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Foreword to the first thematic

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Foreword to the first thematic: Emerging Trends in Digital Communication, Media, and Society

Maria Matsiola*

In the rapidly evolving landscape of digital communication and media, the interplay between technology, culture, and society is reshaping how we consume, share, and interact with information. The first thematic is titled “Emerging Trends in Digital Communication, Media, and Society” and delves into this dynamic field through four insightful chapters.

The first paper, titled “Intelligent processing and data management of sports content in media and communications” explores sports data in the modern digital media landscape and presents a framework for intelligent processing and management automation of sports content utilizing algorithmic techniques and Artificial Intelligence (AI) methods, such as Machine/ Deep Learning (ML/DL). The proposed approach introduces a series of techniques for semantic processing, annotating, and data linking mechanisms, providing a broader framework for indexing, and retrieving interconnected information and in this chapter the basic functional capabilities and pilot results of the initial techniques applied in basketball are presented.

The second paper is titled “Digital media, consumer culture and the city: An investigation of the relationship between youth lifestyles and cultural spaces” and it presents the research project LOCUS “social media, youth and Consumption of cultural Spaces”. It highlights the digital effect on consumption practices that has impacted upon the multiple ways that consumers seek validation for their choices. Through qualitative study with young people, as well as with communication and marketing professionals who work on cultural institutions attempts to bring to the fore the wider socio-cultural processes, the digitally mediated youth lifestyles and young people’s sense of belonging in cultural spaces.

The third paper, titled “Knowledge sharing in online communities: Incentives and barriers” investigates the factors that motivate or inhibit knowledge-sharing behavior (explicit or implicit) in online communities, through a review of Greek and foreign-language literature and articles. It approaches the issue of online communities that share knowledge that often resemble communities of practice found in workplaces and educational institutions, where a common interest, identity, and a set of communication norms and structures are cultivated through interaction.

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The fourth and last paper of the first thematic, is titled “The Effect of gamification in the field of tourism and social media: Gamification, tourism and social media” and it investigates the impact of gamification on social media and in the field of tourism and the intercultural communication through analysing the theories that have been formulated around gamification. Furthermore, it provides answers regarding the contribution of gamification to tourism and social media while it is trying to tackle the need for innovative strategies to enhance user engagement and interaction within the tourism industry through the integration of gamification elements.