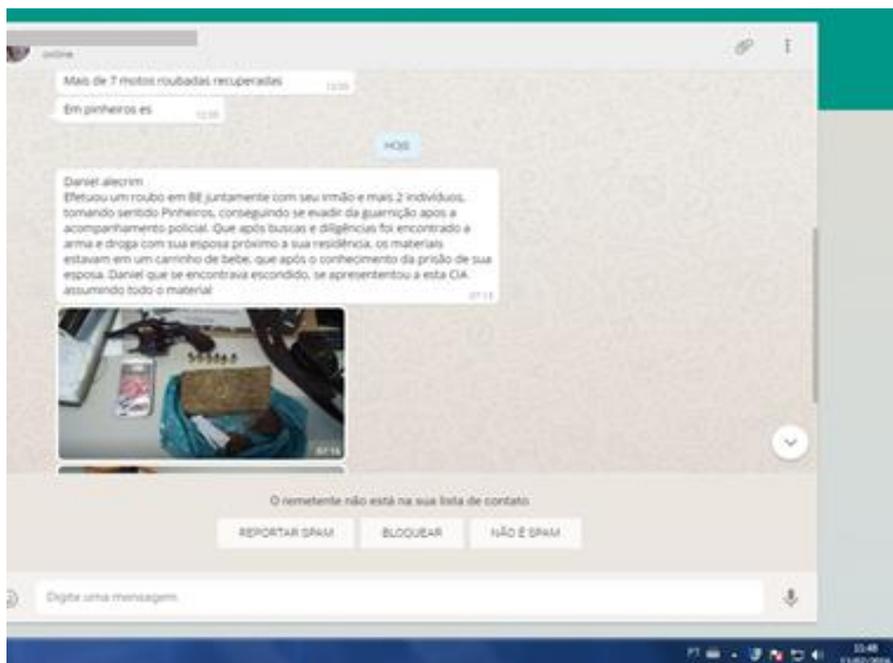


Image Source: screenshot taken by the authors.

Several times the factual was only shown because one of the “TN friends” was attentive, ready to record and, above all, willing to share the event record. Let's see as for example, an accident occurred on July 13, 2016. No news crew arrived in time to film the scene: an overturned car in the middle of the track; but the covered note, with information and images, was on on the same day in TN, thanks to one of the viewers, who was passing by the scene at the accident time time who, in addition to recording the scenes, collected unofficial information about the fact and even about the vehicle driver conditions . Before the material received, a vignette was displayed that reproduces the typical application noise when it announces the new message alert . The text, written by the editors and read by the presenters, appeared in a colloquial style and reinforced the importance of the recipient's participation in the news process, both in the article opening and in the complementary pre-note. The team analyzed the fact that it was of public's interest, set the images exactly as received and exhibited without editing. After the vignette, the presenters stated: “Vignette played, TN's friend appeared. He described an accident that happened in Lagoa de Jacaraípe neighborhood, in Serra. The driver drank, lost the car control... and the vehicle stayed that way. See there”.

After the material exhibition, the presenters thanked and reinforced the phone number for new contribution:

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Our friend who narrated the accident preferred not to be identified, but said that the driver was really drunk ... and left without wounds. Lucky of him !! Because what we are seeing the most are deaths in the traffic of drivers who insist on drinking and driving. Unfortunately it's true. Well, we appreciate the video that our friend sent us showing this absurd recklessness. Join TN too. Our *Whatsapp* number for you send suggestions, flagrant, curiosities is 99792-25- 30. (APRESENTADORES, 2016).

In the image below, it is possible to evaluate the newscast page, determined, as every day, by the executive editor. The material resulting from what was sent by the viewer (including vignette and note) was still paged in the first report, at a time when the fight for the audience with the two main direct competitors used to be quite fierce.

Image 3 - Pagination (newscast mirror)

Ord	Tipo	Referencia	Mun	Rep	Loc	Cab	VT	Mat	Apv	Dk	Id	Ac	TP	Lock
001	NIV	ESCALADA		Regi			Ingi	00:00	01:00	01:00				00:01:00
002	NOTA	chamada amanhã		Vix			Ingi	00:00	00:00	00:00				00:01:00
		BREAK 1								01:30				00:02:30
										01:30				
	VT	Alerta zebra (gelton)		Vix	Prat		Ingi	00:28	02:24	02:52				00:05:22
	NOTFE	nt alerta (CONFIRMAR)		Vix			Ingi	00:17	00:00	00:17				00:05:39
006	VT	NC preconceito/rainha (luciano)		Vix	Elai	Geo		00:18	02:34	02:52				00:08:31
007	NOTFE	nt pé preconceito		Vix	Geo			00:34	00:00	00:34				00:09:05
	VT	breno barbeiro (rapha)		Vix	Prat		Ingi	00:00	02:30	02:30				00:11:35
	NOTFE	nt breno		Vix			Ingi	00:00	00:00	00:00				00:11:35
002	VT	NC abuso/testa (luciano)		Vix	Elai	Geo		00:12	01:43	01:55				00:13:30
005	VT SÓ	virheta emprego		Regi	Prat		Ingi	00:01	00:02	00:03				00:13:33
006	NOTA	nt emprego 1		Vix			Ingi	00:15	00:00	00:15				00:13:48
	VT	virheta whatsapp		Vix	Prat		Ingi	00:01	00:00	00:01				00:13:49
	VT	video amigo caio (PASTA PRODUÇÃO)		Vix	Prat		Ingi	00:13	00:10	00:23				00:14:12
	NOTFE	nt video		Vix			Ingi	00:31	00:00	00:31				00:14:43
	VT	protesto caicaica (luciano)		Vix	Prat		Ingi	00:19	01:31	01:50				00:15:33
	NOTFE	nt protesto		Vix			Ingi	00:21	00:00	00:21				00:16:54
	VT	partu baino		Vix	Prat		Ingi	00:00	03:50	03:50				00:20:44
	NOTFE	nt baino		Vix			Ingi	00:00	00:00	00:00				00:20:44
007	VT	NC roubo/bicicletas (karoll)		Vix	Fabi	Geo		00:13	02:10	02:23				00:23:07
008	NOTFE	nt pé roubo		Vix		Geo		00:30	00:00	00:30				00:23:37
003	VT	gentileza 3		Vix	Geil	Geo		00:11	04:40	04:51				00:28:28
004	NOTFE	nt pé gentileza COMPLETAR		Vix		Geo		00:00	00:00	00:00				00:28:28
	VT	Stand up federal (rapha)		Vix	Prat		Ingi	00:00	00:40	00:40				00:29:08
	VT	documentos perdidos (karoll)		Vix	Elai		Ingi	00:11	01:53	02:04				00:31:12
	NOTFE	nt pé documentos perdidos		Vix		Ingi		00:18	00:00	00:18				00:31:30

Image Source: screenshot taken by the authors.

The spontaneous sending messages made up the vast majority of contacts, but it was not always like this . Sometimes, when it was found that the agenda was interesting, but there was no team availability , the issue was solved directly by *WhatsApp*. The producers asked viewers to record the fact and send it through the app. There was no occasion when they were not met, if the technical conditions made it possible to send them. In places where teams were also not authorized or faced bureaucracy to enter, such as hospitals, bus terminals and shopping malls, the willingness of “TN friends” to register the images on their mobile devices was essential.

Most of the messages were received in the morning, with emphasis on the minutes when the newspaper was being exhibited. Asked if she believed there was greater identification between the public and the newsroom after *WhatsApp*, one of the producers replied:

Yes, a higher exigency too. Most people who use it are people in need, from everything: attention, affection, health, favor, employment. They catch our attention when we don't go, commend our newspaper, criticize and commend our TV show hosts and our reporters. They blow the whistles when we give incorrect information. (PRODUTORA 1, 2016).

Official bodies and institutions, such as government departments, still preferred to use email to send releases with suggested guidelines, although many of them are also available for quick sending messages via cell phone. In these cases, the email was usually sent with a confirmation request to facilitate control of the suggestions or responses sent. After the demand became official, yes, the contact sometimes changes into *WhatsApp*, or the conversation continued in the space guided for instant chat in the email boxes.

On days with big events like marches, political quarrels, or when there was a crime of great repercussion, the number of messages increased significantly, as, for example, when it was difficult to get a vaccine against H1N1 flu; queues for biometric re-registration at electoral offices; fear of dengue, zica and chikungunya; the visit of federal deputy Jair Bolsonaro (PSC-RJ) to Espírito Santo (at that time); municipal elections; the severe unemployment rate facing in the period; the disputes between those favorable to the impeachment of President Dilma Roussef and those who believed that everything was just a coup. And, with much less relevance, but not less messages quantity, the TV Host's beard, who decided to change his style, allowing it to grow and be black dyed.

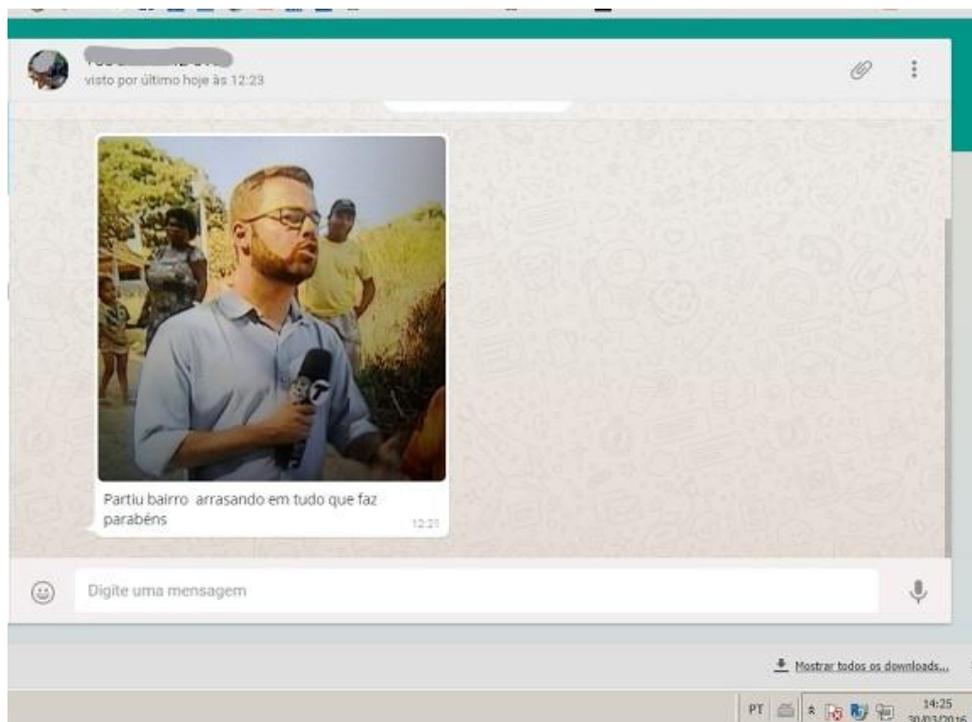
The vast majority of messages were sent by Grande Vitória viewers, with very little from residents of other municipalities participation in the state. During the six weeks in analysis, interspersed in different months, there were only four occurrences: a political tip; a request for a party disclosure; a request for improvements in a neighborhood full of holes, and, the only one that was used by the team, the aggression delation committed by a politician. This request was even mentioned by one of the producers as a personal assessment error: "I got a scoop. I received the video of a politician hitting a sound car, I checked it out, I saved the video, but I forgot to let the editors know. In 2nd edition, the video was in competition. It was horrible!!!" (PRODUTORA 2, 2016).

The reduced amount of material received from other locations can be explained by the small penetration of TV Tribuna's local programming in the interior. The quality of the signal that reaches the most distant municipalities generates many tips and many viewers choose competing channels or pay TV channels. TV Tribuna's teams rarely report outside the metropolitan area, due to lack of staff and economic resources.

Much of the messages contained information or tips related to crime or service, which can be explained by the characteristic of police newscasting that was adopted for many years and which was still part of the public's product perception. The messages that brought requests for community demands were also always recorded in good numbers: lack of asphalt, sewage, excessive mosquitoes, lack of leisure area, among others.

There were so many requests that they inspired the creation of a special painting, "Partiu, bairro!", Just to answer them. Done in a very light and relaxed way, the attraction was guided by a unique reporter, the journalist Felipe Chicarino, to strengthen the identification. Dressed in the shirt that informs the attraction's name, and makes the professional's intention very clear, the orientation was to carry out the reports with the residents participation, in a chemistry way, often using humor as a resource for the tip.

Figure 4 - Viewer lauds the attraction "Partiu, bairro!".



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Image Source: screenshot taken by the authors.

Complaints of this sort, which came through the application, were always noted and, in most cases, attended, despite being very similar to each other, varying only from community. They were the ones that supplied the guidelines production for the attraction and reinforced the partnership with the “TN friends”. In a way, the incentive to participate in this case ends up getting feedback. When “Partiu Bairrol!” was on the air, the number of messages received through the application increased considerably. On July 20, 2016, for example, of the 11 messages that brought requests from communities, nine arrived while the attraction was being displayed or immediately after the exhibition. The 20th's other messages analysis will be detailed later.

It is like a reminder to the viewer that he has a demand to send, that he has a claim channel. Musse and Thomé (2015), when analyzing the complaints and tips sent by the audience to TVs, affirm that viewers “[...] give the newscaster the role of defender and mediator in their relationship with the public power, legitimizing the press power” (2015, p.05).

3 Volume, origin and use of messages sent by viewers

In order to quantify and evaluate the messages origin and the importance of these contents for the final newcast edition result, we are going now detail some of the editions present in our six-week sample. The days explained below were chosen because they are significant to exemplify a pattern that was repeated during the six monitoring weeks.

On October 14, 2015, a Wednesday, from 00:03 am (first contact moment) until 12:39 pm (TN ending time), 395 messages were sent to *WhatsApp*, and at least 150 of them had agenda suggestions. The rest consisted of compliments, complaints, requests for kisses or photos disclosure, videos taken from the internet, requests for jobs and money, religious or motivational messages, pick up lines, in addition to the “good morning” messages (18), just “Hi” (29), and those that were a return from previous contacts already answered by the team (53). From the total material received, two messages became covered in the news: the video showing a passenger abusing a student and the photos of a 93-year-old woman who managed to meet with the child actress Maísa. For three other suggestions, reports were immediately marked:

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assaulted teachers, lack of lighting near a school, neighbors annoyed by roosters noise. At least 20 others were registered for analysis by the reporting head.

Graph 1 – Messages utilization on 10/14/2015.

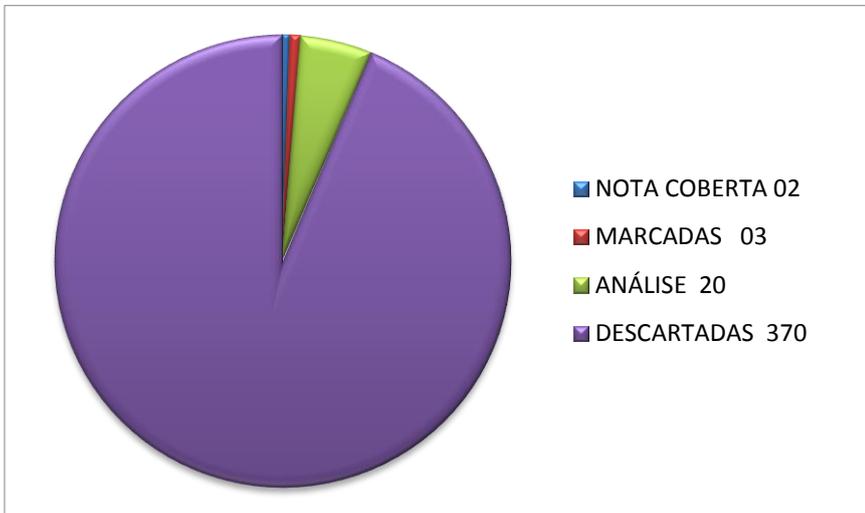


Image Source: Survey accomplished by the authors

On March 30, 2016, Wednesday, a total of 182 messages were received. The first was sent at 1:18 am (video of a politician being beaten with a pie in the face) and the last was recorded at 12:41 pm. Only 30 received any response from the production. The TN was added to six groups of messages, all deleted. One person was blocked for sending pornography. The report that generated the most quantity of comments was about the boy's death inside the supermarket, the example that opens this article. Only one message was used by the news: a video of residents lynching a supposed robber, a file sent by three different viewers. Four suggestions received became an agenda: a child who fell into a manhole and three problems complaints in neighborhoods.

Graph 2 - Ignored messages totaled 81% on 03/30/2016.

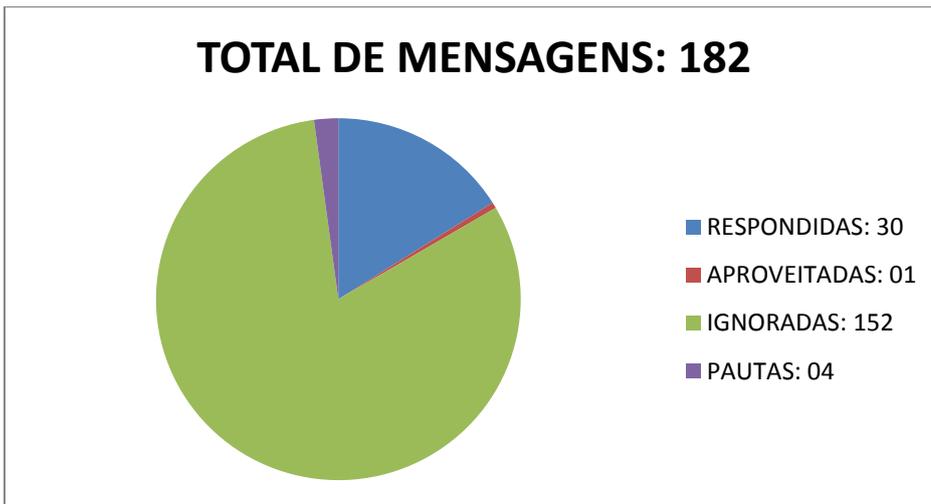


Image Source: Survey accomplished by the authors

We can notice that 81% of the messages received on the day were left without any type of response. The high percentage can be credited in part to the picanha thief case. The two producers were in a very much demand on the day, seeking confirmations for the new data that came on the case, rescheduling agendas that fell because of the fact, and running after the police positioning, the victim's family and those responsible for the supermarket. Despite so much work, the determination was that the *WhatsApp* analysis was not interrupted, so this is a case that illustrates well the impacts that the use of the application represented for the newsroom routine.

We now present the edition details for Friday, April 1st, 2016. The date marked the visit of Federal Representative Jair Bolsonaro to Espírito Santo. No material received through the application was used due to lack of time available on the news. Despite this, we verified 181 messages sent during the production period and newspaper exhibition. TN was added to five groups. The contact messages such as "hi", "kiss", "good morning", religious, internet videos or chains added up to 35. Thirty-eight people requested community reports such as delayed buses, sewage, asphalt, etc. 23 suggestions for police matters were received, such as assault, accusations, lack of security. Ten viewers requested reports in the health field, such as attendance problems, queues at health centers, vaccination. Three messages denounced education-related issues such as schools in poor condition, lack of uniform. Four viewers sent opinions about Bolsonaro or photos of his arrival at the airport. Six compliments were recorded for the newscast or presenters; eight returns from previous contacts; three messages related to consumer rights; ten messages with real-time opinions on the news shown on the news (Bolsonaro, police officer beats a woman,

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difficulty vaccinating). Five viewers demanded responses from the TN newsroom; eight reported traffic and accidents. Three messages included only an audio file and were not heard by the production; and twenty-five were classified as being of a different nature: job application, donations, rumors, demonstration, smoke caused by peat fire, advertising, missing people, pornography, among others.

Graph 3 - The nature of the messages on 04/01/2016.

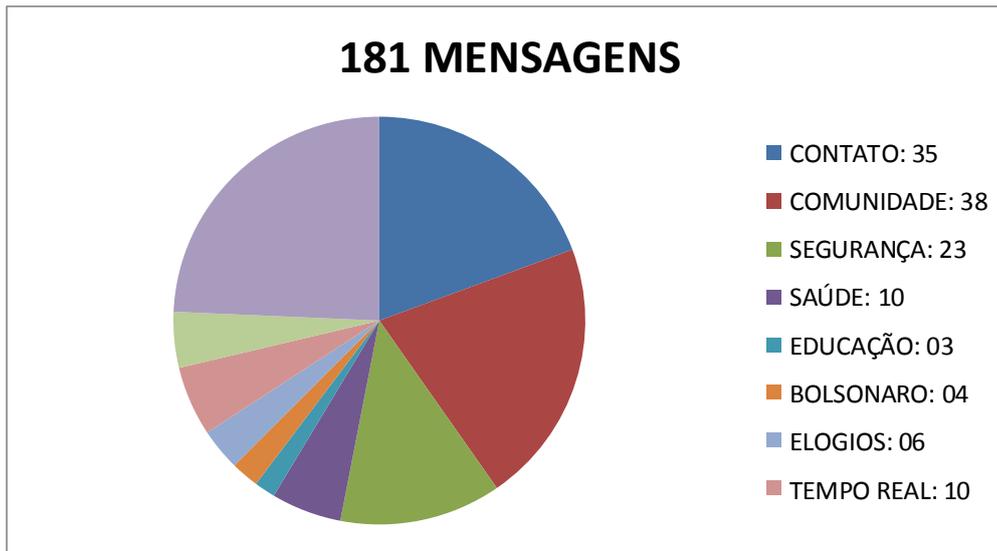


Image Source: Survey accomplished by the authors

On July 20, 2016, Wednesday, the TN was on air at noon and left at 12:47 pm and there was no case of major repercussion, or external or internal factor that demanded the professionals beyond the usual. The page made by the chief editor was standard, with police reports in the first minutes, followed by service reports. In the last attraction, only job vacancies, as usually happens when the newspaper's time exceeds what was planned, most of the time because of the extempore comments from the presenters.

A total of 140 messages were sent. The first was recorded at 06h08 (link to a music clip on Facebook). The messages received until TN started totaling 68 (in 5 hours and 52 minutes).

During the newscast's broadcast (47 minutes), 72 messages were sent, that is, more than half of those sent in the entire period. Nine messages contained images shared from the Internet (including pets, "good morning" and children), and four were also videos taken from the network about animals, a report by the competing broadcaster, pornographic, about another state. Two messages asked for confirmation of the number in the app on TV. Six religious messages were received, fifteen were compliments, while

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another fifteen brought only a "good morning" or "good afternoon". A message brought a marriage proposal to one of the reporters.

The day highlight was the 10 messages with a flagrant traffic. A car from the Federal Highway Police that was driving with the headlight off on the federal highway, right after the law that requires its use to come into force, in addition to the 11 messages with requests for the attraction "Partiu, bairro!" (nine of them sent during or immediately after the picture was displayed).

We can say that complaints about the infrastructure problem are greater when there is an attraction showing the community demands. The number of messages also increases immediately after the telephone number is released by the presenters. Throughout the analysis period, the number of messages considered disposable by the team, that is, without any journalistic interest, is always much greater than those that are classified as useful.

4 Final considerations

According to the results found, we can say that the unpretentious expectation of the TN1 newsroom, in view of the initiative that sought to increase the agenda numbers and the interaction with the viewer, gave rise to surprise by the grandeur of the initial numbers of response and public engagement. And it was followed by unpreparedness in the way of dealing with it, a fact that ended up generating indignation on the part of the viewers.

It is important to note, however, that this discontent on the part of viewers who participate in the production process by sending messages via *WhatsApp*, does not seem to mean, at least in the short term, a real threat to the audience, credibility or identity formation of Tribuna Notícias, since the actual volume of participation is still not very representative. If we analyze the Ibope numbers for 2016, we will see that the news program had a daily average of 119,864 viewers. Taking into account the average of 300 daily messages received through the application in the first year of use in the newsroom, we get at an approximate rate of 0.25% of the TN total public. In other words, the other 99.75% of viewers did not produce spontaneously, nor did they respond to calls made to send collaborative material during the research period. Therefore, they were not directly impacted by the return obtained or the lack of it.

Regarding effective public participation, we believe that it is still marked by the hierarchy in the communication processes and, since the viewer does not participate in the selection of what will be displayed, nor control the focus that will be given to the material he sent, he can still be seen as a supporting role in the newscast production process. After conducting the survey, we can say that the “TN friend” has no direct participation, much less active participation. It has a chance to produce content, but not to choose or define what will happen after the material is released.

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Abstract

This article aims to evaluate how the use of the WhatsApp application affected the relationship between journalists and the audience, and changed the productive routines in the newsroom of the Tribuna Notícias lunch time news show in the first 18 months of its implementation (between April 2015 and October 2016). In order to accomplish this task, this case study employs bibliographic review, participant observation and semi-structured interviews. The newscast was analyzed for six non-consecutive weeks, in different months, always from Wednesday to Wednesday. Our findings demonstrate that the viewers are not aware of the needs of the journalistic practice neither of the company's interests, and do not affect the selection of topics that will be covered by the show in a meaningful way.

Keywords: News Report. Productive Routines. Interactivity. Tribuna Notícias. WhatsApp.

Resumo

O objetivo deste artigo é descrever e avaliar como a utilização do *WhatsApp* afetou o relacionamento entre jornalistas e público, e alterou as rotinas produtivas na redação do telejornal Tribuna Notícias 1ª edição, nos 18 primeiros meses de implantação, entre abril de 2015 e outubro de 2016. Para cumprir com essa tarefa, este estudo de caso utilizou a revisão bibliográfica, a observação participante e a entrevista semiestruturada. O telejornal foi analisado durante seis semanas não consecutivas, em meses diferentes, sempre fazendo o acompanhamento semanal de quarta a quarta. Como resultados encontrados, podemos apontar que apesar de a participação do telespectador ser muito incentivada durante o telejornal e o clima de intimidade reforçado a cada fala, o telespectador não tem conhecimento das necessidades do processo jornalístico ou dos interesses da empresa e, por isso, ainda se mantém distante da seleção do que será efetivamente exibido.

Palavras-chave: Telejornalismo. Rotinas Produtivas. Interatividade. Tribuna Notícias 1ª edição. *WhatsApp*.

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Resumen

El propósito de este artículo es describir y evaluar cómo el uso de WhatsApp afectó la relación entre periodistas y el público, y cambió las rutinas productivas en la sala de redacción del programa de noticias Tribuna Notícias 1a edición, en los primeros 18 meses de implementación, entre abril de 2015 y octubre de 2016. Para cumplir con esta tarea, este estudio de caso utilizó la revisión bibliográfica, la observación participante y la entrevista semiestructurada. El noticiero se analizó durante seis semanas no consecutivas, en diferentes meses, siempre monitoreando semanalmente de miércoles a miércoles. Según los resultados encontrados, podemos señalar que aunque la participación del espectador es altamente alentada durante el noticiero y la atmósfera de intimidad reforzada con cada discurso, el espectador no es consciente de las necesidades del proceso periodístico o los intereses de la empresa y, por lo tanto, todavía se mantiene alejado de seleccionar lo que realmente se mostrará.

Palabras clave: Teleperiodismo. Rutinas Productivas. Interactividad. Tribuna Notícias 1ª edición. Whatsapp.

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