

The Scientific Editors and Editorial Committee of the journal *Cadernos Metrópole* invite researchers from areas of knowledge that approach the urban and regional issue to send texts to the organization of volume 24, number 55, about the theme

The ambivalences and contradictions of social media

Editor: Lucia Santaella

The internet as a mediator of social interactions started in the mid-1990s. However, from then to now, its use has undergone continuous transformations due to its increasing development into powerful search engines, new platforms, applications and, above all, due to the proliferation of computerized mobile devices. It is not by chance that the Web started to be numbered to characterize its different stages: Web 1.0 (the Web of static websites and portals, of visitation), Web 2.0 (the interactive Web of social networks, blogs, wikis, and mobile devices), Web 3.0, with its more intelligent filters to offer the best results for end users' searches and, today, Web 4.0, with its recent increments - among them, the utilization of Artificial Intelligence algorithms to monitor users' postings.

In its early stages, the Web produced a lot of euphoria because of the promises to democratize communication thanks to its places of participation for all, its emerging forms of socialization, its virtual communities, team works, and the first search engines. It was also the stage of street protests that depended on contagion processes by means of digital networks (smart mobs). However, the honeymoon did not last long. Little by little, the social media entered a stage of anticlimax, an insane stage of slaying postings, swearing and hate distillations, especially in moments of political heat. The anticlimax was intensified from 2016 onwards, under the effect of Trump's election, of the Brexit win, and of the scandal of Cambridge Analytica and Facebook regarding the sale of personal data for electoral purposes. A while later, the dissemination of fake news gradually reached very high levels, due to the proliferation of bots and companies selling fake profiles on social media which they use to circulate contents that simulate, both visually and in terms of interactivity mechanisms, activities of media users. With this, an industry of bots was constituted, a clandestine market created to increase the number of followers and likes in certain accounts to spread lies.

More recently, the social media have decidedly entered the universe of artificial intelligence. Everything that is posted on the platforms of large technology companies is manipulated by algorithms capable of designing, in an extremely precise way, the profile of each user in an unprecedented process of surveillance and invasion of privacy. Two documentaries about this matter broadcast by Netflix, *The Great Hack* (2019) and *The Social Dilemma* (2020), potentialized a negativistic and deeply dystopian view of the social media. However, it is important to remember that the social media are much more complex than what is portrayed by an exclusively dystopian view. Today, many other benefits are provided, like games and educational platforms, e-commerce, geospatial contexts, etc.; not to mention the increment in connectivity thanks to semantic metadata, and the ubiquitousness that enables any resource to be connected to the Web, so that a wide range of services can be used everywhere. Bearing this in mind, this call for papers invites authors to explore the multidimensionality of the social media so that panoramas that are more faithful to its complexity can be designed.

Deadline to send manuscripts: NOVEMBER 30, 2021

INSTRUCTIONS TO THE AUTHORS

SCOPE AND EDITORIAL POLICY

The Journal *Cadernos Metrópole* is published three times a year and focuses on the debate on issues related to urbanization processes and the different forms that the urban question assumes in the contemporary reality. It is targeted at the academic community in general, especially the areas of Architecture and Urbanism, Urban and Regional Planning, Geography, Demography and Social Sciences.

The Journal publishes texts authored by researchers and scholars who study urban themes and discuss the effects of socio-spatial transformations on the conditioning of the cities' political-institutional system, and also challenges to the adoption of management models based on urban governance. The Journal does not publish texts authored by undergraduate students.

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CALL FOR PAPERS

The Journal *Cadernos Metr pole* has a thematic nucleus, with a specific Call for Papers, and a nucleus of free themes related to the areas mentioned above. Thematic texts must be sent within the established deadline and must comply with the requirements of the Call for Papers, while free texts are received by the journal continuously.

The papers can be written in Portuguese, Spanish, English or French.

Papers submitted to *Cadernos Metr pole* must be submitted through the link <https://revistas.pucsp.br/index.php/metropole/about/submissions>.

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Papers received for publication must be original and will be submitted to the appreciation of the members of the Editorial Board and of ad hoc consultants, who will issue their opinions. The papers will receive two evaluations and, whenever necessary, a third one. The anonymity of authors and reviewers is respected.

The Scientific Editors and the Editorial Committee are in charge of the final selection of the texts that were recommended for publication by the reviewers, taking into account their academic-scientific consistency, clearness, relevance, originality and opportune discussion of the theme.

The texts approved by the referees that were not selected for publication in the issue to which they were submitted will be presented to the editors of the subsequent issues, to be published in the Complementary Texts section.

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- title in Portuguese, or in the language in which it was written, and in English;
- abstract with 120 (one hundred and twenty) words at the most, in Portuguese or in the language in which the paper was written, and another one in English, with indication of 5 (five) keywords in Portuguese or in the language in which the paper was written, and in English;
- text keyboarded in Word, space 1.5, font Arial size 11, margin 2.5; the text must have 20 to 25 pages at the most, including tables, graphs, figures, and bibliographic references; images must be sent in TIF/JPG format, with minimum resolution of 300 dpi and maximum width of 13 cm;
- bibliographic references following the instructions below rigorously:

Books

AUTHOR or EDITOR (ed.) (year of publication). *Title of the book*. City of publication, Publishing house.

Example:

CASTELLS, M. (1983). *A questão urbana*. Rio de Janeiro, Paz e Terra.

Book chapters

CHAPTER'S AUTHOR (year of publication). "Title of the chapter". In: BOOK'S AUTHOR or EDITOR (ed.). *Title of the book*. City of publication, Publishing house.

Example:

BRANDÃO, M. D. de A. (1981). "O último dia da criação: mercado, propriedade e uso do solo em Salvador". In: VALLADARES, L. do P. (ed.). *Habitação em questão*. Rio de Janeiro, Zahar.

Papers published in journals

PAPER'S AUTHOR (year of publication). Title of the paper. *Title of the journal*. City, journal's volume, journal's issue, paper's initial and final page.

Example:

TOURAINÉ, A. (2006). Na fronteira dos movimentos sociais. *Sociedade e Estado. Dossiê movimentos sociais*. Brasília, v. 21, n.1, pp. 17-28.

Papers presented in scientific events

PAPER'S AUTHOR (year of publication). Title of the paper. In: NAME OF CONGRESS, number, year, place where it was held. Title of the publication. City, Publishing house, initial and final pages.

Example:

SALGADO, M. A. (1996). Políticas sociais na perspectiva da sociedade civil: mecanismos de controle social, monitoramento e execução, parcerias e financiamento. In: SEMINÁRIO INTERNACIONAL ENVELHECIMENTO POPULACIONAL: UMA AGENDA PARA O FINAL DO SÉCULO. *Anais*. Brasília, MPAS/SAS, pp. 193-207.

Theses, dissertations and monographs

AUTHOR (year of publication). *Title*. Doctoral dissertation or Master's thesis. City, Institution.

Example:

FUJIMOTO, N. (1994). *A produção monopolista do espaço urbano e a desconcentração do terciário de gestão na cidade de São Paulo. O caso da avenida Engenheiro Luís Carlos Berrini*. Master's thesis. São Paulo, Universidade de São Paulo.

Internet texts

AUTHOR (year of publication). Title of the text. Available from. Date of access.

Example:

FERREIRA, J. S. W. (2005). A cidade para poucos: breve história da propriedade urbana no Brasil. Available from: <http://www.usp.br/fau/deprojeto/labhab/index.html>. Access on: Sep 8 2005.