

APImprensa - Editors Lab Lisbon

Global Editors Network

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## Project Clube da Saudade\*

*“Reading is, probably, another way of being in a place”, José Saramago, Nobel Prize in Literature, 1988*

### Motivation

Imagine the world as it is today, with internet connections from one city to another, in many different countries, creating a network in which you can stand “side by side” with someone who is thousand kilometres away from you. Imagine the books you like, the authors you read and the music that makes you dream. Imagine the cultural habits that you have embraced and grown up with, that makes you what you are and how you see the world.

Now... imagine that all of that disappears one day, and that you live in a different country, far away from your own, where people have different habits, different ways of thinking and doing things. How will you live? What will you think? Will you miss the days where you can be with your friends and family? Do you feel the heartache growing on your chest? Of course you do! That is Saudade\*.

### The problem we want to solve

Our project intends to spread the Portuguese culture to all corners of the earth, creating debates about books, music and news from Portuguese speaking countries, over Twitter, Facebook and Google Hangouts.

### How do we plan to solve it

To get the Portuguese digital communities’ attention, we created a platform where a series of discussion topics are available. Half of the topics are proposed and curated by the newsroom, and the other half is picked up from trending topics in Social Networks (Twitter, Facebook) and Search Engines (Google).

After accessing the platform and selecting a discussion topic, the users are presented with 4 items: editorial content on the topic, comments from social networks, Portuguese news on the topic, and a videoconference chat room where they can talk with each other about the subject.

- Editorial Content: This section contains basic information on the topic (Book synopsis, News lead, Artist bio, etc)... The newsroom is responsible for curating this content, when new discussion topics are proposed, or fetched from trends.
- Portuguese Comments: The comments are fetched by searching the topic (keywords, hashtags), using the Social Networks' APIs. It is important that posts can be filtered by language (Twitter, for example processes all tweets and classifies them by language). The users can then read the comments, and if interested, participate in the discussions, either by sending direct messages, or using the topic's hashtags
- Portuguese News related to the topic: A list of news that are related to the topic, gathered from different lusophone news platforms, for the users to read more about the topic
- Video Conference: Using the Google Hangouts On Air technology, we intend to create a chat room for each discussion topic. Users can join and leave whenever they want to.

## Difficulties and Limitations

### Comments

Two possible problems that may arise: malicious comments and automated commenting mechanisms that could flood the post feed with a different purpose than participate in the discussion. Social Networks already provide several defence mechanisms against such problems, but in order to ensure that a healthy debate is maintained, it might be necessary to have Community Managers responsible for curating comments and discussion.

### Portuguese News related to the topic

In an optimistic scenario, we would be able to programmatically gather news feeds from several lusophone sources and automatically filter news using the topic's keywords. However, most of the information is not structured, and such automation might not be feasible. The alternative, is to include the search and selection of Portuguese news on the topic as a part of the discussion topic curation and editorial content creation process.

### Videoconference scalability issues

It is not reasonable to gather everyone interested in the same topic, in the same chat room. There are human and technological limitations, so in order to make the video chat functionality available there needs to be a limit of participants per room. The platform should be able to create new chat rooms on the topic, as soon as the participants limit gets hit

\* Portuguese word that has no direct translation in English. It describes a deep emotional state of nostalgic for an absent something or someone that one loves