

Digital technologies: uses and dynamics of enjoyment (Editorial)

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Welcome to the eighth issue of the Journal of Digital Media & Interaction (JDMI). For this issue we've assembled a set of six articles and one book review, approaching uses and dynamics of enjoyment of digital technologies, in the sense that digital media affect the way we consume informational content, the way we spend our time, and the ways we have fun and enjoy the culture.

We open this issue with the article **"Are you still watching?' Technicity, Temporality, and Excess in Streaming Consumption"** by Anderson Lopes da Silva. This article proposes the thoughts of Martín-Barbero as an alternative to the interpretation of digital consumption. And it analyzed the practices of binge-watch, binge-research and speed-watch as forms of contemporary consumption on streaming platforms, in the light of the concept of "excessive temporalities".

To follow, we have the article **"Systematic Review on Gamification and Cultural Heritage Dissemination"** by Imran Khan, Ana Melro, Ana Carla Amaro, and Lídia Oliveira. The article aims to answer the question "How does gamification contribute to the dissemination of cultural heritage?" through a systematic review of the literature carried out at Scopus (last five years), considering the keywords: Gamification, Cultural heritage, Digital Learning Scenarios, Internet of Things. The systematic review shows that gamification has been used in new systems and applications to promote cultural heritage, to motivate tourists to visit cultural heritage and explore historic sites by playing serious games.

Next, the article entitled **"Precarious Work in Cultural Domains: The Case of Brazilian Youtuber"** by Marta Chaves Vasconcelos de Oliveira, and Renata Vidart Klafke presents an investigation was carried out using interviews conducted with Brazilian Youtubers, to identify possible indicators of precariousness in the organization of work. The results show the existence of great pressure under the Youtubers towards the production of content and low financial return.

Following we present the article **"Environmental disinformation on Facebook: The case of Pantanal's fires"** by Raquel Recuero, and Felipe Bonow Soares focuses on understanding the characteristics of misinformative discourse on Facebook, with the case study of fires in the Brazilian Pantanal. In the investigation, 147,362 publications of pages and public groups on Facebook were analyzed, obtained through CrowdTangle. The study shows that there tends to be a polarized circulation of misinformative discourse, with strategies focused on sensationalism and political alignment.

The next article **"Media territories to samba during quarantine"** by Luiza Cunha Barata, and Francisco Lemos Gonzaga which, regarding the situation of the COVID-19 pandemic and the

constraints provoked by the impossibility of public performances, carried out the analysis on the new formats of organization of the samba circles, namely, using lives on the online social networks.

The exceptional situation caused by the pandemic requires everyone to reinvent their daily lives, and this is particularly demanding for cultural workers.

The last article "**The use of artificial intelligence applied to digital marketing: exploitation of user-consumer vulnerabilities**" by Barbara Coelho Neves, Afonso Celso Magalhães Madeira, Daniel de Jesus Barcoso Cautela Branco analyze the appropriation of artificial intelligence by digital marketing and the power that can come to exercise on the consumer. The authors question whether the immense power of cognitive systems and chatbots can be responsible for triggering desires and needs in people, and thus, triggering manipulation mechanisms.

In the society of big data and intelligent systems capable of making decisions according to the data analysis, it is essential to have research focused on ethical issues.

This issue of the Journal ends with a review of the book "**Meander, Spiral, Explode: Design and Pattern in Narrative**" (2019) by Jane Alison, which highlights the importance of studies on the construction of narratives, namely, the new area of Narrative Design.

We consider that this set of contributions are excellent opportunities to trigger reflection and future studies on how we consume online content, how this consumption can be decisive for our lives, whether due to excess, possible disinformation or control. But also that gamification and online social networks can be at the service of culture.