Preface

The volume opens with an article by Giuliana Costa on intergenerational home-sharing programs. Based on the proposal for social housing programs, the article analyses cohabitation programs involving the elderly, young students or workers. The author presents a detailed analysis of the conceptualisation of these programs, seeking to reflect on how intergenerational coexistence links individuals in order to combat loneliness, avoid social isolation and promote preventive care in the elderly population. In the first phase, Costa mapped out intergenerational cohabitation programs promoted by organisations from ten countries. In a second step, she developed a qualitative empirical study using interviews with managers of these programs, responsible for the organisations that promote them and policymakers. The objectives were to identify methods of implementing intergenerational cohabitation programs and assess the dimensions of cohabitation programs in the field of policies aimed at the elderly. The results indicate that housing sharing helps the elderly to stay in their homes and allows them to establish care links. The main conclusion of the study is that cohabitation programs are alternative solutions for the elderly, allowing what the author calls "ageing in place".

Delali Adjoa Dovie proposes an analysis of reform plans with a gender focus on formal and informal sectors of the economy in an urban region of Ghana in the article "Disaggregation of Gendered Differences in Retirement Planning in Urban Ghana". The empirical study aims to understand the strategies of men and women in preparing for their retirement. The methodological approach is that of mixed methods using questionnaires and interviews. Based on a sampling technique grouped in several stages, a sample of 442 workers, aged between 18 and 59 years, was selected to participate in the quantitative survey. Subsequently, 20 of these participants were selected for interviews that were treated using thematic analysis and narrative analysis. By considering the different levels of social responsibility, the results show that men and women are independent in planning their retirement. However, the data show that women are less likely than men to actively plan for retirement due to their financial resources, which are often lower than those of men. The study concludes that women need to better prepare for retirement, given that their average life expectancy

is higher than that of men, and also the fact that the majority do not have access to social security, since they work mostly in the informal sector.

In the article "Connected but not Engaged: A Tale of Two Governorship Candidates' Social Media Mobilization in a Gubernatorial Contest in Oyo State, Southwest Nigeria", Adebiyi Ademola Rasheed, Ajetunmobi Umar Olansile and Jelilat Opeyemi Olawale present a study on the level of involvement of voters in social media with two candidates in the 2019 government elections in Oyo State, southwestern Nigeria. Assuming the theory of the information society as a theoretical framework, the authors approach participation and civic involvement online as a form of political communication. The empirical study aimed to analyse the focus of civic-political involvement, explore the mobilisation patterns of the campaigns through the subjects debated and the published content, and evaluate how the followers of the pages got involved in the campaign issues. The methodological approach used was content analysis. The analysis corpus included 3,193 comments from the followers of the two candidates on the official pages of the campaigns on the Facebook, Twitter and LinkedIn platforms. The results show that the two candidates managed to promote the involvement of their followers. However, one candidate's campaign showed a pattern of unilateral communication, ignoring interaction with his followers. The authors conclude that the social media platforms were used as another unidirectional communication channel, ignoring the possibilities of interaction of these media.

Gabriela Gruszynski Sanseverino analyses how fictional-media journalism is built in the narrative of Harry Potter. Assuming the premise that cultural products are spaces for reflection on journalism, the author focuses on the Harry Potter saga as a transmedia narrative. Considering the inherent presence of journalists in the fictional universe of J. K. Rowling, Sanseverino analysed the media in a corpus comprising the seven books, the eight films, the interactive story and the Daily Prophet section of the Pottermore website as elements of the same narrative. Using content analysis, the author identified representations of journalism and the journalist in a transmedia cultural product that contributes to the construction of imagery about the field and the profession. The results indicate that journalism plays an articulating element of the narrative, integrating compositional logic and mimicking part of the profession processes.

In the article "Estrategias alimentarias de unidades domésticas vulnerables en sectores periurbanos de la Provincia de Buenos Aires (Argentina). Aportes al diseño y la gestión de organizaciones locales y políticas públicas actuales", Lorena Pasarin and Laura Susana Tavares identify and describe strategies for obtaining, producing, distrib-

uting and consuming food developed by the beneficiaries of the food plans in Berisso, Argentina, from 2011 to 2013. The authors assume the relational link of food, considering that the strategies to obtain, consume and distribute food are closely linked to the relationship with other people. The ethnographic study developed was supported by semi-structured interviews, observation and field diaries. A sample of 18 women, between the ages of 20 and 48, provided relevant information on the domestic units that receive support from food programs. The study identified and analysed the strategies of own production, procurement, purchase, redistribution and consumption of food in the sample, concluding that the situation of food vulnerability remains. In the current context, domestic units continue to have characteristics and food deficiencies resulting from the lack of monitoring of programs and local dynamics.

Deepak Gupta signs the report "A C4D Approach to Eradicating Polio. India Succeeds", which presents the results of a communication strategy for the development of polio eradication in India. Assuming strategic health communication as a theoretical framework, the author developed a study to evaluate the polio eradication campaign in Delhi, India, to suggest appropriate health communication strategies. Using a triangulation of methods, Gupta sought to analyse communication efforts to achieve the goal of polio eradication in India, to gauge the prevailing perceptions of communities about the acceptance of polio vaccination, and to identify content, platforms, modes and frequency of communication, to develop a strategic structure for communication. The investigation concluded that the content of the communication of the polio eradication program was centred on the exclusive promotion of vaccination, without exposing to risk factors that lead to transmission of the virus. It was also found that communication focuses exclusively on public radio and television channels, excluding audiences from private media. Poverty, social exclusion, vulnerability and gender disparity are some of the socio-economic factors that may put communities at risk. In this sense, the author concludes that the health communication strategy must be based on a wide diffusion of vaccination and risk factors in the media, but also on interpersonal communication.

The volume concludes with a critical review of the book "Life and Psychodrama" authored by Carlos Amaral Dias and Maria Moreira dos Santos, by Esmeralda Macedo.

Inês Amaral
Vasco Almeida
Henrique Vicente