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Centres and Peripheries: Communication, Research, Translation

Book of Abstracts

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PLEN1 Opening & Plenary Session

KL 1: The online participation divide

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While digital media offer many opportunities for people to express themselves, not everybody participates online at the same levels. This talk will discuss online participation from a digital-inequality perspective showing current limits to the democratizing potential of the Internet. The talk will consider how differences in online participation vary by sociodemographic characteristics as well as people's Internet skills. The presentation breaks down the various steps necessary for engagement – the pipeline of online participation – and shows that different factors explain who has ever heard of, who visits, who knows to contribute to, and ultimately who engages actively on various online platforms. Skills matter at all stages of the pipeline. Drawing on several data sets, this talk will discuss who is most likely to participate online from joining social media platforms to editing Wikipedia entries. The talk will also offer insights on the potential biases that can stem from relying on certain types of data sets in big data studies. Given that users of social media platforms are not a random sample of the Internet-user population, projects deriving their data from such sites must be conscious of the biases these sites as sampling frames introduce into their studies.

KL 2: Resistance in the datafied society: From data ethics to data justice

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As more and more social activity and human behaviour is being turned into data points that can be tracked, collected and analysed, we are seeing the advancement of new forms of decision-making and governance. This speaks to a significant transformation in how our society is organized and the ways in which we are able to participate in it. Whilst much debate on this datafication of society has focused on the need for efficient and supposedly more objective responses to social problems on the one hand and a concern with individual privacy and the protection of personal data on the other, it is becoming increasingly clear that we need a broader framework for understanding these developments. This is one that can account for the disparities in how different people might be implicated and that recognizes that the shift to data-driven economies is not merely technical. In such context, how we understand the opportunities and challenges for advancing resistance in the datafied society is key. This presentation engages with emerging shifts in responses to datafication, particularly within civil society across different boundaries. Whilst concerns with data have previously struggled to reach beyond confined expert groups and technology activists, we are beginning to see broader responses to the challenges of data-driven decision-making. One prominent area for civil society is the growing field of 'data ethics', which has emerged as a popular framework for engaging with the wider issues at stake with datafication. Key issues concern re-identification or de-anonymisation and risks for privacy, forms of discrimination and abuse, trust, transparency, accountability, lack of public awareness and responsible innovation and usage. These themes are increasingly prevalent in civil society advocacy where data ethics is providing a framework for guidelines to advance 'responsible' data developments across a range of contexts. However, in making data the entry-point for ethical inquiries, we also risk understanding data-extractive technologies as abstracted from broader relations of power. In this sense, the focus of resistance becomes on the 'responsible' handling of data or the 'transparent' and 'fair' nature of the algorithms themselves, whilst still accepting much of the premise of a data-driven economy. The question becomes the extent to which this can serve to advance more substantial challenges to dominant power relations manifested in data politics at different and interconnected scales (Ruppert et al. 2017). In this presentation, I draw on research for an ERC-funded project on 'data justice' as an alternative framing of what is at stake with datafication. Data justice as a framework is intended to connote the intricate relationship between datafication and social justice by foregrounding and highlighting the politics of data-driven processes and connecting concerns of anti-surveillance movements (e.g. privacy and data protection) with social and economic justice concerns (Dencik et al. 2016). I will argue that such an approach is needed in light of the role of datafication in contemporary forms of governance.

Plenary Sessions

KL 3: The geopolitics of platforms: Lessons for Europe

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The growing pains of digitization involve intense struggles between competing ideological systems and contesting societal actors—market, government and civil society—raising important questions like: Who is or should be responsible and accountable for anchoring public values in digitized and dataficed societies? There are two large competing platform ecosystems in the digital world: one is based in China, where it operates largely within a walled societal space. The other one is overwhelmingly American-based and has penetrated virtually every sector of American and Western-European societies, disrupting markets and labor relations, circumventing institutions, transforming social and civic practices, and affecting democracies. Online platforms paradoxically bypass the institutional processes through which European democratic societies are organized, while at the same time they clash with local, national and supra-national governments over who controls data-flows and algorithms.

Online architectures are governed by platform mechanisms such as datafication and commodification, mechanisms that are penetrating a large number of private and public sectors. Public sectors such as health and education are particularly vulnerable to the commercial values inscribed in online architectures. Public values and the common good are the very stakes in the struggle over the platformization of societies around the globe. But how can public values be anchored in digital societies—both in terms of technological systems and in governance? This lecture concentrates on the position of European (private and public) interests vis-à-vis the interests of an American-based online ecosystem, driven by a handful of high-tech corporations. At the heart of the online media's industry's surge is the battle over information control: who owns the data generated by online social activities? Particularly in the European context, governments can be proactive in negotiating public values on behalf of citizens and consumers.

KL 4: Plenary Roundtable - ECREA Critical Interventions 2018 - Academic Labour, Digital Media and Capitalism

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Session Format: ECREA Critical Interventions is a participatory format which will feature various risks, pitfalls and dilemmas of life in academia. Its first edition focuses on precarious and neoliberalised academia. It encompasses introductory thematic talk and contributions from the audience in the form of questions as well as more personal and confessional contributions related to work under the conditions of academic capitalism.

The economic and political transformations of universities in recent decades have attracted criticism from several quarters. This is also reflected in a growing academic literature investigating these changes in the context of neoliberalism and the rise in the interweaving of private and public providers. Within universities, a new entrepreneurial and managerial spirit has been carefully fostered and produced that has resulted in the implementation of market-driven rules and competition (Deem, Hillyard and Reed 2007). It is argued that educational institutions nowadays aim to respond to market demands whereby the public character of education tends to fade away (Peters 2003). Critical scholars speak about 'academic capitalism' (Slaughter and Leslie 1999), the 'corporate university' (Giroux 2002) and 'Uber.edu' (Hall 2016). These structural transformations have had several impacts on the working conditions, practices and relations of subjects including, to name but a few, the intensification and extension of work, the blurring of work and free time, casualisation, precariousness, self-exploitation and self-marketing. How these conditions are experienced by different subjects is open to debate. While the experiences of work in other sectors such as the cultural and creative industries are well documented, there is still a lack of understanding of labouring subjectivities in academia, as well as a lack of analysis of how the existing conditions are experienced by academics (Gill 2014).

Questions that need to be addressed in this context include but are not limited to:

- How do different working contexts and conditions in the academia shape feelings of autonomy, flexibility and reputation on one hand and precariousness, overwork and dissatisfaction on the other?
- To which extent are the working conditions of academics characterised by intensification and extension in the digital domain?

- What are the broader political realities and potentials in terms of solidarity, participation and democracy at universities?

  I address these questions based on a critical social theory approach and qualitative interviews with academics who are employed precariously at several higher education institutions.

Special Sessions

SPC01 - Journalism from the peripheries. From the Swiss-Italian media system to other local dimensions

PN 006: Are Swiss news media losing their edge? The role of media policy in fostering journalism innovation

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Switzerland is a small and land-locked country in the heart of Europe. As such, the Swiss media system presents some peculiarities: first, it has to cope with bigger media markets and vast spillover-effects from "next-door-giants" such as Italy, Germany and France. On top of that, there are only limited resources within Switzerland, a situation that is aggravated by the fragmentation into as many as four language regions and the fact that foreign media products, in both print and digital, have high market shares. In addition, the traditional structures of the Swiss news media system are also in a state of flux: particularly the newspaper industry faces economic difficulties and suffers the transition to a digital media ecosystem, as mobile technologies, algorithms and new intermediaries such as social media platforms as well as alternative or citizen media play an increasingly central role in the production, distribution and consumption of news. While the print industry is characterized by a strong media concentration, the broadcasting sector is characterized by a dominant position of the public broadcaster SRG SSR. But the public service broadcaster – as could be seen with the No Billag campaign to abolish the license fee – faces growing political pressures.Although Switzerland is currently classified as number one in the global innovation ranking, the news industry – unlike other sectors such as ICTs or fintech – is still struggling to adapt to the new digital environment. In this situation, while news media face increasing political and economic pressures, the role of media policy – and the question of how to finance news media, which are highly relevant in a direct democracy and a complex, federalist political system – becomes crucial. Traditional business models are no longer able to finance journalism, but the much needed journalistic innovations can only be transformed into journalism practice if the necessary financial resources are actually available. Institutional and public funding, suggestions currently discussed in the Swiss political debate, could in fact play a key role in supporting eligible journalistic organizations, start-ups or specific projects in the necessary adaption to the digital transformation process.

This paper examines therefore how the traditional journalistic news production can meet and adapt to the new requirements of news production and consumption in terms of financing and technology, particularly as innovation cycles are becoming briefer. Overall, the paper concentrates on two different aspects: first, it presents the characteristics of the Swiss media system; second, it discusses key trends in the Swiss news media market and in journalism and what kind of media policy responses are currently being suggested and discussed on a federal level in order to face these challenges. The paper is particularly interested in investigating aspects such as the impact of new intermediaries, the high media concentration as well as the (limited) potential of journalism innovation and new digital-only journalism start-ups. The paper concludes with a reflection on how these trends and policies at the federal level might impact the peripheral area of the Italian speaking part of Switzerland.

PN 007: The Swiss media system and its idiosyncrasies

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Switzerland is an out-looking and prosperous modern European nation. But like many smaller nations, its relationships with hits larger neighbours can be problematic, especially when one examines its journalism and the mass media. Swiss media consumption is heavily conditioned by four 'foreign' influences: the strength of French, German and Italian media and the increasing presence of English-language social media and internet news websites. This trend is especially evident in the consumption of news and current affairs. The pressures place on Swiss media companies, both private and public, is intense. In March 2018, for example, the No Billag referendum decided in favour of public finance for the federal public service providers in Switzerland. But that a vote took place at all highlights the precarious nature of Swiss domestic media and their journalistic output in comparison to media companies in wealthier neighbours. The No Billag referendum was a defining moment in highlighting the fragility of Swiss media output, though it is unclear still too what extent this danger is fully understood across the country. This paper will therefore examine the current situation, post No Billag, in the relationship between Swiss media and the pressures coming from foreign media as detailed above. The paper is particularly interested in examining ongoing attempts in Switzerland at cantonal level to development new forms of journalism and media language in order to connect with local audiences and issues. What are the key pressures facing local journalism in terms of business models, online access versus print availability and exactly who the key audiences are that seek this kind of service in the 24-hour global news cycle? The paper will concentrate on the Canton of

Ticino and will therefore examine in greater detail the legacy of Italian media development since the 1980s. How does the situation in Ticino reflect broader Swiss concerns and what impact is this having for the Swiss public sphere and media system?

PN 008: The role of public service broadcasting in the Italian speaking part of Switzerland

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RSI (Radiotelevisione svizzera di lingua italiana) is certainly something of a case study. In a region with 350,000 inhabitants, it runs two public-service television networks and three radio stations, as well as offering online programmes, with 1,000 employees and is the result of Switzerland's policy of solidarity with cultural and linguistic minorities. In fact, every region in the country, whatever its size, is entitled to an identical media service. In this kind of situation, journalism is both a privilege and a great responsibility. There always has to be the right balance between the local element (the source of the bond and success), the national element (which legitimises it) and the international element (which broadens people's horizons). The ongoing effort to uphold this balance involves creating a network of links that enable Switzerland's Italian-speaking audience to grasp the symbolic value of local affairs, while also placing them within a national and international context. If the balance is lost, there is a risk of focusing excessively on local details or too much generalisation. What is more, the new digital society demands in-depth reflection: how to reconcile traditional, conservative elements (traditions, dialect, a closed focus on the local area) with the drive towards the centre and centralisation (over-the-top globalisation and corporate domination). In an outlying region, RSI's journalism looks for the answers with the keywords of public service, using the cultural and linguistic tools of a minority: differentiated content, respect for balanced positions, placing the regional situation within the national context. Journalism in a small region is also faced with the matter of relations with its audience and its local area. While closeness can be an advantage (better knowledge, more direct link), it also brings considerable risks (role confusion, combination of opposing interests). The huge growth in social media has intensified this problem. In the case of a public radio and television broadcaster, the question is becoming more and more of a delicate one, because boundaries are disappearing and the virtual meeting place is rising up to the role of representing society, despite often simply being a distorting mirror.

PN 009: The digital transition of local news

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Local news organizations serve vital functions in democratic societies. From newspapers to radio to TV and others, local media are vital for sharing reliable information about civic, economic, and cultural happenings; serving as watchdogs for elites; and "representing communities to themselves and the outside world" (Harte, Williams, & Turner, 2017, p. 161). Local media can also create a shared sense of place through encouraging community pluralism, promoting civic engagement, and suggesting ways to solve problems (Lowrey, Brozana, & Mackay, 2008). For decades, local newspapers faced little competition for readers or advertisers and served as the primary or only sources of some information, allowing other media to address these issues (Nielsen, 2015). The shift to a digital-, mobile-, and platform-dominated media environment, however, has significantly challenged these relationships. Faced with declining advertising and pressure from large platform companies, local newspapers, which have seen shrinking newsrooms, dwindling circulation numbers, and increasingly consolidated ownership models, may have even fewer resources to invest in new strategies (Ali, Radcliffe, Schmidt, & Donald, 2017; Hess & Waller, 2017; Nygren, Leckner, & Tenor, 2017). Scholarship, however, has largely examined the structural transformation of the news industry from the perspectives of national and international news organizations. This research is based on 48 in-depth interviews with staff members at local news organizations in Finland, France, Germany, and the U.K. to explore the most significant challenges and opportunities facing local newspapers; how they have responded through implementing new editorial, production, and commercial strategies; and solutions they are developing for the future. We addressed the views of editors and journalists as well as business staff members and editorial and commercial executives from local newspapers' parent companies. Our findings suggest that the parent companies and independent titles in the sample are pursuing different overall approaches for producing and monetizing local news. We identify three approaches: the search for national scale, regional breadth, or local depth. These tactics influence not only how local newsrooms make decisions about editorial content but also how they differentiate their online and print products, discuss their audiences, and focus their business models. The first two approaches, which emphasize economies of scale, offer opportunities for affiliated newsrooms to access digital experts and other resources, although

their emphasis on centralized content creation and broadening the scope and focus of their content may risk titles becoming "local in name only." The local depth approach ties titles editorially and financially to their communities but may present challenges for maintaining sustainable business models. All of the titles continue to earn most of their revenues from their print products, although most are experimenting with paid content models and subscriptions, as well as auxiliary approaches, including events, custom publishing, and e-commerce. These strategies suggest that although the news organizations' digital transition remains at an early stage, they are investing in developing new digital structures, strategies, and offerings and are working to engage their readers in innovative ways and differentiate themselves in an increasingly crowded media environment.

PN 010: Sustaining media on the edge

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The disruptive nature of the Internet, open source technologies and low barriers to entry are prompting the proliferation of smaller news organizations. These niche news initiatives are emerging with alternative approaches. Yet the business model seems to be the biggest challenge and is therefore the main thematic. Primarily, we will discuss the findings from a comparative study of 35 hyperlocal case studies in the UK, France, the Netherlands and Belgium and Sweden. These hyperlocals are learning to survive by forging new relationships with other media and businesses, advertisers and audiences in their environment. Drawing on the speaker's previous studies mapping revenue models of startup media and those in politically pressured environments will allow a deep probe of the problematics of sustaining media on the fringe of media systems.
Given the evolving and symbiotic nature of relations amongst the case studies, ecosystems is taken as the theoretical approach. With its development in biology, it offers a framework to explore how these relations are defined. Hyperlocals are presented here as dynamic entities which shape, and are shaped by, partnerships of varying size, power and resources that exist in relation with one another but where relations are non-reciprocal: some entities profit more than others. Crucial in this approach is the focus on complex relationships that are permanently changing.
The aim is to explore how different sorts of niche media organize their business and generate revenues, not a representative sample. We will therefore discuss a diverse range of niche media in the countries or varying media systems: smaller and larger operations, hyperlocals in villages and cities, chains and one-person operations. We will discuss the revenue models of niche media and the move to diversified revenues. In a fragmented media landscape there are varied approaches to revenues across the countries. Viable, sustainable and resilient are applied as descriptors and problemetized.
Partnerships of varying formality and benefit with volunteers and members, other businesses or hyperlocals in or near the community, other publications in the same or nearby patch, advertisers, and sales or marketing staff seem well suited to help sustain hyperlocal journalism. It prompts several areas for discussion: ethical dilemmas, how to correlate partnerships as a revenue mechanism with viability, sustainability and resilience; comparing the use of partnerships by hyperlocal media with other regional or national entities both contemporaneously and historically.
Taking a comparative approach, we find the independent niche news sector to be a messy ecosystem. There is little homogeneity in the production process and much variance in business strategies and objectives. There is also little consistency in terms of goals or exit strategies: some want to diversify their operations and adapt while others want to scale. Those non-legacy digital-first local media that are more robust have used relational dynamics to develop their business models forward. Rather than relying on banner advertising they leverage partnerships to diversify their income streams. In some cases these are formal arrangements to share content, services or work on projects that are mutually beneficial. In others, they are informal arrangements with a wide range of actors. We can say that the sector offers many characteristics of an ecosystem composition: a dynamic system of interdependencies between people and partnerships cooperating and competing in the proximal setting.

SPC02 - Re-booting gender in communication research and practice: a translational approach

PN 034: The role of institutions in promoting gender equality: The European Institute for Gender Equality (EIGE)

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This presentation will discuss the role of European institutions in enhancing gender equality in the EU and the importance of working with academic, civil society and media organisations in order to translate

research findings - both in terms of language and discipline - and integrate them into actionable policy. It is widely acknowledged that a gap persists between the academic research and policy-makers, thus hindering the efficient use of research findings in defining European gender equality policies. EIGE is striving to bridge that gap by working in collaboration with academic researchers, as well as with other civil society organisations, media and agencies, to ensure that research findings reach the largest possible audience to maximise impact, not least through paying attention to the style and accessibility of the publications they produce. EIGE's website is one of its primary means through which to access examples of good practice, guidance, reports and briefings on multiple subjects and domains, including the media, all of which are refracted through a gendered lens.

PN 035: The "Advancing Gender Equality in Media Industries" project: An introduction

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The Advancing Gender Equality in Media Industries (AGEMI) project takes an innovative and integrated approach to combating gender stereotypes and promoting equal opportunities, by designing educational and knowledge-based resources aimed at inspiring and informing both students and media professionals and developing a Resources Bank of Good Practices. AGEMI is a very good example of a research-informed action project, using the findings of decades of research on the broad topic of gender and in/equality in the media and translating it into, among other things, a learning resource to raise awareness of both the problems of gender in/equality in the media but also the range of good practices which have been created to challenge them. In this way, we hope that students and practitioners will develop strategies to foster a gender-sensitive practice. In this presentation I will introduce AGEMI in terms of its aims and objectives and will demonstrate the project's website as well as present a brief overview of the learning resources which are being developed. I will invite the audience to consider how they could use the resources provided by AGEMI in their own teaching and training and in particular, how the teaching and learning resources and activities could be incorporated into existing courses or inform new ones.

PN 036: The "Advancing Gender Equality in Media Industries" project: Sharing good practices and developing policies

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One of the primary elements of the AGEMI project is the Resources Bank of Good Practices. This openly accessible resource is structured according to a theoretically sound framework for the collection of good practices, which can be visualized and explored by country, type and inequality issue addressed. Conducted in the period leading to the 2020 - when the Beijing Platform for Action will celebrate its 25 anniversary - the project has evolved also in an open dialogue with on-going international efforts to mainstream media gender equality worldwide, such as the Global Alliance for Media and Gender and the UNESCO UniTWIN Network for Gender Media and ICTs. This dialogue provided further opportunities to link centres and peripheries of relevant practice-based knowledges, many of which share a commitment to inform policy developments. Engaging in such multi-stakeholder dialogue – involving researchers, practitioners and policy-shapers - also implies the adoption of an integrated approach to translation: including interpretation of data, use of different languages and development of tools and methods for sharing the expertise embedded in the project. In this presentation, I will highlight the challenges and potential of designing and implementing knowledge-sharing platforms that are aimed at strengthening transnational advocacy networks for gender equality in the media and ICTs, and at supporting the development of relevant and much needed policies.

PN 037: Research collaboration and engagement to advance the global agenda on gender and media

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This presentation focus on research collaboration and engagement to advance the global agenda on gender and media. Only 15 per cent of the UN member states collects sex-disaggregated data on the media. So how do we know if there is progress in the field of gender equality in the media? The lack of data is a huge problem, not fully recognised by policymakers and institutions. The Convention on the Elimination of All Forms of Discrimination against Women, CEDAW, from 1979 is the most ratified of all UN conventions and Women and the Media is one of 12 strategic objectives from the 1995 UN Beijing Platform for Action. But still, not much action has been taken on gender and media, from State Parties or from the media industries. Therefore, it is now wonder that gender and media researchers sometimes have an activist

approach to move the research agenda forward. Thanks to pro bono work and collaborations, both within universities and between universities and civil society groups, there are some comparable, consistent sex-disaggregated data on the media available, such as Global Media Monitoring Project. Still, a lot more needs to be done, both in collecting solid data, to make sure that all countries are included in the comparative data collections, and that there is an infrastructure that curates the data, such as the upcoming open access GEM data base that will be launched in 2019. A future challenge is to communicate the importance of gender equality & freedom of expression to the possibility of achieving the global sustainable development goals. Both civil society and media & communication researchers needs to be engage in this task.

PN 038: The GEM project – making new use of existing data to answer longstanding questions in gender and media equality research

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This presentation highlights how existing data can be made available and used to create new and innovative research on media and gender equality. Gender equality in and through the media is a basic human rights issue, with broad implications for media content (the media representation of women and men), media organizations (equal access to and status in media professions), and media access/use. A number of studies conducted by the Global Media Monitoring Project (GMMP), EIGE, and the IWMF have charted the progress - or lack thereof - over the last decades and a significant amount of descriptive data is now available for the study of gender equality in media content and media organizations both across countries and over time. This creates entirely new opportunities for innovative research in the field. The comparative and cross-national project "Comparing Gender and Media Equality across the Globe: A Cross-National Study of the Qualities, Causes and Consequences of Gender Equality in and Through the News Media" (the GEM project – "Gender Equality Media") builds on previously collected data but aims at taking systematic, comparative research on gender equality in and through the news media to the "next level": First, by bringing together and making available existing data sets on media/gender equality - in media content and in media organizations. Second, by reanalysing the data with new methods to provide new answers to longstanding questions about the causes and consequences of differences in media/gender equality between countries. Third, by emphasising openness and accessibility in gender and media research by making both the GEM data set and all publications Open Access. "Open access" publishing and data dissemination are important to make academic research more inclusive and accessible to the global society.

[1] This project is co-funded by the Rights, Equality and Citizenship/Justice Programme of the European Union.

SPC03 - IAMCR Special Panel: Centers and peripheries of communication - reflections by IAMCR researchers

PN 056: Alternatives in the centre: Alternative media as counter-hegemonic forces and producers of multi-centredness

N. Carpentier[1]
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PN 057: Centres and peripheries of international associations exemplified by IAMCR

K. Nordenstreng[1]
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PN 058: The politics of internet (de-)centralization: Peripheries, centres, and their implications for networked civil liberties

F. Musiani[1]
[1]Sorbonne Université, Institut des sciences de la communication, Paris, France

PN 059: Shortwave broadcasting in the Portuguese empire: The periphery listening to the centre

N. Ribeiro[1]
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PN 060: IAMCR 2018: Reimagining Sustainability: An Environment Impact Assessment' and 'IAMCR 2019: Communication, Technology and Human Dignity

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Special Sessions

SPC04 - Joint Session: Research Funding in the Field of Communication: National and Transnational Perspectives and Open Meeting of the ECREA Advisory Board

PP 779: The role of the European Research Council in funding research in Communication

PP 780: Report of the ECREA Task Force on Research Funding in the Field of Communication in Europe: National and Transnational Perspectives

SPC05 - ICA Special Panel: Communication perspectives on populism

PN 099: Communication and the crisis of democracy: Institutional decline, disinformation, and the rise of the radical right

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Declining citizen confidence in institutions has undermined the credibility of official information in the news, and opened publics to alternative information sources. Those sources are often associated with both nationalist (primarily radical right) and foreign (commonly Russian) strategies to undermine institutional legitimacy and destabilize center parties, governments, and elections. The Brexit campaign in the U.K. and the election of Donald Trump in the U.S. are among the most prominent examples of systematic disinformation intended to disrupt normal democratic order, but many other nations display signs of disinformation and democratic disruption. Rather than continue calling these developments "populism," I suggest we find more meaningful concepts and theoretical frameworks for exploring these developments.

PN 100: One label fits all? Varieties of populist communication from the left, the right, and the center

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PN 101: Anti-liberalism – the new mainstream? Manifestations of anti-liberal public philosophy in online discussions on immigration

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The so-called European immigration crisis belongs to the most explosive and polarizing political topics even in countries that are not asylum-seekers' destinations. In the context of one of the most xenophobic countries in the EU, the Czech Republic, this presentation shifts focus from populist political actors to the penetration of citizens' political views by examining populist discourse. Drawing from a set of analyses of online discussions related to immigration, the study reveals how a nationalist-conservative, anti-liberal public philosophy became prominent in users' discussions on the topic, attacking not only immigrants, but also different actors perceived as "pro-immigration" or "liberal" (the EU, NGOs, activists, educated urban elites, feminists etc.).

PN 102: The discourses of far-right populism: From post-truth to post-shame

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How does tabooed and extreme right content slowly became acceptable in European party politics -- i.e., get "normalized"? In the context of the Austrian election campaign and national election on October 15, 2017, I discuss how the transformation and shift to the right is caused by a process of normalization, an accommodation to the (sometimes also extreme-right) agenda of formerly far-right populist parties such as the Austrian Freedom Party (FPÖ). The election campaign of both the Austrian People's Party (ÖVP) and the FPÖ focussed primarily on migration and refugee politics, based on a politics of fear and resentment. I propose using the term "post-shame" instead of "post-truth" (Arendt 2016) when characterising the staging and implementation of right-wing populist agenda and policies in the public sphere.

SPC06 - Reconfiguring centres and peripheries: Communication lenses on migration

PN 117: What big data hides: Methodological challenges of researching migration, experience and voice

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Big data analytics provide new means to explore how migration and refugee issues are debated in media. Through such analytics we can identify the prominent themes, topics and agents of the debate. We can also explore the dynamics between the mainstream news media and social media and the ways in which these dynamics shape and strategically amplify different understandings of the migration and refugee issues in society. However, while big data can show dominant trends and vocabularies connected with migration and show the main landscape of the public debates, the outcome of this research also risks to repeat the findings of the previous research such as connecting or framing migrants and refugees as victims and a threat, and emphasizing the management and control of migration. The problem that arises from this research points to what big data often hides: voices of the marginalized, voices of migrants and refugees. Therefore, certain methodological choices produce distance that prevent us from seeing the participatory aspects of the public debate. It is argued that the ability to expand the approach to the experience of the marginalized is particularly relevant in the context of migration and refugee issues and connected fundamentally to issues of justice (Mohanty 2003; Stevenson 2014). To do this, we need to seek methods that provide understanding of the value of others that follows from listening and treating the other as a subject rather than as an object of inquiry (Hemmings, 2012). To tackle these problems this paper introduces research that combines quantitative and qualitative approaches, with particular aim to explore the experience and participation in public debate by migrants and refugees. The focus is on counter-voices on social media, blogs and activist media (Migrant Tales investigative activist blog and activist campaigns) that have emerged among migrants during the so called European refugee crisis.

PN 118: "Hack the Camp": An entrepreneurial public diplomacy tri-sector partnership initiative to address refugee crisis in Greece. A "Hacking" method and process in engaging citizens and refugees as co-creative entrepreneurs and solution makers

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Addressing the Refugee Crisis in Greece, a debt-torn country constantly under the spotlight and scrutiny of global media, has been an ongoing financial, social and geopolitical challenge and struggle since 2015, a high-risk year with 856,723 sea arrivals according to UNHCR. The crisis is taking multiple forms, testing the capacity of the state policies, local authorities preparedness, the weak infrastructures and coping mechanisms, adding more complexity to an already fragile political climate. It is proving to be a hard test on the Greek local communities' and society at large testing social values, their resilience and integration capacity of the "xenos", in the face of numerous incoming refugees. Along with the state actors, UNHCR, Diplomatic Missions in the country, NGO's, corporate sector, tech startup and social entrepreneurial ecosystem, academic and cultural foundations, also citizens groups, are organizing their own refugee initiatives, some of those taking the form of entrepreneurship-driven collaborative interventions.
Our ongoing research project focuses on "Hack the Camp," an Entrepreneurial Public Diplomacy initiative, led by US Mission in Greece, fostering a "Tri-Sector" partnership with Impact Hub Athens, a social entrepreneurship NGO, Onassis Cultural Foundation and with the support of Microsoft Hellas. By design, the U.S. Embassy refugee hackathon combined both top-down and bottom up approaches, engaging refugees as key stakeholders and co-shapers of possible solutions. It also triggered a communication process and campaign to "hack" the media narrative and public perceptions about the potential of incoming refugees to be agents for entrepreneurial innovation who can contribute positively to the hosting societies
We ask what communication strategies are used by entrepreneurial public diplomacy initiators and stakehodlers? What was their impact on engaged publics? How the experience of "Hack the Camp" as a co-creation process influenced the participants' perceptions?
The paper will report results of two stages of research, one already completed and one currently on-going. Stage 1 (October -May 2016): we conducted action participatory research deductive analysis of digital and social media communication strategies and open source materials used by the key Tri-Sector entrepreneurial public diplomacy partners to engage participants and publics. This approach allowed

researchers to be both participants and reflective evaluators of actions (Chevalier and Buckles, 2013; Yin, 2009).

Stage 2 (June- July 2018): The second stage of our research consists in depth interviews, bringing in the voices of the entrepreneurial public diplomacy hackathon stakeholders, assessing the impact of user-centric (refugees, citizens etc.) co-creation and design thinking methodologies employed to shape the outcomes of the entrepreneurial public diplomacy refugee-centered hackathon intervention.

We dig further in the key performance indicators for open communication strategies to further assess the outcomes of the first stage. We discuss the potential of refugee-centered entrepreneurial public diplomacy "hacks" to help create "social capital" and "trust-based networks" empowering participant refugees as solution-makers and entrepreneurs, giving them a sense of belonging, of dignity and self-directed action to shape their future (Alissic, Letschert and van den Brink, 2016).

PN 119: Critical media literacy through making media: A key to participation for young migrants?

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Young migrants – particularly refugees – are commonly the objects of stereotypical visual media representations and often have no choice but to position themselves in response to them. This presentation explores whether making young migrants aware of the politics of representation through media literacy education contributes to strengthening their participation and resilience. We reflect on a media literacy program developed over the course of the last two years with teachers and 150 students at Ithaka, a Dutch "International Transition Classes" school. In two to three years, Ithaka International Transition Classes prepare young newcomers aged between 12 and 18 years to enroll in regular Dutch secondary education or vocational training. Refugees currently represent the majority of students in the school, alongside children from parents who migrated to the Netherlands as guest-laborers, expatriates or children from parents who migrated for marriage. The educational program focusses on visual media production using smartphones, raising critical consciousness and promoting civic engagement.

Opinions about migrants and particularly refugees are commonly formed on the basis of visual representations. Through consuming stereotypical news images "most of us have a strong visual sense of what 'a refugee' looks like" (Malkki, 1995, p. 10). Dominant visual culture, however, often emphasizes refugees as others and "objectifies them, dismissing their historical, cultural and political circumstances" (Wright, 2002, pp. 53, 64). In their coverage of the so-called European refugee crisis, news media also give primacy to vision over text. News stories do not commonly feature the point-of-view of migrants but focus on "fear and securitization" (Georgiou and Zabarowski, 2017, p. 8). The situation is worse on anti-immigration social media pages. This hostile visual culture may have implications both for how young migrants relate to their country of origin and for developing a sense of belonging with their peers and the larger society in their new home country. With greater awareness of the politics of representation and confidence in their own abilities and creativity, young migrants may produce media, assert themselves on their own terms and diversify visual discourses on migration.

Ethnographic data analyzed include field notes, a focus group with teachers, in-depth and informal interviews, student-produced footage, and two ethnographic films documenting experiences running the program in 2017 and 2018. In our increasingly polarized mediatized world, better recognition of how needs of certain young people diverge depending on how they are situated in racialized, gendered, and classed structures of power are needed to work towards inclusive media literacy education. Although we should not generalize media power (im)balances – as access to mainstream content production is very hierarchical – making media and showing it to peers can become an act of civic engagement, agency and empowerment, which is important for self-development, identity and belonging.

PN 120: "Goods to be delivered" and "Floods to be contained". The European refugee crisis in the Spanish press.

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This research analyses the discursive construction of migrants and the EU countries' management of the refugee, putting special attention on the role the Spanish government took in this socio-political conflict. We focus on metaphorical expressions employed by Spanish mainstream press -El País, La Vanguardia and El Mundo- as helpful tools for identifying political positions (Bickes et al. 2014). We use Critical Metaphor Analysis (CMA), which is a three-step method developed by Charteris-Black (2004) that lets us identify, interpret and explain the metaphors used for framing the refugee crisis in the before-mentioned newspapers. As it is analogically structured, metaphor deals with two different domains of knowledge

(Lakoff and Johnson 1980) that relate to each other: one from which we depart (source domain) to understand the meaning of the other (target domain). In this study we detect the main source domains (i.e. NATURAL DISASTER) that are used for conceptualizing the target domain we are looking at (i.e. MIGRANTS) and we draw on the underlying ideological consequences they imply. To check if the EU countries and the Spanish government's positioning changed over time, we have codified all the opinion and information articles targeting the issue during three relevant periods of time that can be considered focus events of the crisis: the EU Summit in Brussels (14-17 September, 2015), the arrival to Spain of the first quota of refugees (24-27 May, 2016) and the deadline to accomplish the EU commitment of accepting the agreed quota of refugees (25-28 September, 2017). The sample was made up of 101 news stories in which 479 metaphors were identified related to the following target domains: refugee crisis/exile, refugee camp, migrants, NGOs, policies, EU, Spain and other countries. Results show that the two most used source domains when referring to migrants are WATER and JOURNEY/WAY/MOVEMENT. On the one hand, refugees are presented as 'wave, 'flow', 'flood', 'river' or 'tsunami'. On the other hand, refugees are active subjects that 'go on', 'cross', or start an 'exodus'. When analysing the expressions that refer to migratory policies designed for controlling frontiers, there are also two source domains that stand out: CONTAINER and ECONOMY/BUSINESS. To look at refugees like a 'massive flow', 'a wave' or a 'flood' is linked to the metaphorical conception that regards political measures as something that 'close' or 'contain' them. ECONOMY/BUSINESS source domain does also act at the service of this narrative as expressions like 'quotas' or 'delivery' takes us to consider COUNTRIES AS STOREHOUSES and POLITICS AS BUSINESSMAN that manage their content –Migrants–. We conclude that the ECONOMY/BUSINESS source domain, as well as the binomial WATER/CONTAINER, present REFUGEES AS OBJECTS and not as SUBJECTS and so implies a narrative of dehumanization.

PN 121: "Fortress Europe" divided: Discourse theoretical and argumentative analysis of the coverage of border closing by European newspapers

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Bordering enacts power ambivalently in media representations, political discourses and institutions, school textbooks, stereotypes and other mundane practices that sort those wanted and/or worthy of acceptance and assistance from those deemed not (Johnson et al, 2011 p. 62). These practices of bordering and struggles over borders are constitutive of "Europe" (Mezzadra 2016) revealing (rhetorical) tensions between goals for consolidating power and anxieties about territory. Sorting is underpinned by material conditions and brings about material consequences for refugees and asylum seekers as well as for the "countries" that refuse or admit them. Thus, border crossing is an inescapably material act. The 2015 refugee crisis is just one process where the interlacing of the material and the discursive was both obscured and made visible, making it imperative to heed calls for increasing the visibility of the material in discourse analyses (Carpentier, 2017).

We address the multidimensionality of material-discursive articulations by combining the discourse theoretical analysis (Laclau & Mouffe, 1985) with argumentation analysis. Discourse theory directs attention to the semiotic as arising from, supporting, and constructing the material. The discourses of bordering are strategic in respect to specific material conditions. We extend the understanding of bordering as not just a discursive but also argumentative act based on implicit (ideological) premises, arguments and standpoints. In particular, we use argumentative models to reconstruct the implicit starting points in argumentation and their relation to how news is framed (van Eemeren 2010). Implicit starting points might vary based on the material conditions of different countries (cf. Cisneros 2011).

We demonstrate the utility of this novel combined approach in an analysis of bordering discourses in the representation of the 2015 refugee crisis in newspapers of four states: Germany, Italy, Poland, and the UK. These states are situated materially in different ways, including in respect to the EU project, refugee/migrant entry points and postcolonial relations, allowing us to highlight the material-discursive articulations. We focus on newspaper articles published during the period between August and November 2015 when several countries enacted border controls and/or constructed fences. Preliminary analysis reveals differences and similarities between the German and UK cases, including differing rhetorics of mobility based on geographic proximity to the migration phenomenon, yet similarly polarizing discourses around the concentric circles of belonging that make up the European Union (Busch and Krzyzanowski, 2007). This paper demonstrates the imbricated nature of material and discursive conditions of representation, while showing the regional specificity of discourses on this transnational topic.

SPC07 - Academic traditions in communication: Expanding the field and redrawing the boundaries

PN 159: Why to look upon Communication Studies' history? The reflexivity of the discipline and its phenomenological, analytical and normative levels.

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The aim of my contribution is to look on the discipline of communication studies from a long term and – at the same time – a cross- and transnational perspective. This is not a goal in itself: The reflexivity of a discipline (including all its heterogeneities) can be understood as part of its maturity. Communication Studies are rooted it its (diverse) history(ies) ("Pfadabhängigkeiten"). We have to take into account as well nationally developed histories of communication studies as well as they transnational transgressions and overlaps (see Author 2017): 1. Theory and methodology (the body of ideas of a science) are not national. At the same time preferences for certain perspectives are influenced by national histories of science because 2. the social body of communication studies is rooted in national histories of science, politics and the related social and cultural history (of course, transnational overlaps have to be taken into account). National differences are often caused by different discipline constellations surrounding communication studies; a humanities-orientation may be characteristic or a social science orientation (Pietilä/Malmberg/Nordenstreng 1990). Based on my own research in the epistemology and the history of communication studies (Author 1999, 2010) and on a common book with 24 colleagues from 15 countries (European Countries, USA, Japan, Latin American Countries, Egypt) I want to highlight that the history of science especially in our field which is researching the dynamics of public communication is helping to understand long- term processes of mediatized communication beyond its descriptive or phenomenological and analytical level also on a normative one (Karmasin/Rath/Thomaß 2013). Or: Since the early days of "Zeitungswissenschaft" (Koenen 2016) the discipline has been confronted with a) a normative challenge like in propaganda research in the first third of the 20th century b) an analytical and methodological challenge and c) a practical challenge as an active participant of society not at least with its education function to prepare media professionals. Norms of science and of profession are different in different epochs. This is true for nowadays democracies and research after (dys-)functional communication as well as for communication studies under the pressure of dictatorship (for ex. under fascist rule from NS-Newspaper Science in Germany with its strong impact on Austria and Czech Republic, but also for Spain in the Franco-era or for Latin American countries before their waves of democratization, see Kutsch 1987, Lacasa 2016, Jírak/Köpplová 2016, Rudiger 2016). Research topics and research questions do not only relate to media change or functions of communication or other analytical levels, they are not "neutral", but depend on (latent) power structures and dominances in the social body of science, for ex. inclusion/exclusion phenomena of certain "schools" (Scheu 2012) or gender based perspectives in a traditionally male dominated field of research like ours (Simonson 2016, Thiele 2016). I want to discuss in this panel if the ongoing losses of a) a communication history perspective ("Kommunikationsgeschichte" in Germany is nearly inexistent on the level of denominations of professorships in the discipline of communication studies) and b) the reflexive history of the field of communication studies itself ("Fachgeschichte", the history of the field is not institutionalized systematically to research nor teaching in most countries) might provoke short-comings to understand nowadays communication societies adequately not at least when it comes to history related research fields like conflict communication, power abuses, political participation, propaganda, hate speech and so on. To look on the history of the field helps to develop normative positions as well as for research ethics as well as for communication ethics.

PN 160: The fox in the field: On doing communication studies in a sociology department, and what it teaches me about my field

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In this brief contribution, I consider the first decade of my academic trajectory as it unfolded, from being trained as a doctoral researcher to consider both the identity of Media and Communication studies as a distinct field, and as a vastly interdisciplinary space, in a reputable communications department, to, now, doing communications research, in a reputable Sociology department. I consider the different dynamics of intellection involved in these two different cases, arguing for the merits of both kinds of intellectual homes for the sort of work I have done, all of which point to the myriad ways in which I have approached my field as just that – a field – with necessarily porous boundaries. I pick up here, multiple metaphors which were once a part of PhD supervisions, but which then stayed with me as I developed my own sense of purpose and identity in communication studies. One is the metaphor of Isiah Berlin's fox, the other is the metaphor of the 'room', and the third the simple visual of the field – and I read these metaphors as particularly useful

to consider the state of the our field in times of datafication and myriad challenges to our voices, rights and agencies, as audiences.

PN 161: Production studies of media technologies, materialities and infrastructures: Creating bridges between old and new strands of media and communication research

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In revisiting the question of the fragmentation of the field of media and communication studies, John Corner (2013) argued for the need to acknowledge the emergence of a vast number of autonomous subfields that no longer make possible to talk of one field. In a response to his comment, Couldry (2013) argued for the importance of the work of keeping coherence within the field, and to work for convergence and connections between the different subfields in order to consolidate and keep together the broader field of media and communication studies.

This paper picks upon Couldry's call, and discusses possibilities and problems in creating bridges between one core and one dynamically evolving peripheral subfield of media and communication research, namely "production studies" of media and production studies of media technologies, materialities and infrastructures. Acknowledging their different historical emergence and theoretical influences, ranging from labour and value theories inspired by post-Marxist frameworks, to STS and medium theories, this paper points out at some of the blind spots of the "old" and "new" production studies of media. It then draws on Stuart Hall's (1973) work and some of its recent updates to remind of the inherent convergence between production studies of media and studies of the production of media technologies, materialities and infrastructures, one that has remained largely neglected by media and communication scholarship. Using examples from several research projects that have attempted to work on the convergence between the "new" and "old" production studies of media, the paper concludes with a discussion of two tensions which make difficult the fruitful establishment of synergies between both. The first one is the tension between the need of new subfields, such as platform studies, software studies, or critical media infrastructure studies to both expand the borders of media and communication studies, and to define their own borders and narrow focus, creating thus enclaves of media research. The second one is rooted in a tension between the different demands and orientation of undergraduate teaching and researching media and communications. Hence, the paper opens up a conversation about the ways ahead to put in relief these tensions, and for creating bridges between the new and old media production studies across teaching and research contexts of media and communication research.

PN 162: Fifteen years of media and communication geography: The blessing and the curse of interdisciplinary work

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In this introduction I will reflect on the boundaries of media and communication studies through a retrospective look at my own experiences of interdisciplinary work. For more than fifteen years I have applied perspectives from human geography in my research, collaborated with geographers, and been actively involved in the establishment of an interdisciplinary field. There are several alternative names for this field, e.g., media geography, communication geography, and geomedia studies. To open up a more general discussion around disciplinary boundaries and how they affect how researchers perceive and study the world, I will highlight four concrete questions pertaining to the development of media and communication geography. (1) What were the driving forces behind the mutual desire to build bridges between media and communication studies and human geography? (2) What have been the main accomplishments during the last fifteen years? (3) How has this development affected the field of media and communication studies and its boundaries? Based on this, I will argue for the fundamental need to cross disciplinary boundaries in order to see new things, to elaborate new perspectives, and to contest disciplinary power geometries. I will also point to how the socio-material embeddedness of all academic work – including anything from new media technologies (most recently, things like big data and locative media) to the political economy of publishing and bibliometrics – produce research trends that often make it difficult to claim space for interdisciplinary endeavours that are mainly theoretical or epistemological in nature.

PN 163: Bridges vs boundaries: Ten years of media/movement research

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Special Sessions

In this brief contribution, I chart my academic trajectory as a media sociologist across the diverse institutions in which I have worked and carried out research (in Italy, US, Germany, Spain, Mexico, Canada and UK) in order to foreground the clash between the boundaries imposed by academic power, and the intimately interdisciplinary nature of new knowledge production. My perilous academic path, defined by the continuous fluctuation between media and communication schools and social and political science departments, epitomizes the many bridges between social movement studies and media studies that my work has always strived to establish. However, I will argue, this construction of bridges between fields is starkly opposed by our academic system that draws neat and unrealistic boundaries between disciplines, resulting in 'knowledge silos' that limit our holistic understanding of the complexities of the social world. I conclude pointing out that the urge to build bridges among disciplines, fields and areas of research is now more urgent than ever in order to understand the implications of datafication at the social, cultural, political, legal and economic levels but also in the realms of epistemology and ontology.

SPC08 - Communicating Cultural Heritage to global audiences of travelers

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PN 244: Mobile applications for travelers along cultural routes: Striving to communicate the whole while presenting its parts

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In 1987 the Council of Europe launched the program of the *Cultural Routes*, aiming at creating a transnational network of routes to be followed by travelers across Europe to discover its rich and diverse heritage. This was in line with a current major trend of re-discovering routes of pilgrims, merchants, armies, and so on, a trend that has found in ICTs an important ally (Cantoni et al., 2016; De Ascaniis et al., 2018) Among the criteria to apply to become a Cultural Route, there is the definition of a theme representative of European values and common to at least three countries, and the identification of heritage elements shaped by the geographical as well as cultural, historical and natural features of the different regions (https://www.coe.int/en/web/cultural-routes/)[1]. Currently, the program counts 31 routes; the first one to be chosen was Santiago de Compostela Pilgrim Routes (1987), which is considered an illustration of European unification and identity, while the most recent one to be certified are the Fortified Towns of the Greater Region (2016). The sites and the stakeholders that are part of each route commit themselves to implement activities and projects along five main priority fields of action of the Council of Europe: co-operation in research and development; enhancement of memory, history and European heritage; cultural and educational exchanges for young Europeans; contemporary cultural and artistic practice; cultural tourism and sustainable cultural development.

Each route is presented in a dedicated page in the official website of the program, by providing: a short historical overview, its heritage features, its connection with the values promoted by the Council of Europe, the travel possibilities and a map of the involved member States. All of them have their own website, 19 ones have a Facebook page, 2 ones a Twitter account, 1 has an Instagram account and 1 has a blog. Official mobile applications were also developed for 4 routes: Santiago de Compostela Pilgrim Routes, Via Francigena, European Route of Ceramics, and The Hansa.

In this presentation an overview of the four official mobile apps is provided, arguing on the main challenge that the developers of such digital tools had to face – finding a balance between the need to present the route as a whole, while at the same time providing information and services about different parts of it. Such applications, and in general the communication by the Routes, has to present the structure of the rhetorical figure of synecdoche: they should (re)present the whole route in each single part of it. This is true for both the routes that are supposed to be done walking from one place to the other – "syntagmatic" ones, like Camino di Santiago – as well as for the routes that cluster places that are not supposed to be visited one after the other within the same travelling experience – "paradigmatic" ones, like the European Route of Ceramics (Cantoni et al., 2009).

A usability analysis (Nielsen, 1994; Cantoni, Di Blas and Bolchini, 2003; Garrett, 2010) showed that the apps are mostly successful to help travelers along the road to not get lost and to find the main tourism and hospitality services (e.g. accommodation, attractions, means of transport), but are hardly useful when it comes to organize the journey and to provide a context for the meanings and values signified by the route.

PN 245: Interpreting heritage globally: The international view

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In the last decade, global tourism is experiencing some of the greatest challenges. There are more tourists now than ever before. The world is getting richer, with an ever-growing middle class emerging in developing

countries, and many of these people are willing to spend their disposable income on global travel. In spite of strong familiarity with global trends, and in spite of the introduction of many sustainability driven practices and innovations, tourism industry has suddenly been hit by the new crisis of 'overtourism' (Goodwin, 2017; Milano, Novelli, & Cheer, 2017; Pearce, 2018). This term is used to describe unsustainable mass tourism practices in many cities and sites, where the quality of life or the quality of place experience has deteriorated unacceptably because of the unbearable number or behaviour of tourists. Although the crisis of overtourism appears to take global tourism by surprise, it is simply a new name for an issue that has been around for decades. What is new about these practices is the pervasiveness and perceived significance of the problem, especially in Europe, as the demand for travel continues to rise (UNWTO 2018). Importantly, the surge of new numbers of tourists from Asia to key European destinations swells the existing intra-European congestion with a new set of culturally different visitors who are less attuned to the local sensitivities (Pearce, 2018).

These new challenges call for new perspectives in global tourism communications. This study begins with the premise that communicating and interpreting heritage is the key component of sustainable tourism (Moscardo, 2012). It further argues that simply providing statements of how tourists should change or writing prescriptions on how to change, may not be successful in the disturbed destination-visitor relationship. For sustainability ideas and practices to transform tourist behaviour and the tourism sector, a deeper and broader communication framework is proposed.

The agenda for this panel is to consider both, the main themes in the literature on communicating cultural heritage to global audiences, and then generate insights from selected cases to explore how heritage interpretation might provide a set of solutions for improving outcomes for multiple stakeholders.

The first aim of the study is to identify dysfunctional patterns of interactions at heritage sites. The theory of the interactional view (Watzlawick, Bavelas, & Jackson, 1967; Watzlawick and Weakland, 1977) was used as a framework for conceptualizing behavioural effects of interpretation at heritage sites. This theory explains dysfunctional patterns of communication and conflicts of groups, as well as their attempted solutions. According to this theory, the success or failure of interpretation in disturbed relationships depends both on the interpreter's ability to communicate the desirable change and the visitor's readiness to exchange her/his behaviour for more appropriate and less distressing one.

The second aim of the study is to select from the set of interactions, those which hold the most promise for sustainable change of global tourism. Multiple case study methodology is used to provide insights about the problem. The strategically selected micro cases, range from historic cities to congested heritage attractions visiting by global travellers are used to offer useful directions for limiting unsustainable behaviour at heritage sites.

PN 246: Localization of tourism marketing websites: A methodological proposal

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Tourism has always been a highly globalized market (more than 1.2 billion people are crossing a national border for tourism purposes every year, according to the UN World Tourism Organization). The implementation of ICTs and the Internet has further pushed that globalization, challenging online communication outlet to take care of very different audiences. This does not only include linguistic translation, but requires also a cultural one, especially when it comes to publics whose cultural background is very different from the one of the destination country. Such cultural translation has been named 'localization'.

While localization has been quite extensively studied in the field of e-commerce (Singh, Zhao, and Hu 2005; Al-Badi, and Naqvi, 2009; Cyr, and Trevor-Smith, 2004), where an appropriate localization might imply better economic performances, only a few studies have addressed it in the field of tourism online communication (Tigre Moura, Gnoth, and Deans, 2014; Cappelli, 2008). Moreover, most of the studies have covered texts, while visual elements have been left quite understudied.

This presentation aims at filling this gap, on the one side providing a wide overview on the already existing studies in the field, on the other side discussing how different theoretical approaches – especially Hofstede's (Hofstede, Hofstede, and Minko, 2010) and Hall's (Hall, 1976) ones – can be (or not) applied to this domain, their advantages and limitations.

On the other side, in the presentation a proposal is made on how to culturally map visuals in the field, taking into consideration not only the content itself of the pictures, but also other relevant parameters: level of zoom, mise-en-scène, relationship among pictured persons, and between the viewer and the people in the picture itself.

An in-depth analysis of tourism websites in Portugal and the Nederland, aimed mostly at locals, has been conducted, with the aim of designing a bottom-up coding system, able to capture (cultural) peculiarities and differences.

Special Sessions

PN 247: Measuring perceptions of UNESCO's World Heritage Sites using Bloom's taxonomy: Evidence from an online survey

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When planning online communication strategies in the tourism industry, one of the most important aspects to be considered is the identification of the relevant information to communicate – i.e. the information that the audience perceives of value. Such identification is usually based on tourism operators' points of view, who aim at promoting their offers in the most attractive way.

In academic literature, product differentiation has a positive payoff if the company ensures differentiation and uniqueness of its offer for the potential customers. Customers' perception is the key for successful differentiation: it is the only way for a company to deserve a premium price for and to count on viral marketing (the willingness to share perceived values with others).

In tourism, UNESCO, which is globally known and considered a powerful brand, can give a place the status of World Heritage Site (WHSs) for its outstanding value. Such a formal recognition can undoubtedly represent an extraordinary differentiation opportunity, for WHSs are sources of unique (cultural, natural, both) differentiating conditions attracting tourists all over the world (Poria, Reichen & Cohen, 2013; De Simone, Canale & Di Maio, 2018). Public authorities are the first ones to communicate the value of the UNESCO brand, with the aim of raising a sense of consciousness in the audience, and a responsible and sustainable attitude both in local community and tourists.

In this work, I suggest that a successful promotion of a WHS must first clearly identify the best sources of differentiation (values and information) to communicate. This helps to 'localize' the online promotion of the WHS by going in depth with the content's cultural adaptation by informing online visitors about local customs in an understandable way (LISA, 2007; Mele and Cantoni, 2017).

The identification of the best sources of differentiation starts with a check of the knowledge already owned by people, as it impacts on the communication contents planning at first, and on fostering the audience' perceptions and willingness to share (viral marketing) later on (De Bryyn & Lilien, 2008; Chen, Wang & Wang, 2010).

My contribution aims at providing an initial overview of the consciousness level people have of UNESCO WHS in an area that is rich in WHSs: Italy's Lombardy region. It presents the results of a qualitative survey that aims to identify the perception of the global role of UNESCO and the perceived value of a WHS declaration. Bloom's taxonomy (Krathwohl, 2002), which suggests organizing knowledge in stages, helped to develop the survey by moving from questions that determine whether people simply recall certain words such as UNESCO and recognize some other items, or whether they precisely remember one or more WHSs. The survey was conducted with university students, for opportunistic reasons. An entire survey section was devoted to determining people's knowledge levels on UNESCO WHSs in Lombardy: by proposing this survey to University of Milano-Bicocca students, it was possible to point out the view-points of educated individuals in the local community.

PN 248: Fighting overtourism with communication in World Heritage Sites

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'Overtourism' means "too many tourist" and is usually connected to mass tourism. It is considered a dramatic scenario endangering the extraordinary heritage sites all over the world. Overtourism is not only increasing impacts in the most beautiful tourism destinations, but reflects human ambiguity between quantity and quality tourism. Protected areas, especially World Cultural and Natural Heritage Sites such as Venice, Old City of Dubrovnik, Acropolis in Athens, Teide volcano in Teneriffa, Ibiza Cultural Landscape or the World Heritage City Barcelona are examples of Hit and Run destinations, attracting far more visitors than the Carrying Capacity would allow. A tourism management defining clear limits regarding visitor numbers can lower the pressure on the heritage sites, but new strategies must be implemented in order to solve the problem in a long term (Ruoss & Alfarè, 2013).

Since overtourism is directly linked to overcapacity in tourism business, infrastructure increasing tourism should be strictly limited, the quality of visitor experience guaranteed and the benefit of local population assured. The target of tourism strategies has to seek optimizing tourism, not maximizing it. Responsible tourism should focus on conservation and protection of tangible and intangible heritage and negative impacts instead of increasing infrastructure and business attracting even more tourists and boost revenues of investors.

A new governance and management approach of tourism destinations could be a "heritage stewardship destinations" model. It involves all principal actors, and aims at creating value added for locals and visitors, offering opportunities to jointly engage in maintenance and protection of their heritage, to improve their own living standards and to share equally costs and benefits.

Communication and ICT tools could play a key role in the realization of new concepts of destination stewardship. The targets of communication should be to:
increase communication among local actors and stakeholders from conservation and tourism;
increase awareness regarding heritage values and respect towards resident people
improve behavior of tourists visiting a heritage site;
promote alternative visits or events in periods of high pressure;
provide ICT tools to interact among actors, visitors and destination management.
ICT tools could include:
online platforms for information exchange among actors;
smartphone Applications or GPS-based systems for tracking tourism movements and simultaneously informing visitors about limits, obstacles and alternatives before and during their visits;
destination dedicated channels on social media providing information on tourism flows and carrying capacity-related issues.
Hence communication could provide tools to lower impact on heritage and to increase the visitors experience. Nevertheless, overtourism has to be prevented at an early stage and numbers be limited at the tree roots and not at the tips of the branches. Therefore, destination strategies have to focus on quality tourism and involve all actors in decision processes. A changed tourism paradigm should be based on local evidences, giving priority to those services respecting the values of the place.

SPC09 - The English language in academia: Identifying power structures, denaturalizing daily choices

PN 263: Not only an English language issue

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In my presentation I will touch two different topics. In the first part I argue that the problem that the call raises is not just a question of language. Indeed, the English language issue has to be inserted within a larger (and for many aspects, more dramatic) problem of "cultural and scientific hegemony" of the anglo – american academy that depends on several reasons, and that seems visible in the field of social and political sciences. This "cultural hegemony" applies to the organization of scientific work, the quality of writing and very often to methodology too. Just an example: there is no doubt that many journals, accept articles only if they adopt the anglo-american Q/A schema and other organizational structures. Very often the application of these schemata trivializes and simplifies the quality of the scientific work and limits the possibility of more original approaches. The issue of English language goes together with the diffusion of scientific paradigms that not always foster innovation in social and political sciences.
In the second part I will discuss another point: the dominance of the English language is linked to different factors of different nature: for instance it is linked to the diffusion of similar University recruitment procedures: where, such as in Italy or France, a well rooted and old, if not ancient, academic tradition exists, University recruitment is of different nature and is mostly based on "cooptation" rather than on standardized systems of evaluation. In this countries the use of English language is minor and publishing in English is not seen as obligatory. This does not imply an evaluation of the quality of scientific production and it is not just a question of ethnocentrism: there is no doubt that this limits the "hegemony" of the anglo - American scientific organization and procedures. Moreover this has to do with the size of the country too and particularly with what could be defined the "national scientific market": both in France and in Italy (and partially in Spain too) there is a sufficient market for books and articles written in national language that limits the adoption of English language.
Possible conclusion: we face not only a problem of translation but also a sort of scientific dominance that has different roots and not rarely produces negative consequences as well.

PN 264: Lost in translation in Academia?

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As a constant reminder for the impact of the dividing power of language if used in the rhetoric of power, influence and identity I refer to my experiences in a Belgian context. Belgium indeed is a multilingual country but this focus on power and identity in rhetoric has driven the country in a flux of misinterpretation, antagonism and political instability.
I will argue that the power of language is indeed very important, but not this important that it we should follow rhetoric that will drive us apart. My contribution will be a plea for pragmatism and mutual respect, in academia at least.

Living in Europe is rooted in a mix of cultures and languages. Some languages in Europe historically were and today still are more powerful than others. The hierarchy shifted to the hegemony of English nowadays. This evolution is empowered by the occurrence that in all the different national contexts English was often the second language in school curricula. The ability to master more than two languages is not common any more among academics. One could frame this as a pity (and from a Belgium perspective it is a bit of a drama since it signifies that academics from across the language borders in Belgium seem to live in different research communities). On the other hand framed more optimistically, one could say that the reality that scholars from the widest range of countries are able to communicate in English is also a blessing for confronting ideas and networking.

I will touch upon three lines of thought considering the hegemony of English in Academia: first the responsibility of the scientific journals to offer equal access, second the importance to develop human resources policies for academic careers that take into account the characteristics of the different academic cultures, and finally a reflection on Erasmus programs that also balance between shifting the university curricula into English courses and the preservation of nation languages to optimize the quality of teaching. In a concluding remark I will plea for pragmatism and respect, trying to include scholars of all cultural backgrounds.

Editorial policy: I will argue that scientific journals, most of them having editors and editorial boards from different language backgrounds will have to develop or will have to strengthen their awareness of fair access rates for contributions from non-native scholars. It would be revealing to have information from different scientific journals about the access rates for contributions segmented for countries or native languages of the authors. It would also be interesting to look for good practices on editing support.

HR policies: as academia will benefit from international cross-cultural input, it is vital that universities develop policy measures that handle selection procedures with respect for differences in academic cultures and publication policies. Even if we observe a growing attention for assessment base on quality characteristics the quantitative rhetoric is still very strong. As legal steps may follow contested selection procedures this is an important policy issue for HR.

Erasmus and teaching languages: Erasmus programs offer many students an excellent opportunity to discover the richness of different cultural settings. Universities still struggle with the question to opt for courses in English or in the national languages. And to find a balance for national students in curricula as a mix of English and the national language (often there are legal elements protecting national languages in education). Some universities make a switch and go for English language curricula only, while other universities keep the national language as educational language (also for visiting Erasmus students). Needless to say that the major language universities have stronger positions in preserving their national languages in education curricula and Erasmus programs.

PN 265: The dominance of English in academia: A concern for academic freedom?

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This paper will refract the panel's main focuses – English as the *lingua franca* of academic life; the power dynamics that explain this linguistic dominance, and its practical implications – through the prism of academic freedom. In doing so, it seeks to stimulate fresh, critical and creative thinking about how language policies and language use can shape the reflective and subjunctive space that universities should foster.

The scope of academic freedom is broad, but its precise delineation is unclear and sometimes contested. Its many facets include freedom of expression and access to information; educational rights; linguistic rights; participatory rights, cultural rights and the right to non-discrimination. Academic freedom has not (yet) achieved firm recognition as an autonomous right in international or European human rights law, but it is a growing focus of scholarly discourse and political attention. In its current state of development, academic freedom is best regarded as comprising elements of the above-mentioned (and other) human rights. For these reasons, the paper will first briefly synthesize a selection of the most salient rights-related issues that arise in the context of the panel discussion.

The paper will then explore the relevance of those rights-related issues from the perspectives of key actors/stakeholders, in particular, academics, students, academic institutions, State bodies and society (including civil society and industry). This exploration will necessarily be indicative rather than comprehensive. It will demonstrate that the rights and interests of the different actors/stakeholders sometimes align neatly with each other and at other times prove to be at odds with one another. If academics are expected – or required – to teach and publish in English, does that curtail or enhance their academic freedom? Does it drive them away from national scholarly audiences or does it accelerate their penetration into a global scholarly community? Are university students entitled to follow educational programmes, with adequate materials and resources, in national or minority languages? Is it legitimate for third-level educational institutions to prioritise English-language programmes and research as a lucrative business model that attracts overseas, non-EU, students who typically pay higher tuition fees? How does

that impact on academic standards and student satisfaction levels? To what extent should academic institutions be expected or obliged to function in the languages of the society and communities around them? These and other pertinent questions will be explored.

The final focus of the paper will reflect on a range of appropriate measures to mitigate the perceived threats to academic freedom engendered by the dominance of English in the sector, from the perspectives of the key actors/stakeholders. It will draw on selected insights from normative standards and scholarship focusing on freedom of expression and media regulation and policy. Such insights may provide useful inspiration insofar as they also seek to nurture free and open debate on matters of interest to society. Academic reflection and discussion are essential – albeit specialized - components of the robust and wide-ranging public debate that characterizes a well-functioning democratic society.

PN 266: Research that travels: On theorising contextual research and transcultural academic discourse

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Typically, questions of a possible dominance in transcultural academic discourse are discussed in relation to language. For example, to what extent does English as a language dominate the academic discourse across national borders? In my presentation I want to adopt another point of view; namely, by reflecting on which kind of research travels well transnationally and transculturally. Taking this point of view, language is only one aspect in the sense that a common language – which is nowadays English – is needed to make communication possible. But in addition to this there is another notable pattern: In response to the question what travels well in the sense that it is more widely published, read and discussed I propose the answer that it is rather general theories and approaches. Typically, they are more or less detached from specific contexts and because of this can be re-applied to various cultural and social contexts. On the one hand, this pattern is not negative per se, because this gives us the chance as scholars of media and communications to develop a language of common theories and approaches. Only with the help of this does it become possible to critically examine and analyse the challenges of increasingly globalized media landscapes. At present, concepts such as 'platform society', 'datafication' or 'mediatization' represent this (critical) transcultural discourse of theorizing. But on the other hand, there is the problem that research of a highly context-sensitive nature that addresses more specific phenomena is far less published internationally and receives much less recognition. The result is a kind of paradox: While there is a strong tendency in recent theories on media, communication and data to put an emphasis on the need for context-specific knowledge, the space this knowledge occupies within transcultural academic discourse is far more limited. The main argument of my presentation is that although we cannot overcome this paradox, we should be more aware of how to deal with it productively.

PN 267: An exercise in continuous juggling: Living with the hegemonic power of a language other than yours

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It is through language that a shared discursive patrimony (both divergent and convergent) is developed and therefore a common language allows for the development of comprehensible texts that permanently (re)construct scientific communities. English is presently the hegemonic scientific language even in more context specific domains such as social sciences. In some European countries this hegemonic power is widely accepted as English is effectively the *lingua franca* of science. In others countries, the defense of maternal languages as science of knowledge and culture is still a relevant aspect in both the political and scientific agenda.

The defense of the Portuguese language and culture domestically and globally has been one of the few cross-cutting consensual aspects of governmental polices, both from right wing and left wing governments, since the 1974 revolution. However, paradoxically, despite this systematic programmatic governmental consensus, the national science foundation *(Fundação para a Ciência e Tecnologia – FCT)* is in line with the Anglo-saxon scientific paradigm that dominates European science policies and it ignores the Portuguese language. So, all research centres financed by the FCT must take this fact into consideration.

In this paper, I will try to demonstrate how a particular communication research centre (where I develop my research) has been dealing with this ambiguous policy and how has it tried to articulate globalization processes with local and regional needs. The Communication and Society Research Centre (CECS) is a research unit in the Communication Sciences field in Portugal. Evaluated by FCT as "Excellent" since 2008, it gained international recognition in areas such as media literacy, communication and culture policy, visual and sound culture, intercultural communication, cultural studies, organisational and strategic

communication, digital languages and journalism. The Centre has presently 90 researchers with PhD or Habilition and more than 100 PhD students.

Aiming to be socially relevant, the internal debate about languages has been intense and different perspectives remain much alive. To put it simply: some scholars argue for an even faster integration in the mainstream English language paradigm as this will have a positive impact in the present-day audit systems; others argue for a more robust defense of the Portuguese language, the mother language of most of us and the language of the national community we serve and also the official language of countries such as Brazil and Angola which are part of the political community of Portuguese language countries.

Unable to solve this puzzle, the research centre put in place a multi-lingual strategy that created the conditions for the conviviality of English and Portuguese, even if the pendulum moves frequently from one to the other. In this presentation I will highlight two aspects of this linguistic strategy.

The first one is the bilingual option. Two scientific journals published by the research centre (*Comunicação e Sociedade* and *Revista Lusófona de Estudos Culturais*) are published simultaneously in Portuguese and in English. All texts can be submitted in Portuguese or in English and all are translated. In parallel, the centre has five digital platforms: two cultural platforms –the Virtual Museum of Lusophony (http://www.museuvirtualdalusofonia.com) and the Passeio (http://www.passeio.pt); two observatories portals –the MILObs, Media, Information and Literacy Observatory (http://www.milobs.pt) and the POLObs, Observatory on Communication and Culture Policies (www.polobs.pt); and the Communitas think tank (http://www.communitas.pt). All these structures are society-oriented, as the final objective is to promote interaction with the public in general and with political institutions. At the moment, not all content is translated to English but the main portal is in Portuguese and in English (http://www.cecs.uminho.pt/en/).

The second aspect is the option for open access publication. In the last five years CECS made available almost all its scientific productivity on online repositories (the RepositoriUM of the University of Minho, where CECS is one of the fourth communities with more documents archived–more than 2.300 documents with almost 850.000 downloads, and the Scientific Repository of Open Access in Portugal). The editorial strategy of CECS is based on the publication of series of books, all available for free download, as well as the two bilingual scientific journals, In the top 10 of downloads from the RepositoriUM are the following countries: Portugal, Brazil, United States, France, China, Angola, United Kingdom, Mozambique, Germany and Spain. The combination of open access and multilinguism (there are also publications in French, Spanish, German, Italian, etc.) has created new possibilities for the external recognition of the researchers work and it has stimulated unpredictable dialogues.

Audience and Reception Studies

ARS01 - Audiences of social media

PP 026: Practicing differences on Twitter: How journalists, citizens, spokespersons and celebrities tweet about the 'refugee crisis'

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The rise of social media has been described to transform public discourse: It allows by then virtually excluded actors to participate and redefines traditional roles and interaction patterns of these actors (e.g., Bruns, 2005, 2008; Neuberger, 2008; Williams & Delli Carpini, 2000). However, little is known about (a) whether these technological potentials have been translated into altered perceptions, norms as well as communicative practices on the part of the participants of this new public sphere and (b) how these might look like. We conceptualize this transformation to be an ongoing process of actors negotiating their roles, norms, and practices in different arenas (Blumer, 1969), reproducing and, at the same time, producing social 'structure' in the form of rules and resources (Giddens, 1984; Schmidt, 2007).

Our study aims to shed light on the current state of this negotiation process and asks whether and in what respect tweets of journalists, spokespersons, citizens, and well-known persons differ with regard to topics, framing, evaluations, and several dimensions of information quality and communicative style. Such a comparison seems especially relevant at a time where the role and function of journalism and its relationship to other systems in society is being contested from various sides. This becomes most apparent in public discourse on controversial topics where populists both allege that journalists' agenda, framing, and interpretation deviate from those of 'the people' and challenge journalism's claims to provide information that is epistemologically superior to 'the people's' common sense and everyday experience. Therefore, we selected the German Twitter discourse around the 2015 'refugee crisis' as our sampling frame for content analysis.

We conducted a manual content analysis of the 0.33% most retweeted German language tweets containing the keyword "refugees" posted during one month after 13.9.2015 (N=2,494 tweets) and of all journalistic online articles referenced in them (N=892). Krippendorffs's Alpha for all categories analyzed for this paper was between 0.65 (topic) and 1.0 (number of mentions, existence of hyperlinks).

Our comparison of tweets revealed marked differences between tweets of different types of actors, indicating a continuation of "offline" practices, routines, and norms in social media publics: Journalists on Twitter seem to adhere to journalistic norms more than other types of users do: Their tweets contained a significantly smaller proportion of opinion expression, unobjective/emotional language and speculation especially in comparison to citizens' tweets (V=.08-V.33, p<.001) and they referred more often to external information via quotations and hyperlinks (V=.08-V.22, p<.01). Also, we found evidence of evaluative homophily across types of actors, with journalists being less inclined than citizens to refer to other Twitter accounts dissentingly (V=.19, p<.001). With regard to social homophily, journalists referred more often to tweets or media content authored by journalists than citizens referred to other citizens' tweets and content (V=.27-.69, p<.001). Moreover, we observed differences between the topics covered in tweets of journalists as compared to tweets of other types of users (V=.19, p<.001) and the evaluation of various persons and organizations, e.g., the German government (V=.06, p<.05), far right extremists (V=.11, p<.001), and refugees (V=.13, p<.001).

PP 027: Baiting clicks, losing credibility? Perception and effects of clickbait on Facebook

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In recent years, Facebook has become one of the most important gateways for online news. As news providers struggle for the attention of Facebook users, clickbait has emerged as a successful strategy to increase click-through rates (Kuiken et al., 2017). In general, clickbait describes practices aimed primarily at arousing the recipient's curiosity, thereby positively influencing their selection decision and thus ultimately generating advertising revenue. Forward-references in Facebook teasers – that is, reference to further information in the actual article – are used to provoke readers to click on the teaser (Blom & Hansen, 2015). Directly addressing readers ("You will never believe this!") as well as the use of questions ("What do you believe happens next?") and enumerations (in the form of 'listicles', "10 things you will never believe") have all been identified as prevalent stylistic devices used in clickbait teasers (e.g., Scacco & Muddiman, 2016; Vijgen, 2014).

In our study, we concentrate on whether 1) clickbait is perceived as such by Facebook users and 2) clickbait leads to effects on news processing and consumption. As using clickbait is considered to be an

annoying nuisance and is often framed among larger (negative) developments in online journalism such as sensationalism, tabloidization, and commercialization (El-Arini & Tang, 2014; Palau-Sampio, 2016), clickbait may lead users to perceive the information in the news article to be less credible (cf. Grabe et al., 1998). In addition, we ask to what extent follow-up communication on Facebook is influenced by clickbait. For example, both directly addressing the reader and using questions that are accompanied by implicit interaction prompts should offer potential for an increased amount of comments, likes, and shares (e.g., Lai & Farbrot, 2014; Vijgen, 2014).

To address these questions, we conducted a 3x2x2 between-subject online experiment with 556 Facebook users recruited via an online access panel. Participants were first presented with a manipulated Facebook post, linking either to a hard news political topic (conference on climate change) or a soft news topic (data privacy of smart sex toys), posted by either a quality news site or a tabloid news site. Most importantly, the teaser was written in either a neutral journalistic style or in two 'clickbait' styles, both directly addressing the reader and either one using a question headline or an enumeration headline. Participants then read the accompanying article, which differed only – according to the teaser – in terms of topic and news provider, but had the same textual content for all three (non-)clickbait conditions.

Our results show that clickbait is recognized as such by the recipients. Apart from the experimentally varied (non-)clickbait styles, this perception was also affected by the topic of the teaser, as the soft news topic was also considered clickbait in the non-clickbait condition. However, despite their perception as clickbait, the teasers had little to no effect on the accompanying article's credibility. Furthermore, participants reported hardly any desire to engage in follow-up communication (commenting, liking, and sharing) in all conditions. Implications for news providers and readers will be discussed.

PP 028: Critical relations and calculated publics on Facebook

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This paper explores how individual Facebook users relate to the calculated publics on Facebook through everyday interaction with the newsfeed created by computational algorithms. Calculated publics are "algorithmic presentation of publics back to themselves" (Gillespie, 2014). These publics are more important as Facebook has become a core part of daily media routines as well as a key source for news for many people in the world (Newman, Levy, & Nielsen, 2017). The platform has received a lot of critique for the way that the public discourse is curated (Braun & Gillespie, 2011) and further scholarship in the field of critical algorithm studies has explored how people relate to the algorithmic power based on a complex computational process (Kitchin, 2017). Zuckerberg recently announced that they are changing the newsfeed in order to provide people with more "meaningful content", but it is unclear what power the individual user has to shape the newsfeed according to their own definition of meaningful content. This paper explores therefore the relationship between Facebook users and calculated publics through the examination of whether Facebook users are critically aware of the algorithmic relation that is produced by the newsfeed, and how this awareness may translate into concrete action towards letting the user define their own calculated public in a meaningful way?

The collection of data is ongoing, but currently based on ten in-depth individual interviews with young adults aged 18-26 years old. We are planning to do at least ten more interviews and continue until we reach a satisfactory point of saturation for qualitative analysis (Charmaz, 2006). The interviews are semi-structured and divided into four parts. First a general discussion of social media use, second a discussion about the news feed, third a discussion about engagement, and fourth a general discussion about the broader implications of the algorithmic public: personally, socially and in society. In the mid-section of the interviews we ask the interviewees to open up their own Facebook profile and look at their news feed as well as their activity log. This allows them to relate their subjective experience to concrete content as well as an actual list of their recent activities.

We define three levels of critical relation with the calculated public on Facebook that frames our analysis. The first level is the personal, related to personal well-being and identity formation inspired by Gidden's notion of lifestyle politics (1991). The second level is the social that is friends and family and people in the individual social network inspired by Mouffe (1999), who argues that the political concerns our social relations. The final level is society, that is institutions and any notion of talk about common good inspired by the Habermasian blueprint for the public sphere (Habermas, 1989). Our study finds that people are critically aware of the algorithmic relation that they enter with Facebook to some extent. However, this awareness and their most critical concerns regarding this relation is mostly related to the two first levels of critical reflection based on personal or social relations.

PP 029: A wolf in sheep's clothing? Investigating the differences in users' trust and privacy concerns across three Facebook services

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Facebook, WhatsApp and Instagram are three of the world's most popular channels for online communication and they have one specific characteristic in common: they are all part of the major social media company Facebook Inc. Users reveal a great amount of personal information on each of these platforms, while Facebook aggregates the data across all of their services, thereby posing a potential threat to their users' privacy. Depending on the awareness of this linkage and its potentially harmful implications, this should lead to increased privacy concerns on behalf of the users. Contrastingly, trust might be an important mitigating factor of privacy concerns online (Metzger, 2004; Wakefield, 2013; Wang, Min, & Han, 2016). Against this background, the aim of the present study is to explore, if there are differences in users' trust and privacy concerns (a) regarding three distinct platforms of the same provider and (b) if these depend on the level of the user's awareness of the companies' connectedness. Based on the distinction of social privacy and institutional privacy (Raynes-Goldie, 2010; Young & Quan-Haase, 2013) and social trust and institutional trust (Dwyer, Hiltz, & Passerini, 2007; Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010) we expected to find differences in the social aspects that refer to the perception of other users of the respective platform, rather than differences with regard to the institutional aspects, which refer to the company providing that service – at least, if users are aware of the linkage between these companies. To test these assumptions we conducted an online survey with a student sample of Facebook, WhatsApp and Instagram users (n=292). Results show, that within each of the three platforms, concerns about the company's privacy practices are significantly higher than concerns about the other users' handling of disclosed information. Likewise, on all platforms trust in the other users is significantly higher than trust in the company. This suggests that the institutions behind a service are in general an important source for concerns and that users barely trust them. Having a look at these aspects across the Facebook owned platforms, we find that institutional privacy concerns are significantly higher on Facebook than on WhatsApp and Instagram and that also trust in Facebook is significantly lower than in the other services. Most interestingly, this "Facebook-effect" does not seem to spill over to the other Facebook owned platforms, even though 73% of the study's participants know that WhatsApp belongs to Facebook, and 40% know this is true for Instagram. However, there is a different picture with regard to the perception of the other users of these services. The level of social privacy concerns is the same across all platforms and trust in the other members is higher on WhatsApp compared to Facebook and Instagram. We conclude that awareness of the company behind a specific online platform does not influence the perception of privacy threats and trust in the company and that rather social factors and the architecture of a platform are of relevance of the users' perceptions of privacy and trust.

PP 030: "I know what should do in SNS": Indonesian youths' privacy practices in social networks sites and their digital literacy

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Indonesian society is known as typical collective society. Learning has been done by parents to their children early that it is an important thing to establish a good relationship with relatives and the neighbors nearby. Today, the development of ICT changes social relations' pattern of Indonesian society. Association of Indonesian Internet Service Provider's 2016 surveys revealed that 97.4% of internet users in Indonesia were active in Social Network Sites (SNS)
Privacy concept of Indonesian society more flexibly applied in social life. It differs certainly from the western's one. Privacy is a part of the culture of democracy, which entitles a person to "have a private space" in public life (Westin, 1967). Peter and Valkenburg (2011) found contradiction between adolescent involvement in SNS and privacy. At one side SNS can help adolescent to get their achievement on personal development but on the other side it reveals their privacy in public. Therefore, Livingstone and Brake (2010) considered that digital literacy was very important knowledge to be embedded in school curricula and teacher or parents' media training to minimize the risks of online activities. In digital literacy comprehension is containing of the ability to think critically in search, evaluate, and create cycle of handling digital information.
How do young people in Indonesia describe their profile in SNS? What kind of information do they display in it? What are their activities in SNS? In addition, exploring the privacy practices of young people, we found out also how technical-, socio-emotional-, and cognitive skill of young people in making use internet.

This study recruited 1194 participants between the ages of 12 – 18 years old. They were students from 11 public schools and 10 private schools in Indonesia. They were consisted 782 (65.5%) female and 412 (34.5%) male. The composition of participants from public and private schools were 56.3 % and 43.7 %. They used actively internet for daily activity. 52.2% of students accessed internet more than 4 hours in weekend/holiday, even in normal school day 22.6% of them accessed internet more than 4 hours. Their favorite activities were: accessed Instant Message (IM) e.g. WhatsApp, BBM, etc. and social network sites e.g. Facebook, Instagram, etc.

Most of students (97.7%) declared that they had SNS account, meanwhile 89% of them had more than one. To be recognized by others, 32.7% of them set their account as "Public, so that everyone can see my profile", meanwhile 20.3% of them set their account "Partially private, so that friends of friends of my network can see my profile."

Measured with five points scale of self-assessment, the mean value score (3.01) indicated students were not confident their knowledge on internet was better than their parent. But they were sure (4.35) that internet made them easy for learning and finishing school projects. They did much of consideration if someone they just knew at SNS to invite them to meet (4.55). Internet use was proved to influence students' privacy practices in SNS (R=.095, p<0.1), meanwhile digital literacy increased alertness students' privacy practices in SNS (R=.004, p<.05).

ARS02 - News consumption in a digital world

PP 107: Corrective actions or political claims? Determinants of audience members' reactions to the 'Fake News' debate

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Policy makers across the globe are beginning to react upon the current debate about "fake news" on social networking sites (SNS): While the German federal government has passed a new law in September 2017 (*Netzwerkdurchsetzungsgesetz*) that directly aims at the deletion of fake news on SNS, others have called for intensified news literacy trainings at schools and other public education institutions (Craft, Ashley, & Maksl, 2017; Kahne & Bowyer, 2017). At the same time, users as well as media professionals are beginning to join forces against 'fake news' by reporting and de-bunking online misinformation—behaviors that can be classified as corrective actions (Rojas, 2010).

Extant empirical research indicates that while there is a lot of debate about 'fake news' users' actual amount of exposure is scarce (Allcott & Gentzkow, 2017; Sängerlaub, 2017). Against this background, it is intriguing to explore the motivation behind political claims as well as corrective actions against 'fake news.' The present research investigates this question using a quota survey of German Internet users (n = 1,346; 50.7% female; 44.7 % with German high school diploma 'Abitur'; age: M = 49.9, SD = 15.9) that was conducted in September 2017, in the week running-up to the German federal election. We consider a variety of factors potentially contributing to political claims or corrective actions against 'fake news.' Most importantly, we investigate the impact of direct exposure to 'fake news' and of exposure to the debate about 'fake news' separately. Second, we explore the influence of presumed influence (Gunther & Storey, 2003) of 'fake news.' Moreover, we control for the impact of political interest and political orientation. Results for offline corrective actions and corrective actions on Facebook indicate that the self-assessed amount of exposure to 'fake news' is the strongest predictor. For both dependent variables, political interest as well as exposure to the meta-discourse on 'fake news' also have a meaningful impact. Interestingly, there are differences between offline and online corrective actions when it comes to the influence of presumed influence. Offline corrective actions are only driven by presumptions of negative effects of 'fake news' on others whereas corrective actions on Facebook are motivated by presumed influence on the own person. Political attitudes, however, have no substantial influence. This is also true for political claims against 'fake news' as the third dependent variable. Besides, the picture is very different to corrective actions. While exposure to 'fake news' even slightly decreases claims for political measures against 'fake news' they are strongly related to presumed influence on others.

These findings suggest that the different reactions to the 'fake news' debate are based on different motives. More specifically, claims for political action against 'fake news' do not result from own experiences with online misinformation, but on assumptions about its harmful effects on others. Personal corrective actions against 'fake news,' on the contrary, are more strongly motivated by direct exposure to 'fake news' or at least the discourse about them. Seen in this light, they appear as the more deliberate reaction to the 'fake news' debate.

Audience and Reception Studies

PP 108: Incidental news exposure on Facebook: A mixed-methods study on factors influencing the step from 'stumbling' upon news posts to engaging with news

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Social network sites (SNS)—and Facebook in particular—have become an integral part of accessing, discussing, and distributing news online (Newman et al., 2017). Most Facebook news users, however, do not actively seek out news content when they are checking their feeds and mostly come across news when they are doing other things on the site. Although such incidental news exposure seems to be the rule rather than the exception on SNS, we still know little about the factors that influence whether users actually *engage* with news content they encounter in their feeds. Due to the characteristics of the SNS information environment, this is, however, a highly relevant question: Because Facebook users are generally only confronted with short illustrated teasers that link to articles on a given news provider's website, the majority of the information remains 'hidden' and can only be accessed when a user decides to follow the link. Even though (incidental) news exposure on SNS has already been tied to beneficial effects like fostering political participation (e.g., Valeriani & Vaccari, 2016) or the learning of political information (e.g., Beam, Hutchens, & Hmielowski, 2016), these effects might require more than scrolling over posts or reading teasers (Lee & Kim, 2017). But what prompts people to engage with news content they stumble upon on Facebook? And which role is played by the rich contextual information surrounding a given Facebook news post? This study addresses the process of incidental news exposure on Facebook and focuses on the (interplay of) factors that influence the step from incidental news exposure to news engagement. Empirically, the study adopts a mixed-methods approach, relying both on (1) qualitative self-confrontation interviews ($n = 16$) that allow direct insight into the subjective processes that shape news engagement on Facebook as well as on (2) a quantitative online experiment that tests the influence of selected factors on a broader scale ($n = 524$). Results of both investigations show that the issue or topic that the news post suggests the linked article to be about seems to be the most important factor when it comes to engagement decisions. In some cases, however, such content-based relevance perceptions are overshadowed by perceptions of *social* relevance. This is especially the case if the news curator (i.e., the person that visibly shares, likes, or otherwise recommends a news post on Facebook) has a close relationship with the news receiving user, is perceived as an expert on the issue/topic the article deals with and directly and publicly addresses the user (i.e., "tagging"). The implications of the findings are discussed in relation to possible beneficial and detrimental effects of encountering news on SNS as well as to existing gaps in research.

PP 109: Analyzing changes in news use and political interest on news use in two phases: A macro-analysis in 12 EU countries throughout 1989 and 2014.

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In the last decades, media systems have changed dramatically: Private television launched in most of Europe in the 1980s and 1990s, while the Internet spread throughout the 1990s and 2000s. Three main factors influence behavior in the context of political information acquisition: opportunity, ability and motivation (Delli Carpini & Keeter, 1996). Considering todays' high-choice media environment, opportunity does not restrict ability and motivation anymore (Prior, 2005). As a result, news usage is expected to have altered in the direction of citizens' motivation and ability, resulting in an increased segmentation of the public: the number of news-seekers, i.e., people who engage with news frequently, news-avoiders, who engage little with news, and their subgroup non-users, who do not use news regularly at all, will all increase (Blekesaune et al., 2012; Strömbäck et al., 2013).

In our paper, we concentrate on motivation and answer the question whether there has been a growing influence of motivation on news use and whether this has led to an increased segmentation of the public taking into account two critical incidents, (1) the launch of private television and (2) the spreading of the internet. We expect motivation, measured as political interest, to gain influence on news use in both phases. In accordance with prior research, we expect the relationship between political interest and news use to be positive (Lecheler & de Vreese, 2017), therefore the impact of interest on news-seeking will become more positive over time while the impact on news-avoiding will become more negative. We further assume an increase in the percent of news-seekers, news-avoiders and non-users in each country over the course of the two phases.

The analysis is based on cross-sectional data of the EES, including six waves in 12 EU member countries. To distinguish the influence of private television versus the internet, we use multilevel-spline models with macro-data and split the time span into two phases. This leads to two connected growth curves per country, one that displays the developments after the launch of private television and the second representing the time the internet got available to the broader public. While spline models have barely been used in communication research yet, they offer new possibilities for this field.

Opposite to our expectations, first results show that throughout the private television phase the negative effect of interest on news-avoiding decreases, making interest less impactful. Beyond, our analysis shows that throughout the internet phase, the negative impact of interest on non-using increases. We further identify a significant increase in the number of news-avoiders and non-users throughout the internet phase. In contrast, we find no significant change of the interrelation of motivation and news-seeking for neither of the phases. In sum, this means that changes in the new environment are more prominent in the internet phase and are driven by low motivation, increasing the percentage of people staying away from news, while a positive motivational effect is lacking. We will discuss these findings against the background of recent literature and consider methodological issues regarding macro-level analysis with survey-data.

PP 110: Clowning far away, world-shattering shock and regained stability: Norwegian news audiences' interpretations of the 2016 US presidential election

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This paper investigates the sense-making processes of news audiences faced with destabilizing global events.

Major political upheavals provide inroads to study how news audiences react when ordinary and even mundane practices of news consumption are challenged. The 2016 US election campaign and the Trump victory represents one such upheaval. The campaign was seen to be fueled by populism and controversy, dependent on social media and new partisan websites providing "fake news". As such, in a context of rapidly changing technologies, it provides a prime case for studying communicative reactions across media and across national borders. This paper starts from the premise that the election of Donald Trump was potentially destabilizing, also on a personal level, to news audiences far removed from the US. For most Norwegians, whose shared political imaginary is shaped by traditions of social-democratic politics, Trump's victory came as a shock, followed by a need for sense-making and adjustments of political ideals.

The research question for the paper is: How did Norwegian news audiences make sense of Donald Trump's electoral victory? Our analysis employs theoretical perspectives from audience and reception research on the role of news use in everyday life, and on experiences of trust in media and institutions. We focus on the following dimensions of sense-making processes: Experiences of (de)stability, trust in political institutions, and search for deeper understanding.

We study such sense-making processes through analysis of comprehensive qualitative data on news use as part of cross-media practices, centered on the experiences of users rather than on particular media or platforms. We have conducted two rounds of qualitative in-depth interviews with 50 informants who mirror the Norwegian population. The interviews were conducted shortly before and after the 2016 US election, and intercepted by a media diary phase leading up to the actual election.

In our findings, we formulate three successive phases of Norwegian news audiences' reactions to the election of Trump: Annoying clowning far away, World-shattering shock and Regaining stability. These phases follow audiences from tired and frustrated interpretations of the campaign as a scandalous and distant media circus, through the shock of the election producing an urgent need for sense-making in an unstable world, to the gradual regaining of sufficient equilibrium to go on with ordinary routines. In these phases, audiences' express diverse forms of criticism of media and politics, but also reliance on the media to produce journalism that fosters understandings of the incomprehensible. As such, these findings contribute to nuanced explorations of the role and relevance of news use in everyday life and at times of societal upheaval.

PP 111: Online and (the feeling of being) informed: Online news usage patterns and their relation to subjective and objective political knowledge

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In order to participate in societal and political discourses in a democratic society citizens are supposed to have at least some extent of political knowledge. An important part of such knowledge is provided by the news. Due to the steadily growing importance of online media during the past decades, users nowadays have access to news almost anytime, anyplace, and involving a myriad of different ways of access (Newman, Fletcher, Kalogeropoulos, Levy, & Nielsen, 2017).

Considering Germany, with its broad media environment and a plethora of (online) news media, citizens should thus be able to be adequately informed and in the know about basic political facts and current affairs. Nevertheless, surveys show a remarkable mismatch in terms of people not being able to correctly

answer simple questions while at the same time considering themselves well-informed about politics (Zeit Online, 2017).

Hence, individual misperceptions of political knowledge exist, resulting in a discrepancy between individually perceived (i.e., subjective) and actually measurable (i.e., objective) political knowledge. Investigating the relationship between such an illusion of knowing (Glenberg, Wilkinson, & Epstein, 1982) and online news usage patterns is the goal of this study. Specifically, we ask how such knowledge misperceptions relate to different online news usage patterns.

In order to answer this question, we conducted an online survey among German Internet users (n = 396) in July 2017. Drawing on Atkins (1973) Informational Utility Approach, we first analyzed online news use behavior in terms of instrumental needs and consummatory gratifications, news habits as well as modes of navigation and different pathways of access to online news. Latent class analysis revealed six different online news usage patterns: conservative traditionalists, utilitarian heavy users, uninterested light users, incidental stumblers, open-minded traditionalists, and utilitarian progressives.

All six clusters were then analyzed regarding potential discrepancies between users' subjective and objective political knowledge. Paired sample t-tests did not reveal such a discrepancy for five of the six clusters; merely the usage pattern of utilitarian progressives (strongly driven by escapist needs and news habits, heavy use of mediated pathways to news) seems to tend towards an illusion of knowing. Between the six clusters, there are no significant differences regarding the discrepancy between subjective and objective political knowledge.

Taken together, the findings shed light on a possible relationship between an online news usage pattern drawing mainly on comparatively newer, mediated ways of online news (e.g., via search engines, aggregators, or social media) and an overestimation of one's political knowledge. Against the backdrop of changing news habits with exposure shifting more and more from traditional sources like newspapers to mediated ways of access via social media or aggregators (Müller, Schneiders, & Schäfer, 2016; Newman et al., 2017) this is a somewhat problematic finding. Since political knowledge is a prerequisite for any form of participation in political and societal discourse, illusions of knowing pose a potential threat to the latter and are undesirable from a normative perspective. Further implications and limitations of the study will be discussed.

ARS03 - Civic and cultural agencies

PP 196: News avoiders – do they exist or not?

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In the current digital multimedia world, two concepts with great impact in news studies are *news avoiders* and *news seekers*. Scholars have found that both groups have increased in today's society: persons with high interest in news easily can consume an unlimited amount of news, just as persons with low interest easily can avoid them. Society has moved from a low-choice era to a high-choice era, and that has had effects: If we can choose, we choose. The point of departure in these studies is usually normative democratic, with a concern that people who avoid news will not have the possibility to participate in democratic processes in the same way as news seekers. A knowledge gap then occurs.

The empirical evidence for news avoidance is, however, weak. Studies that have showed the increasing gap between news seekers and news avoiders usually study the use of traditional news in its more or less traditional form. In a multimedia world such a standpoint is questionable. This is also not a new concern stemming from the growth of the Internet: The same discussion was at hand when commercial television was introduced in the 1980s and 1990s.

The aim of this study is therefore to analyze news avoidance through a longitudinal study, including all media platforms and devices available for news consumption: traditional news on traditional platforms and online, as well as news on social media on digital platforms. The question is: Has news avoidance increased over time or not?

A representative survey from 1986 to 2016 in Sweden is used as material. The definition of news avoidance used in the study is that news avoiders are people who use media and online platforms fewer than two days a week. An index is constructed from all these news sources, possibly to avoid (or use). Over the years, the number of possible sources, of course, increases, and the index then expands.

The main results are that if all possible news sources are included in the index, we can hardly talk about news avoidance at all. The most important explanatory factor for news consumption is age – or, rather, generational belonging – and not even the youngest generation can be regarded as news avoiders when all possible news sources are included in the index. If only traditional media are included in the analysis, news avoidance is, however, extensive among the younger generations.

Implications of the results are several, and three are discussed in the paper. From a theoretical point of view, the normative standpoint on news use is discussed. From a methodological standpoint it is of interest to discuss the implications of a poorer representation in surveys over time. Empirically it is necessary to discuss the quality of data on news consumption on different platforms and from different consigners.

PP 197: Engaging the young with politics: How political entertainment media help young people construct understandings about political issues

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Declining levels of traditional news consumption and political knowledge among the current younger demographics have raised concerns about how new generations of young citizens become informed about and engaged with the political world around them (Mindich, 2005; Pew Research Center, 2007, 2012). At the same time, political entertainment media—ranging from late night talk shows to full-fledged satirical television news programs, video clips and memes shared on social media—have become key sources of political information and engagement among the young (Pew Research Center, 2012; Schofield & Marchi, 2017). This shift towards entertainment media confronts democratic societies with a profound yet poorly understood change in the practices and understandings that acquaint young people with politics. Despite a burgeoning body of survey and effects-based research that started to shed light on potential learning effects of these media (e.g., Baek & Wojcieszak, 2009; Becker, 2013; Xenos & Becker, 2009; Cao, 2008; Hollander, 2005; Kim & Vishak, 2008; Young & Hoffman, 2012; Feldman, 2013), we known little about how young people actively construct political meanings and understandings from political entertainment. Why, for example, do young people deem political entertainment media more relevant than legacy news media for political information? How do the young engage with the discourses and frameworks presented in political entertainment? What meaningful ways and learning strategies do they use to create political understanding from these media? And what forms of political understanding beyond factual political knowledge do they extract from these?

Moving away from the more normative, top-down approaches on political learning found in previous research, this study introduces a user-perspective to capture and unfold the political meanings and understandings young people construct from political entertainment media. To explore motivations for paying attention to political entertainment media (RQ1) and interpretative strategies and frameworks through which understandings of specific political issues are constructed from these media (RQ2), four focus groups with eight American undergraduate students each, were conducted at an American university in the Midwest. Short video clips from different American political entertainment programs were shown to guide the discussions. Using the focus group as a forum for debate on the video clips and the group participants as audience for each other, we were particularly curious about how young people develop ideas and arguments through interaction, explain the reasoning behind their thinking, share common experiences and personal anecdotes, or challenge each other's points of view (see e.g., Lunt & Livingstone, 1996; Kitzinger, 1994).

This study generates knowledge about how political understandings and learning processes are changing among current generations of young citizens. Given young people's move away from conventional news media, findings from this study shed light on how political entertainment media provide young people with new opportunities and strategies to engage with political information. Moreover, findings from this study will help journalists, civic educators, and media literacy organizations develop improved strategies and tools to (re)connect young people with politics and traditional news.

PP 198: Uneasy citizens - constructions of political cynicism among young satire audiences

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Young adult citizens are a mixed group – in both research and media, they're seen as engaged *and* disengaged, as well as politically idealistic *and* cynical (cf. Amnå & Ekman 2014). This paper seeks to further understand this contradiction, by studying the Swedish young adult audience of news satire, a group that has expressed a diverse set of constructions of political idealism, uneasiness and cynicism (Doona 2016). Part of the issue, the paper argues, has to do with the often ignored role of emotions and affect in relation to political idealism and/or optimism – a phenomenon dubbed the affective deficit (Coleman 2013). The paper attempts to answer the question: How do young adult audiences of news satire construct contradictions and negotiate between optimistic and pessimistic notions of citizenship? News satire engagement is of particular interest because it has been put forth as a potential source of cynicism (cf. Hart & Hartelius 2007; Coletta 2009), since it is often directed towards teens and young adults, and its ironic mode of discourse is assumed to be potentially distancing. This paper puts forth a different argument,

siding with scholars who criticise such assertions since they ignore the active engagement of audiences (cf. Jones 2013), as well as the interrogating role news satire can have in relation to 'straight' news (Painter & Hodges 2010). Humour and satire require a specific type of audience engagement, as audience members are addressed in a mix of comedic and serious ways. Using thematic analysis of data from in-depth interviews and focus groups with Swedish young adults (18-35 years old) who follow Swedish *Tankesmedjan* (Swedish Radio P3, 2010-) and/or American *The Daily Show* (Comedy Central, 1996-), it is argued that these contradictions depend on subjective processes of developing citizen identities. News satire engagement entails a constant weighting of utterances and statements, where the viewer or listener is prompted to decide if what is being communicated is meant to be serious or not. This engagement connects to ongoing processes of development, where the young adult news satire audience negotiates between fears of political exclusion and manipulation, and playful and emotional constructions of the political. Further, it is argued that some of the scholarly worry regarding news satire engagement among young adult audiences is based on conceptualisations of political cynicism that need to be problematized, as they tend to conflate cynicism with criticism (cf. Baumgartner & Morris 2011).

PP 199: Audiences navigating the sea of information about culture and art

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While audience research has long studied people's use of information and news, few studies have been sensitive to the use of various subtypes of content, e.g., culture and art. To remedy this, this paper studies people's use of media to engage with information and news about culture. That is, how people engage with a combination of what is often referred to as 'cultural journalism' (Jaakkola, 2015) and content about culture beyond the domain of journalism.

As global media actors increasingly drive the flow of information and news (Newman et al., 2017), newspapers' role as citizens' shared forum for engaging with information about cultural issues has been challenged. Today cultural consumers contribute to the circulation of cultural information and taste-making, when blogging and posting about their cultural consumption on digital media platforms. The rise of such bottom-up debates contests the authority of institutionalized news media's cultural journalists and influences established ways of debating culture (Verboord, 2014).

The study is based on theories about the cultural public sphere, the transformation of cultural journalism and the emergence, in recent years, of heterogeneous critical voices associated with different types of cultural authority (Kristensen & From, 2015; McGuigan, 2005). We argue that cultural information and news may serve several purposes for cultural consumers, who can today be characterised as cultural omnivores (Peterson & Kern, 1996): They provide promotion, guidance and evaluation of new cultural offerings *and* interpretations and explanations of the increased flow of tastes and values in society. To empirically investigate this, we conduct a national survey about which media the Danish population uses to access information about culture and arts, and for what purposes, including which platforms and voices they find to have cultural authority. The data is collected in collaboration with TNS Gallup in Spring 2018. The Danish context is important, as the Nordic Media Model has for long sustained a strong press with high circulation and a public service ethos emphasising diversified cultural production and distribution (Syvertsen et al., 2014).

The study will further our understanding of audiences' engagement with particular types of platforms, information and content, at a time when institutionalized news media are being challenged top-down by global media actors and bottom-up by new voices in the cultural information circuit. It will do so by answering which media the public perceives and consults as legitimate information sources and voices in debates about culture and art today.

ARS04 - Causes and effects

PP 269: "Fat, Sick, and Nearly Dead?" Effects of positive emotionalization on selection of health information

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Fear appeals are frequently applied to initiate changes in attitude or behavior in persuasive health communication (Ruiter, Kessels, Peters, & Kok 2014). However, practitioners and researchers are continuously discussing their excessive use and possible unwanted effects, e.g., reactance (Carey, McDermott, & Sarma, 2013; Peters, Ruiter, & Kok, 2013). Therefore, there is an increased call for the application of more "positive" strategies (van't Riet, Ruiter, Werrij, & De Vries, 2009) that focus on

encouraging people to behave in a healthy way instead of scaring them away from unhealthy behavior (Nabi, 2016; Pressman & Cohen, 2005). Research in emotional psychology supports those claims. For example, information including chances of success or luck can trigger positive emotional experiences (e.g., joy, pride)—especially if a health risk is perceived as avoidable or manageable (Fredrickson, 2001 & 2013). This emotional experience, in turn, can foster outcome relevant factors, such as attention, information processing, as well as information-seeking, readiness to act, and self-efficacy which eventually leads to adaptive behavior (Fredrickson, 2001 & 2013; Martin, 2010; Monahan, 1995; Yang & Lee, 2016; Prestin & Nabi, 2012) while reducing the likelihood of maladaptive fear control reactions (van't Riet et al., 2009; Yang & Lee, 2016; Atkin, 2002).

A second shortcoming this study wants to address—beside the doubts about the undeliberated use of fear appeals—is that theoretical models of health behavior (e.g., *Health Belief Model* [Rosenstock, 1960]; *Extended Parallel Process Model* [Witte, 1992]) do not include information seeking as an outcome of health communication (So, 2013), although it may represent a first and substantial step towards attitude and behavior changes (Goodall & Reed, 2013; So, Kuang, & Cho, 2016).

Against this background, this study investigated the effect of positive and motivating messages (IV) targeting healthy eating and physical activity on subsequent information seeking (DV). A one factorial online-experiment was conducted in early 2016. Participants (N=108, M=28.73, 68% female) randomly saw a modified extract from the documentary "Fat, sick, and nearly dead" (Cross & Engfehr, 2011; Engfehr, 2014), which were manipulated with respect to their emotional valence (positive or negative).

Results of mediation analyses confirm the hypothesis, that individuals with a higher level of positive emotional experience after exposure also indicated a more pronounced perception of efficacy with respect to the topic. This positive coping appraisal in turn promoted participants intention to search for information about a healthy lifestyle. The effect of the stimulus on intentions to seek information was fully mediated. Contrary to our assumptions, the model did not hold true for participants' actual selection of health-relevant information.

Thus, positive, motivating messages increase the intention to engage in further information seeking. Although there was no immediately observable effect, the positive effect on coping appraisal persists and might have a stabilizing effect on already existing beliefs or attitudes, which may have a prospective *preventative* function. Additional results (a second study applying the same design to confirm the findings is underway) as well as implications for communication research and practice will be addressed at the conference.

PP 270: Immersive journalism: An experimental study on the effect of 360° video journalism on presence and distant suffering

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How audiences consume news media is impacted by the radically changing news landscape. Traditional news outlets are accompanied by digital and interactive news platforms, such as (mobile) websites, news updates on social media or via instant messaging and chat bots. Since 2015 various news producers, such as The New York Times and The Guardian, have been experimenting with news in virtual reality, or 360 degree journalism. This lead to the emergence of a new field: immersive journalism, "*a form in which people can gain first-person experiences of the events or situation described in news stories*" (de la Peña et al., 2010).

The fundamental idea of immersive journalism is to allow the participant to actually enter a virtually recreated scenario representing the news story. News audiences are deemed to be more involved with the presented story, raising assumptions that viewers might be more engaged and feel more empathic, especially in the case of foreign news as the distance is virtually narrowed. However, it remains unclear whether this assumption is true: do audiences have a larger sense of presence when watching news stories in a virtual reality environment, compared to a computer screen? Related to this assumption, does an increased sense of presence decrease the sense of distance towards the story?

This experimental study (n=149) aims to assess whether immersive journalism leads to (1) higher sense of presence, (2) decreased feelings of distant suffering (3) higher enjoyment of the news story and (4) higher subjective involvement towards the topic. A verbal, qualitative debrief allows for better understanding of the results. Using a case study on a Syrian oil worker 'Ryad's War Oil', an experimental design with four between-subject conditions is set up, comparing four 360° video conditions: single viewpoint video, drag-and-drop 360° video, 360° video with cardboard VR device and 360° video with head-mounted VR device (i.e. Oculus).

First, we found that higher levels of immersion indeed lead to a higher sense of presence, as participants stated they felt 'surrounded' by the presented world. Second, higher the level of immersion, the higher the level of enjoyment, albeit a moderate effect. Third, no significant effect for subjective involvement is found,

so there are no differences in intentions to do something with the content of the video, such as seeking extra information or talk about it with peers. Finaly, the study reveals no significant effect for distant suffering, neither on the unified scale or any of the eight subscales. Even the subscale empathy does not show significant results, tempering expectations toward virtual reality as "empathy-engendering machine" (Kools 2016, 7).

PP 271: Gender gap in online information seeking behavior and its effects on political knowledge

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The Internet may soon be the most important source for political knowledge (Dutton et al., 2017; Eurobarometer, 2015; Mitchell, Gottfried, & Weisel, 2017; Smith & Rainie, 2008). How people search for political information is essential to their gained knowledge; democratic societies require citizens with political knowledge (Dutton et al., 2017).

Research exists for a number of variables that can influence information-seeking behavior - one frequently used is the biological sex as a potential source for differences in behavior using search engines (Lorigo et al., 2006; Roy & Chi, 2003; Zhou, 2014). From the viewpoint of de/constructivist approach of feminist theory, it can be argued that social gender, which is constructed by socialization and social interactions, and not biological sex, is crucial to a person's behavior (Epstein, 1996; Kantola & Lombardo, 2017; Klaus, 1998). Nevertheless, the causes of existing differences must be determined. One explanation is that other in extant research not adequately included variables could mediate the effects.

The present study analyzes via eye-tracking how people search online for political information, especially the related search and reception processes. One focus is the influence of gender and sex variables and their relationship with other factors, such as Internet skills, diligence political knowledge and interest, in relation to the search process. In line with the de-/constructive approach it is presumed, that differences in search behavior are explained by the gender rather than the sex. By the inclusion of further variables, it is hypothesized that these mediate sex differences, especially because of correlations with sex as an indication of a gender-specific development in socialization.

Forty-four communication science students at a German university (Mage = 23.1; SDage = 4.2; 50% female) participated in this study. They were seated in front of a stationary remote eye tracker (SMI, 120Hz). The subjects first received an online questionnaire about general information behavior, computer skills, self-esteem, diligence, current mood, and Internet usage, experience, and skills. Then were given five randomized online search tasks on the position of one of the five leading political parties in Germany on a specific issue. The participants could visit any website without a time limit. After each task, the subjects were asked about the search process and their gained knowledge. The tracked online search behavior and the gained knowledge was coded in a standardized content analysis with acceptable reliability. We applied multilevel regression models and linear mixed models with R to answer our research questions.

The results accord with previous studies in that sex influenced the search process, whereas gender did not. However, this relationship was partially mediated by political interest and knowledge. The study shows that the differences in the knowledge obtained can be ascribed to differences in the search variables rather than to individual characteristics. This outcome could call for a more critical use of the sex variable in reference to search behavior and the inclusion of variables that could function as sex-related constructs. Results and limitations will be further discussed at the conference.

PP 272: You are what you use: How the media repertoires of German teens reflect their participation and interests

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It has been years since the participatory turn, where academics were optimistic about the potential for participation credited to innovations in technology and new media (Jenkins, 2006), even while others were more skeptical (e.g. Carpentier, 2011). Our study objective is to observe how young individuals participate based on their entire media repertoires. Media repertoires is a theoretical framework with specific methodological considerations. The term means "the entirety of media that a person regularly uses… [and] can be regarded as relatively stable trans-media patterns of media use" (Hasebrink & Domeyer 2012, p. 758).

Previous research on media repertoires of individuals has found individuals fall into one of five groups: TV-oriented entertainment, Internet only, news on traditional media, tabloid newspapers and cable TV only (Su Jung Kim, 2014). Kleinen-von Königslöw and Förster (2016) take a different approach, clustering individuals into multimedia themed repertoires (drama, sports fans, etc.) and observing their identity practices.

Alternatively, research on youth online participation indicates that practices are either friendship or interest driven (Ito et al., 2009).

Still, there has been only little research conducted on media repertoires of younger generations and how it contributes to participation. When looking at teenagers, we consider a broader notion of participation: including both implicit and explicit forms, where communicative and communal actions constitute implicit participation (Villi and Matikainen, 2016). By looking at entire media repertoires we hope to pinpoint how differences in usage reflect the quotidian participation and interests of users, and vice versa. For example: How do specific leisure practices influence the usage of platforms or devices? Or, how does the usage of several devices and platforms influence communication?

We recruited 52 German teenagers, from various school levels and social backgrounds, between the ages of 13 and 18. Using in-depth interviews, we probed them about their media repertoires in various contexts; from daily routines to entertainment, communication and information seeking. Given the age of our participants, we chose to ask indirect questions that did not explicitly mention media (Klein et al., 2016). When the conversations were directed to media, we asked contextually suitable questions that highlighted the teens' selection, reception and appropriation of several devices, platforms and content.

Our findings indicate, amongst others, that publicness of participation plays an important role. Preferring more private forms of social media, the majority of interviewees indicate they do not choose to participate publically online, utilizing private messaging applications instead. While most did not use Facebook, even those who did were not socialized into more lenient online privacy stances (Tsay-Vogel et al., 2018). For those who post publically, creating content is linked to their real-life situation, e.g. to reflect subjectively "unique" experiences or hobbies. Furthermore, those who participate online more frequently had a larger repertoire of online and offline media. While mostly digital, repertoires still mirror the participants' interests. For example, those interested in news and local events frequented more informational websites, supplementing their repertoires with traditional media (newspapers, radio, television). While those who were very interested in gaming browsed YouTube for game content.

PP 273: Revisiting media repertoires: Exploring the relationship between media repertoires and cultural participation

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Today's mediascape is marked by an increased convergence and multiplication of different media technologies and content. Users cope with this abundance of choice by constructing unique constellations consisting of media devices, content, and brands. The media repertoire approach put forward in research by Hasebrink & Popp (2006), offers researchers a solution to both move away from a media-centric approach to audience studies, and holistically investigate the media platforms and content users interact with. While iterations of the media repertoire approach have focused on specific parts of a user's repertoire, such as television channel repertoires and news repertoires, based on a wide array of methodologies, the current study captures the overarching media constellation of users, including both diverse media platforms and content (Hasebrink & Popp, 2006; Swart et al, 2015).

Using the data gathered through the 2014 Participation Study, a large-scale representative survey of the Flemish population (N=3965) probing people's participation to culture, local organisations and media, we seek to advance research in the field by applying a quantitative lens to media repertoire studies. The study constructs 6 repertoires through a Latent Class Analysis of variables measuring the respondent's use of a certain platform (both online and offline platforms; traditional and new media), as well as variables measuring the respondent's use of a certain brand or content (channels, news brands, social networking sites, …).

Two questions are addressed. Firstly, we provide a description of the internal differences between the 6 repertoires that emerge from the population based on the combinations of the different repertoire variables, as well as a socio-demographic description of the various profiles. We follow this up with correlations between indicators of cultural participation and repertoire membership, sketching the broad strokes of cultural participation that exist within the various repertoires. Secondly, the study's unique design allows us to explore how media repertoires might function as socialisation contexts that harness stronger predictive capabilities to the evaluation of a user's degree of cultural participation than traditional socio-demographic variables, and this by conducting a regression analysis using the previously constructed repertoires.

We conclude the paper by discussing the relevance of the media repertoire approach by respectively reflecting on Latent Class Analysis as a suitable method for media repertoires as it clusters on the basis of the response patterns of respondents rather than variables, and exploring the relationship between a user's media participation and their broader cultural participation.

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PP 344: Intergenerational solidarity or intergenerational gap? How elderly people experience the ICT challenge within their family context

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The aging of the population and diffusion of information and communication technologies (ICT) have created alterations in social relations by placing new challenges at the individual, family and social life. Drawn on the concept of active aging (World Health Organization, 2002), and intergenerational relations (European Commission, 2012) and considering two national contexts, Brazil and Portugal, this paper focused on the elderly discusses the influence of younger family members of their ICT practices.

The paradigm of intergenerational solidarity is positioned at the forefront of exchanges of support as a permanent feature of the families (European Commission, 2012; Brubaker, 1990), thus becoming a standard in measuring social cohesion between people belonging to different generations. The composition of the household is described as ''one of the most fundamental and essential determinants of well-being of older adults" (Zimmer, 2003, p. 248) influencing the life course (Elder and Shanahan, 2006; Elder, 1975; Mortimer and Shanahan, 2003; Loos and Mante-Meijer, 2011; Sánchez, Kaplan and Bradley, 2015), driving or inhibiting the ability of older people to use and benefit from the use of ICT. The more consistent use of ICT can bring as a consequence the opportunity to enhance active aging (World Health Organization, 2002) with a higher quality of life (European Commission, 2012).

The prerogative of the intergenerational relationships is beneficial to the well-being of older people has prevented the exploitation of possible negative aspects that may arise in this context (Lowenstein, 2005; Umberson, 1992; Ingersoll-Dayton, Morgan and Antonucci, 1997; Lee, Netzer and Coward, 1995). Normative interpretations can easily be idealized and the benefits arising from the use of ICT may not occur between the elderly and younger generations, necessarily.

Brazil and Portugal share increasing higher percentages of elderly (IBGE, 2016; INE, 2016). In both countries, the use of ITC by older people are still low (CGI.br, 2016; Obercom, 2016) preventing them from taking advantage of this technological environment. Taking into account the respective public policies in this field and the concept of intergenerational solidarity, this paper discusses empirical results collected in both countries on the ways in which relations with younger generations in family contexts may influence these appropriations and uses, both as facilitator as embarrassing.

For data collection, we used the qualitative methodological approach through the non-participant observation, focus groups and semi-structured interviews. The sample was composed of 36 persons, Brazilian and Portuguese, with ages between 60 and 84 years old, who attended computer classes in senior universities and who had access to at least one of the following digital technologies: computer, cellphone and tablet with internet connection.

PP 345: Confronting images of audience and big data: Exploring the gap between 'data avatars' and the active audience

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Big data is still at an early stage of its development and much of its current appeal rests on promises, discourses and images that invoke the power and possibilities of big data analysis. As a dynamic, an engine of development for media and businesses, big data consists also, if not mainly, in "presumptions, imperatives and motives" (Athique, 2018: 59). Other scholars point to a gap between "dead" data and "lively" data (Lupton, 2016), a gap that leaves space for the creativity and intentionality of actors in their attempt to make data work (Pink et al., 2018), and by the same token, for these images to be invoked in the construction of data.

In the realm of audience research, data is increasingly used to represent audiences and manage their media experience (e.g. Athique, 2018; Arsenault, 2017). This practice also reveals a gap, what Bolin & Schwarz (2015) refer to as "institutional translation", a practice in which data is given organizational value. As a result of this translation, these authors argue that media become more interested in the 'images of audience' than in the audience itself. Data 'avatars' are hence produced on the basis of tracked online behaviors, replacing the agentic, human subjects that endorse the ubiquitous role of audience.

The objective of this paper is to confront images of audiences with images of big data. While it is too early to say what kind of impact big data will have on media audiences, it is possible to investigate the images that are invoked to construct the concept of big data and confront them with familiar images of the audience, as represented in popular discourse and academia, such as the citizen audience (Butsch, 2008),

the vulnerable audience (Gauntlett, 1998), the mass audience (Blumer, 1954), the active audience (McQuail et al., 1972) and publics (Warner, 2002). By contrasting these sets of images, it is possible to map the contradictions, tensions and opportunities that big data presents for the future of audiences. Assuming a mutual relationship between representations and practices, the knowledge produced can be used to inform practices of big data before they become persistent. The paper addresses the theme of the conference in that the use of big data in the media industry has become a new mainstream and needs to be challenged by understandings of the audience that are currently at the periphery.

PP 346: From occasion to obsession: A longitudinal study on how technological uptake and the proliferation of Computer Mediated Communication (CMC) have shaped communication between 2005 and 2016

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The ability and desire to utilise technology to engage with others via Computer Mediated Communication (CMC) has developed drastically since 2005. Scholars argue that technological changes have facilitated increased CMC usage, in turn changing communication within relationships. Some academic debates position CMC as hindering intimate communication; others present CMC as a tool that optimises the day-to-day management of communication within relationships, near and far (Lanier, 2010; Turkle, 2011; Rainie & Wellman, 2012; Chambers, 2013; Parks, 2017). This paper aims to understand how the process of technological uptake and the proliferation of CMC have shaped communication since 2005. It examines the changing technological landscape from 2005-2016, observing how and why different devices are adopted and how the CMC platforms they cater for shape user interaction.

Ofcom – the UK communications regulator – has been regularly collecting data on media usage and attitudes throughout this period. This paper utilises Ofcom's qualitative and quantitative data gathered annually since 2005, analysing their qualitative Media Lives video footage and quantitative Media Use and Attitudes/ Tech Tracker surveys. I utilise Media Lives to observe the same 18 participants over annual two hour in-home interviews, as well as analyse the quantitative data from the annual nationally representative surveys. Through this longitudinal approach I observe technological changes and uptake, building an understanding of how they may shape perceptions and usage of CMC over time and how they factor into users' everyday lives. By utilising this mixed methodology approach I am able to build a comprehensive understanding of behaviour and attitudes regarding CMC. This longitudinal approach is absent from current academic literature, providing a unique insight into how individuals develop their usage over time, the reasons for this, and the role this changing behaviour has in shaping communications. By examining this period of great change I am able to explore how people engage in a wide range of communication over 12 years, often capturing the intersection where 'older' forms of communication (such as face to face, phoning and letter writing) are challenged or even replaced by CMC. This paper utilises theory from a wide range of schools, combining media studies with research from sociology, psychology and anthropology. The collaboration with Ofcom allows for insight that can be utilised in both academia and policy making alike, making this research relevant and impactful across a range of academic fields and industries.

This study observes CMC going from an occasional, novel form of communication to an indispensable relationship facilitator. I conclude that, as technology becomes increasingly converged, efficient and portable, users grow more open to embracing CMC into their daily routine. Increased CMC channels mean that users are able to communicate via a range of devices across multiple platforms, creating their own 'rules' and expectations over what is deemed appropriate behaviour depending on the specific form of CMC. CMC usage is shown to alter how individuals communicate on a day-to-day basis, with the longitudinal element of this study allowing for this process to be captured and understood in a manner previously unattained.

PP 347: Global diversity in search results: A socio-technical examination of Google, Baidu, and Yandex' geopolitical search query results in the US, Western EU, India, China, and Russia

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The advent of the internet nourished the ideal of a free flow of information. The utopian idea of unrestricted access to information was anticipated to support democratic processes worldwide (Granka, 2010). However, as the amount of information on the Internet grew, the need to filter and concisely present information increased. Different filtering mechanisms emerged, with search engines as the most significant (Feuz, Fuller & Stadler, 2011). An inherent part of search engines is that they select and prioritize information

in accordance with a wide range of criteria, some of which going beyond neutral assessments of information quality and relevance (Van Couvering, 2007). For example, the Google search environments explicitly tends to favor its own services and paying advertisers. Besides market forces, political restrictions might be in sway, especially in countries where search engines, and the media system in general, are under strong state control (e.g., Russia and China) (Jiang, 2014). This suggests that the free flow of information can be affected both by design of the search engine as by the media- or political system of the country concerned. Therefore, the goal of this study is to examine to what extent the most popular global search engines' results internationally differ in their results on geopolitical issues, which is interpreted against the backdrop of social, political, economic, and technological influences.

To address this research objective, we queried a list of keywords in eight countries over three continents: the UK, Germany, France and Belgium (representing Western EU), China, Russia, the US, and India. These countries are of specific interest because they strongly diverge in political and media systems (e.g., state control and censorship). We used 25 keywords that can be placed in one of eight categories including human rights, freedom of press, economic and trade agreements, politics, armed conflicts/territorial disagreements, global warming, and debates on science and technology. Each keyword was translated to the six languages of the countries used in this study and were searched in every included locality. A cluster of six computers ran a custom automated script that performed the queries, parsed the search results, and wrote them into a database. During the data collection, each computer connected to a VPN service that emulates a geolocation corresponding with the country and its market leader search engine. For Western Europe and the US this was Google, for China Baidu and for Russia Yandex.

We are currently working on the content analysis of the more than 20,000 records, distributed over countries and languages. We are coding them for source types, whether the source is foreign or domestic, whether the source has the pretense to disseminate factual and/or opinioned information, whether opinionated information draws upon one or more opinions (diversity), and whether there is the possibility to comment to or edit the page. The analysis focuses on the overlap and differences of the search results for the different regions and how our observations can be explained by means of media- and political system and search engine design.

ARS06 - News consumption as democratic resource: News repertoires and democratic behavior

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The panel will present the second phase and a new differently focused cross-national analysis of the data collected for the project "The consumption of news media as democratic resources: A cross-cultural research project" which mapped the cross-media patterns of news consumption as news repertoires within each of the 12 participating countries. The findings of the first phase have been published in a special section of *Participations* (2017: 14, 1).

This panel will concentrate on the association of the different repertoires with democratic behavior within and across the 12 countries and will consider the nexus of news consumption and democratic engagement.

The conceptual framework of the study relies on the notion of deliberative democracy anchored in Habermas's (1989) concept of the 'public sphere' and its extension as 'public connection' (Couldry et al. 2007), yet differs from it as it moves toward a new definition of citizenship, which involves private and emotional aspects of the everyday life and cultural engagement experience (Kormelink & Costera Meijer 2017), as described by Dahlgren as "the microdynamics of democracy" (Dahlgren 2006).

Adoni (2012) suggested that the new digital and social media environment creates conditions similar to those of more traditional democratic deliberation, which include the supply of trustworthy and balanced information and the opportunity to discuss it with other well-informed people to reach an informed political decision.

The main question to be answered by this panel: what is the association between news consumption repertoires and democratic behavior.

The methodology was developed from Schrøder's previous work on patterns of cross-media use and experience of news consumption (Schrøder & Kobbernagel, 2010) and a series of studies on practices of and attitudes towards democratic deliberation (including evaluation of the obtained information, conversation, discussion and decision making) (Adoni, 2012), patterns of cultural, social and political participation (including cultural consumption, participation in social movements on Internet, participation in protests, voluntary work for political parties, voting decisions) (Carpentier, 2011).

The data was collected by using Q cards-sorting in face to face interviews of 36 people in each participating country (altogether 432 intervieweees) followed by a short, closed questionnaire asking about the interviewees' cultural and political participatory practices.

The panel will present the theoretical framework, the detailed methodology, the interaction of different news consumption repertoires with cultural and political communicative practices, comparing old and new democracies, according to gender, age, education and other demographic variables across countries.

PN 112: Media repertoires and political behavior - potential patterns of interaction

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This paper presents the theoretical basis of the study, which relies on Habermas (1989) concept of the 'public sphere' and its extension as 'public connection' (Couldry et al. 2007). However, it differs from it in two aspects: a. it moves toward an extended definition of citizenship, which involves the 'microdynamics of democracy (Dahlgren 2006) and the private and emotional aspects of the everyday life (Kormelink & Costera, Meijer2017; Livingstone (2005), including communicative engagement with online news , cultural engagement and what Das & Ytre-Arne (2017) term 'small acts of engagement'; (b) the new 'public sphere' is socially constructed in the new media environment including a variety of digital and social media, and creates conditions similar to those necessary for democratic deliberation, which include media repertoires (Schrøder & Kobbernagel, 2010), as well as the opportunity to analyze it and discuss it with other people (Adoni, 2012).

PN 113: Cultural capital as a background of the media use and civic engagement

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The presentation will analyze the relationship between education, media use and citizen engagement. The paper analyses the findings of a cross national - news media consumption repertoires research project combining Q-sorting methodology and survey data on Democratic behavior.

At the time of data collection several OECD countries have seen a decline in indicators of civic engagement, such as voting, volunteering and interpersonal trust etc. (OECD, 2010).

The level of education as a cultural capital (Bourdieu, Passeron, 1977) is probably most important predictor of many forms of social participation and civic engagement (Putnam, 2000).

The hypothesis suggests that media use generally has a positive relationship with democratic engagement, although the level of participation depends on individual cultural capital (level of education).

he presentation will focus on the relationships between expressive, informational, and relational uses of media news repertoires and the indicators of civic engagement in participating countries will be discussed.

PN 114: News repertoires and democratic behavior: Inter-generational comparisons

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The main question of this paper is whether there is a connection between the media used by different age groups for news' consumption in the digital news environments, and their civic, political and democratic behavior. A review of studies on political participation and civic engagement indicates that in the digital media era people have many new options to be active and involved (Lenhart et al., 2007; Hirzalla & Van Zoonen, 2011; Edgerly, 2015), but there are no conclusive findings about their engagement in democratic behavior.

To answer the research question, we used a mixed qualitative and quantitative method including Q-cards sorting, in-depth interviews and a closed questionnaire which included questions about political participation and civic engagement.

The findings that compared data from 12 countries participating in the project indicate that relationship between heavy digital news consumption and civic engagement differs not only according to generations but also according to country.

Audience and Reception Studies

PN 115: Media engagement, political participation and political action in Portugal and Croatia

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According to John Corner (2011), engagement refers to engaging with and through the media, suggesting different points of connection and participation with media content. This also suggests varieties of intensities and dispositions in relation to the political, that Peter Dahlgren (2013) relates to both rational and subjective dimensions that are crucial to models of civic subjectivity and reflections on normative visions of democracy. Engagement is also contingent on structural circumstances, e.g. the specific context of the democratic system, and shaped by a variety of factors. The media are of particular importance here in this presentation that aims to explore the relations between varying media engagements - legacy media and social media engagement -, political participation and political action in Portugal and Croatia. We used a mixed qualitative and quantitative method including in-depth interviews and a closed questionnaire.

PN 116: News repertoires, democratic behavior and gender: Cross-national comparisons

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The cross-national news consumption study shows that the diversity of a news repertoire is the basis for a more sophisticated relationship to democracy. Citizens' engagement with the democratic affordances offered by different media options is paramount for building public connection (Couldry et al., 2007; Schrøder, 2015).

This paper will compare the answers to the surveys concerning communicative, cultural and political practices to the news consumption repertoires to: 1) analyse whether patterns of media use relate to a specific participation and engagement profile; 2) examine whether gender plays a role within news consumption patterns/repertoires and the correspondent social, deliberative and political activities. Democratic behavior has specific gender background in different countries (Kittilson, 2016). We assume that in the countries with established gender politics gender is not a dividing factor in news repertoires and democratic behavior. In other countries, the voices for democracy represent different constellations related their cultural and political histories.

ARS07 - Content between television and social media

PP 427: Skam: A teen serial where adult female fans look for gratification

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The Norwegian Internet teen serial *Skam* (*Shame*), produced by public broadcaster NRK, originally had "girls 16 years" as its target group. NRK stated didactic goals for the serial, like "making teenagers communicate" and "helping handle their fears". While having connected teenagers from all over the world, and arguably succeeded with its didactic goals, *Skam* also acquired a large adult fanbase. This escalated in the the third season, treating a gay romance. Especially women aged 25-50 became very active fans. We have studied one particular Facebook group, where the fans have created a close-knitted community and are extremely active. The participants follow updates by the minute, bond socially, and express fan gratifications quite far from Skam's stated intention. For example, there are strong wishes for more idyllic romantic scenes between the characters Even and Isak, and alluding – direct and indirect – to sexual themes. For this fan-group, fanfic writing and reading is an important activity, and an interesting aspect of these writings and the discussions surrounding them is gender-conservative and romantic narratives. Why has a completely different audience than the target group embraced *Skam* with such an intensity, and how do they find gratifications in the show so different from the creators intentions? This question is interesting from a larger audience studies perspective, as it highlights both a sociologically situated reading of popular culture, and how the internet and social media make this possible. To answer this question, we have conducted a textual analysis of the serial and of the fanfics, and interviewed active participants. The aim is to understand what makes *Skam* so fascinating for adult women, and ultimately how a teen serial can have a social function beyond its target group.

Our main finding is that *Skam* embeds an untraditional relationship within a traditional high-romance narrative, which fans use as a self-help tool related to the life situation of our informants: We found that most of these fans are middle-class women living in established family relations, with little or none former

fan activity. It thus seems reasonable to argue that this particular serial hit a nerve amongst this particular audience, and that a key to understanding this engagement lays in the relation between the serial's text and how it resonates with the informants' everyday concerns. Theoretically, our analysis are informed by classical cultural studies approaches, supplied with fan studies, sociological perspectives as well as Lacanian film studies (Radway 1984; Illouz 2014; McGowan 2007). We argue that the fan activity is a way to live in and express a certain form of desires stemming from the tension between fan's concrete life situations and contemporary norms and expectations to love and couple-hood among women.

PP 428: "It's a social network, not a new TV, right?" What tweens do with YouTube and YouTubers.

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Today's adolescents, so-called millennials (Strauss & Howe, 2000), were born and have grown up in an environment permeated by media, and so their "natural" ecosystem can be described as the 2.0 social media new environment (Castells, 2013; Jenkins et al., 2013; Scolari, 2012; Scolari & Fraticelli, 2017), being multi-screen media consumption and *prosumption* constant traits of audiences' media life (Deuze, 2011; Manovich, 2009).

Moreover, current digital media, such as social networks, including YouTube, can play an important role in the very conceptualisation of youth identity and youth culture, as well as being a socialisation tool for the youngest, as central as traditional media's (e.g. Arnett et al., 1995).

This paper presents the results of a study carried out in Catalonia (Spain), within the theoretical frameworks of constructivism, cultural studies, uses and gratifications theory and gender studies, focused on preadolescents' uses and preferences related to YouTube and YouTubers.

The study had two main objectives: a) to analyse how tweens use YouTube and for what purposes; b) to analyse how YouTubers work as models for tweens.

Based on categories found in previous studies (Hoffner & Buchanan, 2005; Iguartua-Perosanz & Muñiz-Muriel, 2008; Igartua & Rodríguez-De-Dios, 2016; Ito et al., 2010; Livingstone, 1988; Livingstone & Sefton-Green, 2016; McQuail, 1994), a mixed methodological design was applied: a quantitative analysis of the audience via a survey administered to 1406 students (11-12 year-olds) of Catalan Secondary Schools, and a qualitative analysis of the audience using three focus groups. The quantitative data was analysed with SPSS and the qualitative data with the help of the Atlas.ti software.

The results reveal that tweens consider YouTube as a social network, not as a "new" TV, and use it chiefly for entertainment, and, in a second place, for self-learning and socialising. They especially like YouTube's contents, such as music and humour, but they generally dislike YouTube's interactive functions, such as sharing and commenting on contents. On the other hand, tweens consider YouTubers as referents for entertainment and for closeness to a teen digital culture, but not really as role models or bearers of values as influencers. Also, preadolescents are quite critical of negative aspects of online behaviour (e.g. lack of netiquette) and demonstrate to possess a degree of YouTube media literacy (they are able to recognise YouTube's business mechanisms, YouTubers' commercial strategies and their role as actors and professionals).

Some gender differences were found, since girls tend to prefer music while boys prefer humour, and girls tend to dislike YouTube's interactive functions more than boys.

In conclusion, tweens in our study incorporate YouTube and YouTubers in their daily media life, and use YouTube predominantly to consume media content in a fairly traditional way for entertainment, like it *were* a new TV. They are, however, aware of the wide range of options provided by social media and, even if they are not such *prosumers* on YouTuber, they can be so in other social networks, as Instagram.

PP 429: Binge-watching and everyday passionate consumption

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Mareike Jenner describes binging as 'an intense – or 'excessively' close – relationship with a text' (Jenner 2017, p. 308) brought about by the consecutive viewing of an 'excessive' amount of episodes of a series. Binge watching is today not least supported by streaming services, but before Netflix and the like also DVD boxes (Brunsdon 2010). However, in contrast to Jenner who (following Mittel (2015)) connects this kind of fan-like viewing practice with quality TV, I want to discuss binging as an everyday practice associated with mainstream series. The discussion is based on a qualitative content analysis of a large amount of comments about binging from two sets of comments to posts about the Netflix' series *Grace and Frankie* on Jane Fonda's Facebook page: For example, on 24 March 2017, Fonda urged her followers to express their opinion: 'Can't wait to hear what you think! Season 3 NOW STREAMING!!!'. The two posts received altogether around 3800 comments, the majority of which were written by women, and approximately 400

comments were about binging (some short, quite a few more elaborated). I focus on comments from women. Taking my point of departure in a discussion of Janice Radway's (1985) classical study of women reading romances, I ask of the material, in which ways and with what purpose binging transgresses the habituated temporality of the everyday? I propose that it may be an ambiguous everyday relationship; a fan-like practice ("everyday fandom"), a state of passionate viewing but also a guilty pleasure (cf. also, Ramsay 2013 and Wagner 2016) – eliciting shame of being too absorbed, having used too much time on media consumption, having lost control of oneself and one's time. Finally, I discuss binging as an example of a general intensification of the emotional investment in media consumption and a spreading of fan-like ways of using media products in the everyday life of people; what Sandvoss, Harrington and Gray (2017) call the "fanization" of contemporary media culture.

PP 430: The binge-watching experience: An interdisciplinary approach for studying viewers' motivations, engagement and mood swings

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Internet has transformed the way people consume TV content, offering viewers the opportunity to build their own TV diet. In the last few years, several organizations as well as scholars have looked into how internet-distributed video services (Lotz, 2017) are changing viewing experiences and habits. When it comes to the consumption of several episodes in a row (called binge-watching or marathon viewing), the former usually explore aspects such as the frequency of binging and the viewers' age (Ericsson ConsumerLab, 2016) whereas academics aim to analyze the motivations and psychological factors behind it, and its effects on health (Pittman & Sheehan, 2015; Sung & Kang, 2015).

This paper presents an interdisciplinary approach at the junction of Human Computer Interaction and Media Studies for conducting in-the-wild research on audience reception. To explore factors such as viewer's motivations, engagement and moods when binge-watching on internet-distributed video services (namely, Netflix), we designed a non-intrusive method that collects both subjective and objective data. Particularly, we designed a comprehensive methodology whose main tools are:

- an e-diary, to explore participant's viewing experiences — e.g. emotional states through the usage of the Positive Affect and Negative Affect Schedule (Watson, Clark & Tellegen, 1988);
- an app for a smartwatch to gather physiological data (heart rate) and inertial data to understand people's excitement and movement whilst watching TV content;
- a Chrome extension installed on participants' laptops to log their actions (e.g. pauses) on Netflix and synchronize the physiological data with the timeline of the viewing session.

Results of a pilot study carried out in Madeira (Portugal) will be presented and discussed. Due to the role that generation plays in the adoption of new technologies, we decided to focus on the millennial generation, that is people that were born between 1981 and 1997 (Pew Research, 2016). According to a survey we did to better understand the viewing culture in the region, TV fiction is the most popular TV genre among millennials; and the laptop is the most used screen to consecutively watch two or more episodes of a show. Later, 13 participants were invited to watch series available on Netflix from their homes during 10 days. Results suggest that although relaxation is one of the main purposes to watch TV, data collected through the Self-Assessment Manikin (Lang, 1980) shows that in 46% of the 74 viewing sessions (=34), participants reported feeling more stimulated after watching TV content, and in 22% of the viewing sessions (=16), participants reported feeling less stimulated. Spending long periods of time in front of the TV has been linked to the feeling of guilt. Nonetheless, only in one viewing session a participant reported feeling guiltier after watching, and in 12% of the viewing sessions (=9) participants reported feeling less guilty. Exploring how the genre of the show influences these mood swings, and how the level of excitement during the session may affect the feeling of guilt are some of the issues to be discussed during the presentation.

ARS08 - Media use and class in the Nordic region

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This panel brings together media scholars and sociologists in an ambition to answer the question on the extent to which media use across the Nordic region is shaped by social class. Over the last decades these countries have undergone structural transformations that have steered them in a post-egalitarian direction. Levels of social inequality are increasing (Rosenlund, 2015) and the supply of media and information outlets are ever expanding. The media system in the region has, nonetheless, been placed under the epithet of the "democratic corporatist system" (Hallin and Mancini, 2004) or the "media welfare state" (Syvertsen et al., 2014) wherein media use is understood as largely ridden of class differences.

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The five papers in this panel present results from Denmark, Finland, Norway and Sweden, from quantitative and qualitative analyses, that advances our understanding of the relationship between class and media use. As such the panel contributes to existing research in three interrelated ways. First, it brings empirical nuance to the notion of the "media welfare state". Second, it supplements current, largely media- and politico-centric, debates on polarization and fragmentation of media audiences with a class perspective. Third and finally, the panel illustrates the merits of understanding audiences in digital – high-choice – media environments from the intersection of media studies and sociology.

PN 140: Social stratification of media usage in Finland, 2007–2018: Signs of polarization and politicization?

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This work-in-progress paper asks, first, whether and how media usage and the ways in which it is socially stratified has changed over the last decade in Finland and, second, if we have witnessed a new and intensified politicization of media consumption. It has often been claimed that, as one of the so-called Nordic welfare states having a small population and being a small linguistic area, Finland is a relatively homogenous society with a culture in which distinctions and social stratification of consumption and tastes play only a minor role. While research has increasingly often shown this view as illusory, very little is known how the situation has changed recently. Systematic research on this is warranted not only due to the increased diversification of the media environment, but also due to the significant social changes in the 2000s. In particular, the economic recession and increasingly polarized political culture, with the European-wide rise of the populist and nationalist-oriented parties (in the case of Finland, the 'Finns Party'), may have had consequences for the social organization of tastes and media usage. Moreover, due to the digitalization and the rise of the social media, the past decade has witnessed a transformation in the technologies and platforms through which culture and media are distributed and consumed, which has expectedly influenced media and consumption patterns.

In this paper, we examine change in media usage – more precisely, in consumption practices in the fields of television, reading and the printed press, as well as the internet – in the context of Finland between 2007 and 2018. We draw on two nationally representative, comparative data sets, the 'Culture and Leisure in Finland' surveys collected in 2007 and 2018, including a wide set of variables allowing for cross-temporal comparison. In addition to finding out whether the social organization and determinants of media usage have changed or remained stable, we are particularly interested in the potentially increased role of politics vis-à-vis the social stratification of media usage. We measure media usage in terms of television watching, reading of books, newspapers and magazines, and internet usage. Social position is measured by education, occupational class, income, age, gender, family type and residential area. The role of politics is assessed through conservative versus liberal values, on one hand, and party affiliation, on the other hand. The paper contributes to current research on how consumption and media usage patterns change over time under the circumstances of proliferation of new technologies of distribution and consumption of cultural products, as well as increasingly polarized identity and lifestyle politics.

PN 141: Class conditioning and class positioning in young people's everyday life with digital media: Exploring new forms of class-making in the Swedish media welfare state

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Sweden is regularly highlighted as one of the most egalitarian and wired countries in the world. While this might be correct in the light of international statistical comparisons, there is also another side to the story. Despite years of policy reforms designed in order to counter the emergence and solidification of digital inequalities, this paper shows that economic and cultural forces are still at work structuring people's internet access and digital media use along the lines of preexisting social divisions.

Drawing on Bourdieusian theory and qualitative interview data from two different research projects, the paper specifically sheds light on the ways in which social class shapes the conditions and configurations of digital media practice in the everyday life of young people in Sweden. In particular, Bourdieu's conceptualization of social classes as defined both *intrinsically* (by their material conditions of existence) and *relationally* (by their position in relation to each other) is invoked in order to explore and elucidate two different but interrelated processes whereby class makes difference in young people's everyday relationship to digital media: *class conditioning* and *class positioning*.

In order to illustrate the process of class conditioning, i.e. how certain material conditions of existence both condition and produce certain conditionings in relation to digital media practice, the paper draws mainly on in-depth interviews with parents and children conducted within a still ongoing project on digital media in

economically deprived families with children. Class positioning is exemplified and discussed with reference to the findings of a completed qualitative study on the role of social class for young men's digital media preferences and practices. The results of this study, based on interviews with 34 young men (16-19 years) of different social origin, clearly indicate how such preferences and practices are not only configured relationally in terms of class, but also potentially involved in the reproduction of the existing class structure. The ways in which the dual processes of class conditioning and class positioning are played out in the context of young people's mediatized everyday life bear witness to the complexities involved in advancing a media policy geared towards general social welfare in the age of digital media. Universal internet penetration is a necessary but hardly sufficient condition for the abolishment of digital inequalities. The findings presented and discussed in this paper rather suggest that the ongoing proliferation of new media technologies and practices creates a rich soil for new forms of class-making.

PN 142: 'It's something posh people do': Digital distinction in young Danes' cross-media news engagement

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The paper analyses digital distinction mechanisms in young people's cross media engagement with news. Young people are found to be generally less active in seeking information about what happens in society than older generations (Casero-Ripolls, 2012; Kohut, 2013; Newman, Fletcher, Kalogeropoulos, Levy, & Kleis Nielsen, 2017). Research from several countries has shown that young people are less interested in news and less informed than their counterparts in earlier decades (Buckingham, 1999) and that the marginal significance of news and current affairs programmes in the life of young people indicates a rather limited social involvement (Horowitz & Mindich, 2007). Concerned voices fear that the overall decreased interest in news is resulting in a decline in 'informed citizenship', (Buckingham, 2000, p. 2) and fragmentation of audiences (Tewksbury, 2005; Trilling & Schoenbach, 2013).

The paper takes a sociological approach and investigates how young people might be unequally equipped to manoeuver in the legitimate news culture of the social space they inhabit. Like previous studies of distinction in news consumption (Hovden & Moe, 2017; Lindell, Johan, 2016; Lindell & Sartoretto, 2017; Ohlsson, Lindell, & Arkhede, 2017), the paper draws upon the cultural sociology of Pierre Bourdieu and conceptualise news engagement practices and preferences as part of broader, potentially classified, tastes and lifestyles that serve the function of legitimating social differences (Bourdieu, 1984). The paper thus investigates how cultural capital operates in specific tastes and distastes for news genres, platforms and providers in a digital sphere, using the concept of *digital distinction*.

The data used to illustrate how these distinction mechanisms work, is based a combination of open online diaries and qualitative interviews with young Danes aged 15 to 18 who differ in social background and education. The paper argues that distinction mechanism not only works on the level of news providers and news genres but also on the level of engagement practices—*the ways in which* people enact and describe their own news engagement practices. Among those rich in cultural capital, physical, analogue objects in the form of newspapers and physical conversations about news are seen as 'better' that digital ones, resulting in a feeling of guilt when they mostly engage with news on social media. Secondly, young people with lower cultural capital discard legacy news, which they see as elitist and irrelevant, something "posh people do". Thirdly, those rich in cultural capital are media and news savvy in the sense that it makes them able to critically evaluate the news they engage with across platforms and sites.

PN 143: Social stratification of media and news use in Norway

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Using an exceptionally detailed data set (a representative sample of the population 18 years and older, N=2064) both in regard to media and news use and attitudes, and indicators of social differences and class membership, this paper provides a rich exploratory analysis of the relationship between the Norwegian class system (the social space) and people's relationship with the media in their everyday lives.

While the main focus is on the class-based character of people's use of media - including the use of broad technologies, specific publications (online and offline), channels (radio, tv), genres (television, newspapers), specific programs, their attention to ongoing specific news stories in the period of the survey and programs, etc., these data will also be combined with other indicators of cultural use, political and civil participation to provide a statistical comprehensive view of the role of media in the class-based lifestyles of the Norwegian population.

For the analysis, two sets of spaces will be constructed. First, separate (symbolic) spaces for different realms of media use will be constructed via multiple correspondence analysis (MCA), then, a separate hierarchic agglomerated cluster analysis (HAC/RECIP) is used to construct a small number of distinct groups with different profiles. Second, a social space (Bourdieu 1984) will be constructed as a model of the Norwegian structure of inequalities of basic resources (capital) and statistically associated mental orientations (habitus). Third, the first spaces are projected onto the later, and the relationship between them discussed.

This paper is rooted in the MeCln project (http://www.uib.no/prosjekt/mecin) at the University of Bergen. The project combines an interest in public connectedness from an audience perspective (Couldry et. al 2007) and the changing nature of social class in Norway from a Bourdieuan perspective (Rosenlund 2000, Korsnes et. al 2014) – particularly in relation to culture and the media (Gripsrud and Hovden 2000, Gripsrud, Hovden and Moe 2011, Lindell and Hovden 2017) and international discussions on the changing nature of cultural capital in modern Western societies (see e.g. Prieur and Savage 2013)

PN 144: Class and media repertoires in Sweden

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In 1979 Pierre Bourdieu published *La Distinction*. Among many things it exposed readers to a social map of contemporary France (1984, pp. 128-9). With that map and the correspondence analysis underlying it – which provided a range of lifestyles and cultural preferences with co-ordinates in a two-dimensional plane measuring individuals' access to economic and cultural capital – Bourdieu gained a statistical basis for the claim that culture consumption is shaped by class position (Bourdieu, 1989; Lebaron, 2009). The present study mobilizes Bourdieu's theory-method to study the distribution of media repertoires in the contemporary Swedish class structure (or social space). The purpose of this endeavor is to shed cultural sociological light on topical issues in media studies – including the challenge to democratic and civic life posed by audience fragmentation (see e.g. Prior, 2007; Tewksbury and Rittenberg, 2012; van Aelst et al., 2017) and social reproduction and inequality in terms of media use (North et al., 2008; Selwyn, 2004; van Deursen and Helsper, 2014).

Results highlight the importance of class habitus for the formation of media repertoires – taste and distaste for various media channels, genres and organizations cannot be disentangled from social position. Furthermore, media repertoires are embedded in broader lifestyles that, because of their systematic distribution in social space, are tools for cultural distinction and boundary-drawings between groups in society (Bourdieu, 1984). Whereas the cultural middle-class turn to sources with a pronounced elite status, prefer the 'hard news' (politics, culture, debate) and consider themselves knowledgeable about current affairs, those lacking cultural capital do and think the opposite. Social groups tend, furthermore, to dislike the practices and preferences of the groups most dissimilar to themselves in terms of conditions of existence, or, access to capital. People occupying subordinate positions in society are more likely to shy away from the dominant normative order connected to news and media consumption while people in dominant positions embrace it, precisely because they come from the social conditions in which this 'legitimate' taste is endorsed (Bourdieu, 1984).

These patterns call for a break with the 'scholastic illusion' that people's practices and preferences – in this case the formation of news repertoires – spring from intentional aims (Bourdieu, 2000, p. 63). The systematic distribution of 'legitimate' and 'illegitimate' news practices and preferences in the social space suggests, in line with previous Bourdieusian media research, that habitus promotes the formation of media repertoires. The fact that people in the same social class share media repertoires – without any explicit coordination – highlights the pre-reflexive and fundamentally socio-logical character of people's orientations in the media environment. Put in another way 'social agents have, more often than one might expect, dispositions (tastes, for example) that are more systematic than one might think.' (Bourdieu, 2000, p. 64. Italics in original).

ARS09 - Mobile devices as media

PP 507: Media events in an era of second screens: A smartphone diary app study

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This paper analyzes the viewing patterns of video news items during a media event (the week of Donald Trump's presidential visit in Israel, 22-26/5/2017), compared to an "ordinary" period, focusing on media multitasking and second screening of audiences engaged with the event. The research tool was a

dedicated mobile app in which respondents were instructed to report their news-related behavior during the two periods.

The concept of media events has been coined in an age when television served as a unilateral medium for spreading information (Vaccari, Chadwick & O'loughlin, 2015). However, with the arrival of digital technologies in general and social media in particular, the television market has faced a new era (Baccarne, Evens & Schuurman, 2013; Cha, 2013). This new environment offers an entirely different type of media experience, one that allows for social activities and interactions via social media and embeds citizens in broader public conversations (Barnidge, Gil de Zúñiga & Diehl, 2017). As a result, contemporary television audiences have a variety of tools for choosing, sharing, commenting and even criticizing television content, live or non-live (O'Neill, Gallego & Zeller, 2013).

Two of the main phenomena that are relevant in the context of contemporary media events' viewing are Media Multitasking and Second Screening (sometimes referred to as Dual Screening, see Vaccari, Chadwick & O'loughlin, 2015). Unlike Media Multitasking, i.e. engaging with more than one medium at a time (Voorveld & Viswanathan, 2014), Second Screening is a process in which individuals watching television use an additional electronic device to access the Internet or social media sites to obtain more information about the program or event they are watching or to discuss it in real time (Gil de Zúñiga, García-Perdomo & McGregor, 2015: 795).

We found that participants reported watching significantly more news video items in the first day of the media event week compared to the first day of the "ordinary" week. More than half of the viewing reports of the media event were not on TV. In the media event week there were significantly more viewing reports on smartphones/ computers, significantly more multitasking and second-screening reports, and significantly higher percentages of multitasking and second-screening reports where the "first screen" was a computer/ smartphone screen.

Our findings demonstrate that when it comes to media events, a large proportion of the audience prefers to produce a hybrid viewing pattern that combines relatively passive content consumption and active actions such as information seeking or discussions; these occur much more when the "first screen" is a computer or a smartphone screen, than a TV screen. Watching media events today is different from Katz and Dayan's (1992) original concept in two main variables: technical and behavioral. On the technical level, the audience now has additional platforms over the television medium. Behaviorally, network-based platforms reduce the dependence on media coverage by traditional broadcasters and increase audience activity.

PP 508: "Motivations of using social media through cell phones among university students in the United Arab Emirates"

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The 21th century has witnessed ever-increasing technological advances leaving an imprint on all aspects of life. One of these advances is the smartphone and its numerous applications or apps offering quick access to the Internet and social media. Social media have penetrated in the everyday life of Internet users, and the increasing pervasiveness of smartphones is only strengthening this phenomenon (Khan, 2017).

Social media is defined as the means of interactions among people in which they communicate, collaborate and share information online in a social dialogue as creators of user-generated content in a virtual community (Gan et al, 2017). It is a platform, where users can jointly investigate network contents, share their experience and build up a relation for different purposes.

The United Arab Emirates (UAE) generally leads the Middle East Arab countries in ICT rankings, with a well-developed and technologically advanced telecom sector and high levels of mobile and broadband penetration.

In 2017, the broadband market in the UAE is one of the most advanced both regionally and globally. Of the 9.58 million people of populations, around 8.81 million (92.0%) are active internet users. Mobile phone usage in the UAE increased in March 2018 to 228.3 phones per 100 people,

More than 5.4 million of internet users in the UAE are active in the social media; nearly 4.6 million of them are accessing social media through mobile phones. Which means that 85% of social media user's access their accounts through their mobile devices.

This study aims at investigating motivations university students in the UAE to access and use social media through their mobile phones. In this respect, the study answers the following questions:

What are patterns of using social media by university students in the UAE?

What are main motivations among students to access social media through their cell phones?

To what extent students use social media for academic purposes?

Are sex and college of students affect their motivations to use social media?

To answer the above questions, a questionnaire was designed to collect data from a sample of 420 students from two university in the UAE; university of Sharjah and Zayed University. In each university, four

colleges were selected, two of them represent Art programs and the other two represent sciences programs.

Findings of the study show that all students own cell phones and 49.6% of them have two smartphones. 69.3% of students are using their phones more than 5 hours daily. The main reasons of using cell phones are accessing social media (M=4.65) and surfing the internet (M=4.31).

Results of the study also show that basic motivations of accessing social media among respondents are to communicate with friends and classmates (M=4.36) and to get information (M=4.28).

Academic purposes are among the important motivations of accessing social media such as coordination to "carry out study projects" and to "communicate with tutors".

Findings also indicate that there are some differences in patterns of using cell phones and motivations of accessing social media refer to sex and specialization of students.

PP 509: Mobile phones in young people everyday life: Case study with Portuguese and Brazilian students

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Throughout history, new technologies have always been leading the social development, but never as today were they within the reach of almost every citizen. For economic reasons (high costs) or because their purpose was collective usufruct, a new technology has never played as central a role in society as the technologies currently associated with mobile phones.

The social dynamics that allow a constant adaptation between technologies and societies has been particularly exuberant in the case of mobile phones, with these devices shaping society and vice versa. Technological developments cause changes in users' attitudes, which in turn generate new social and cultural phenomena that also require technologies to respond to consumer demands (Aoki & Downes, 2003).

In the particular case of smartphones, their use has motivated profound social changes that influence a wide range of sectors, from the economy to education, politics or culture, and contribute to the ongoing social liquidification (Bauman, 2007).

In this work, we studied how a specific group - university students, both Portuguese and Brazilian - use their smartphone. We used an ethnographic survey with digital support, developing a mobile application (app) that was installed in the student's devices to register 64.881 moments of interaction between the user and the device (on/off).

Data analysis allows us to verify that these devices are mainly used as a platform for "access to social networks" [M = 0.341; DT = 0.473], which differs significantly from the second place, "sending messages" [t (64880) = 109.003; p <0.001; d = 0.663] and the so called "device's second uses" (clock, calendar, camera, notes, calculator, etc) [t (64880) = 139,787; p <0.001; d = 0.822]. Other uses arisen in this study are navigation (4th), voice service (5th), video consumption (6th), music consumption (7th), e-mail (8th) and access to news (9th). Among social networks, the most used are Instagram (1st), Facebook (2nd), WhatsApp (3rd) and Twitter (4th).

Although this is an ongoing research, at this stage it is safe to say that the obtained data confirm previous studies (Fortunati & Taipale, 2014) where smartphones come as a platform mainly used for written communication in opposition to its oral based genesis. Among social networks, students prefer message services and it seems clear that the smartphone is converging in itself a set of functions previously assigned to other devices (second uses).

Looking into what young people are doing with their smartphones, we understand the centrality these devices achieved in their daily lives. It is anticipated that the emergence of more affordances, and the response to new user needs, will lead the innovation process that will reinforce the role of mobile phones in future societies.

PP 510: Diapers and mobile devices at the crossroads of modern parenting: context, motivations and mediation

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Less than a decade from the release of iPhone (2007) and the tablet (2010), research is paying increasingly attention to these electronic devices as they became pervasive all-in-one (controversial, but) helpful tools aiding parenting daily practices (Elias & Sulkin, 2017).

Despite struggling with guilt feelings (Ponte et al., 2017) for using digital media as babysitters (Zaman et al., 2016) or pacifiers (Nikken, 2015), at some point, even more resistant parents (with consistent lofty intentions) seem to give in and surrender to these devices, which in a double-edged sword perspective

(Giddens, 1992) afford them with handy solutions for granting a balanced/secure life to their small child – e.g. software based apps that help sleep-deprived parents magically inducing their baby's sleep at nap/bedtime or YouTube to maintain a two-year toddler quiet in the highchair while the (single) mom is getting a shower and dressed up for work.

In the course of the first longitudinal study (Miller et al., 2017) involving twenty-five Portuguese families with children aged two months to eight years old, each family context (Hoover, Clark & Alters, 2004) proves to be crucial to understand the premises of parents' reflexivity handling the demands of parenting intertwined with the digital challenges as they arise on the family's daily context.

Bearing in mind the high influence of parents as socialization agents shaping and mediating children's digital media practices, this paper aims in a first stance to explore the contextual factors (internal and external: e.g. family composition, family schedule, parenting style), as proposed by Zaman et al. (2016), affecting parents' decisions in relation to their children's first footsteps exploring the digital and the issues at stake regarding personal data and privacy.

Considering 1) how rapidly initially fully dependent infants gain cultural autonomy (Pasquier, 2008) and become autonomous digital media consumers displaying personal preferences and tastes (Elias & Sulkin, 2017); 2) how parental mediation changes to catch up to the evolution of the times (Zaman et al., 2016), at a second level the aim of this presentation is to highlight which mediation practices emerge considering that also the child has an active role influencing the mediation process (Smahelova et al., 2017).

To address these objectives, a qualitative, mixed-methods approach is privileged to gain a holistic interpretation of the phenomena. The collection of data is a reflexive exercise that evolves and matures to meet the age and personal characteristics of the child and the family involvement in the research. It comprises: in-depth interviews with parents to gain a grounded angle of family media processes and to unveil consistencies and changes (domestic scenario, perceptions, mediation, and practices); observant participation, participatory and visual strategies to engage and reach children's voices, perspectives, motivations and activities, prioritizing their rights in research.

ARS10 - Mobile socialities

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Mobile socialities is an emergent concept that addresses the phenomena of people on the move and the role of mobile media in everyday life. People are on the move across national borders, for example economic and forced migration or tourism; people are on the move across social class, where there are opportunities and barriers to mobility within working and living conditions; and people are on the move in public and private spheres, at home and workspaces. These movements question, and sometimes reinforce, existing notions of boundaries, differences and power relations. In such mobile contexts, we find media entangled in our lived realities, for example in mobile media and place, knowledge work and mobile spaces, or mobile media and time.

Mobile socialities bridges fields of research in media and cultural studies, mobile communication and mobilities to offer a contextual and material approach to the structures and processes of mobile media and social relations. In the mobilities paradigm (Sheller and Urry 2006, Urry 2007, Cresswell 2010) sociologists and geographers have connected movement with broader social questions about late modernity and globalisation. They have offered a meta-level framework for understanding current times. In mobile communication researchers have primarily addressed the micro-level of mobile media use in everyday life, across diverse lifeworlds (Ling & Campell 2011; Hjorth, 2009; Gergen, 2002; Licoppe 2004). Recent research has started to address the overlap between these two fields (e.g. Fortunati & Taipale, 2017, Keightley & Reading, 2016; Hartmann, 2017, Morley 2017). Mobile socialities is a bridging concept that emphasises the socio-cultural within the overlapping spheres of mobilities and mobile communications. The researchers in this panel address mobile socialites through empirical and theoretical analysis of different cases, including mobile media and time as a power chronography, algorithmic intimacies and what people do with algorithms in their everyday lives, migration, mobile media and memories, the blurred boundaries between work place-space within mobile communications, and transnational audiences for global drama. Their work explores the concept of mobile socialities as something concerned with not only fluidity or scale, but also the possibilities and barriers to being mobile. Researchers explores different methods for studying (im)mobilities, e.g. contextualisation or staying close to the research object or subject (Law & Urry, 2003, Büscher & Urry, 2009). In such a way, the researchers address the flow and stillness of digital technologies and our lived realities, and the power dynamics of emerging forms of the social in mobile times.

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PN 179: Roaming Audiences: The mobile socialities of drama audiences

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Audience research faces a challenge in understanding our fluid experiences with media today. Audiences are often described as fragmented, or nomadic, moving around media in mobile contexts. Silverstone (1999) refers to nomadic audiences and asks 'what sort of movements become possible?' (1999: 8). Similarly, Athique (2016) researches transnational audiences, noting how audiences wander anywhere and everywhere, but in doing so become placeless. Rather than see audiences as nomadic, this research argues that people roam around storytelling within cross media content. Roaming audiences is a metaphor that captures the dynamic practices of audiences as they experience storytelling that takes place across dispersed sites of production, distribution and reception.

The empirical research uses a geo-cultural approach to audiences, drawing on a qualitative study of transnational drama production and reception in Europe, America and Mexico, in particular crime drama *The Bridge* and cult drama *Utopia*. The research question asks what sort of movements are possible for audiences in mobile socialities? The findings indicate a push-pull dynamics (Hill 2016). Media industries push audiences into television drama, creating engagement through sites of narrative, characters and settings, and through channel brand, and social media (Johnson 2011). At the same time, audiences are pulled into content, shaping their engagement as they roam around storytelling as viewers, users and producers. Audiences also push back, negatively engaging with content or disengaging completely. Illegal audiences access content through get arounds for geo blocking (Lobato and Thomas 2011) or piracy sites. This illegal means of accessing, sharing and engaging with mobile media highlights a sense of first release media citizenship, a right to roam. There is an affective relationship where people have an emergent sense of rights to roam across geographical and commercial boundaries. The research argues for a push and pull dynamics of roaming audiences, as people's movements are shaped through media institutions and legal structures, and as it is experienced by audiences and their lived experiences. This is a performance of power (Coleman 2011) that is played out in mobile media spaces and across geographical and economic boundaries.

PN 181: From workplace to workspace: Mobile media and transitions of working life

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This paper reflects on the spatial emancipation of work that has taken place due to the development of mobile media. It starts off in the phenomenological understanding of mediation, a tradition which previously has enriched the spatial understanding of place and home (Spigel 1992; Scannell 1996; Morley 2000; Moores 2006). Applying this perspective to work is a way to reflect current transition of work not from a structural perspective, but from below. Hence the paper will illuminate the transition from workplaces to all-embracing workspaces in relation to emerging mobile socialities. Two different developments with relation to white-collar work will be unfolded in the presentation.

First, for many people working life has become more flexible thanks to laptops and smart phones. When work is communication and everyone has a mobile phone, work is always accessible. It means that all places are potential work places: the home, cafes, trains, etc (cf. Hartmann 2009). The flipside of that coin is that working life expands; the blurred boundaries of work become the stretched boundaries work (cf Gregg 2011). Due to the mobile phone work is always present, a constant remainder of undone work tasks. Phenomenologically speaking, work is no longer associated to a particular place; a place defined by the practices of work. Instead, work becomes ubiquitous [not unlike the narrative worlds Annette is discussing]. Workplaces become workspaces.

The second development is the rise of coworking spaces in urban environments that accommodates start ups, independent contractors and other knowledge workers, sometimes working under precarious conditions. As a reaction to rigid office environments coworking spaces offer a mix of casual atmosphere and functional workplaces. Most importantly, they offer sociality and mutual inspiration to a group who is not used to a stable workplace (Gregg & Lodato 2017). The specific professional sociality on offer (many are working within the same branches), in combination with the comfy environments, blurs the boundary

between work and private life. Coffee breaks, after-work drinks - everything becomes work (Gill 2010). Thus, workplace becomes workspace also here.

PN 182: Mobile intimacies: Mobile technologies and new intimate encounters

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By facilitating mobile-based social networking, mobile dating apps are powerful digital mediators of intimacy that indicate dramatic changes in sociality. This paper explores the emergence of what I call *mobile intimacy* associated with a growing hook-up culture sparked by dating apps such as Tinder, Tumblr and sites facilitating extramarital affairs. The processes through which personal relationships are digitally designed, displayed and performed via mobile platforms are studied to consider the interplay between people's intimacy practices and technologies. With software applications designed to solicit transitory, noncommittal sexual encounters (Cockayne et al. 2017), hook-up and related location-based apps suggest new kinds of digital matchmaking (Hobbs et. al 2015; David and Cambre 2016). Algorithmically pre-set parameters of mobile dating apps fast-track searches for a partner involving 'bots'. Automated tasks elicit new intimacy practices that confuse boundaries and interactions between public and private, proximity and distance, and between human and nonhuman.

To contribute to debates about mobile socialities, this paper asks: "what roles do mobile devices and platforms play within changing intimacies?" and, given public anxieties about a rampant hook-up culture and human-nonhuman encounters: "are mobile technologies provoking a crisis of intimacy?" An analysis of mobile intimacy devices, aesthetics, and logics is supported by an empirical study of popular discourses associated with hook-up app marketing strategies and a review of research on hook-up culture.

The paper addresses the binary divisions between the software-centred approach of algorithmically engineered intimacy on *Facebook* (Van Dijck 2013; Bucher 2012) and the user-agency approach of 'scalable sociality' regarding encrypted devices such as *WhatsApp* (Miller et al. 2016). Emerging features of digital intimacy – mobility, speedy, ephemerality – and tensions surrounding 'taboo' and 'acceptable' intimacies are studied to explain how intimacy exhibitionism, spectacle, privacy, and trust correspond with mobility and speed. By assessing notions of transitory screened intimacies, dating agency, networked sexuality, 'continuously on-call' individuals, and self-as-electronic-interface, I consider how mobile intimacies provoke a crisis of intimacy. Contending that innovative work in queer theory on digital intimacies may be gender-neutral by evading questions of morality, I highlight gendered and intersecting power relations implicated in mobile intimate encounters associated with a hook-up culture.

PN 183: Media practices among historical refugees

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Forced migration or the experience of "refugeedom" (Gatrell, 2013) provides specific conditions for grasping mobile socialities. People on the move forcefully and transnationally, negotiate new identities, being outcasts in various spaces and places. This paper adopts a historical perspective to refugees' practices around media in pre-digital media environments. Large refugee movements are not new phenomena, nor is their entanglement with media practices. The 20. century was coined a "century of expulsions" (Münz, 2002) and a "century of the mass media" (Schildt, 2001). This juxtaposition raises the question how new media technologies, including radio and TV, but also parabolic antennas and cheaper telephone connections, were incorporated into the mobile experiences of refugees.

Based on archival and interview data with contemporary witnesses, this presentation will showcase how historical refugees made use of mobile and immobile media technologies under the circumstances of their own (im)mobility. For example, the radio was a central medium for refugees and migrants from the 1940s to 1960s in Germany, not only as the leading medium of the time, but also enabling border-crossing connections to home countries through ultra-shortwave technology, while being mobile in itself in the form of transistor radios.

Combining ethnographic audience studies with notions of exile raises new questions for understanding socialities of disruption and relocation. Vilém Flusser (1984) even ascribes the condition of exile to produce

new creativity and self-othering through expulsion. Media practices have historically been central for negotiations of time and place in the state of "refugeedom". This paper scrutinizes how historical media landscapes affected processes, such as memory and identity. Simultaneously remembering the lost home, and constructing new trans-spatial identities and everyday lives characterizes refugee experiences. How are past media environments part of these mobile socialities, when one's sedentarist everyday life is disrupted and replaced by a forced state of being on the move?

While much research is undertaken on digital practices among present-day refugees, a historical outlook is missing, contributing to a rhetoric of newness. Therefore, this paper argues for understanding mobile socialities among refugees in contemporary history, in order to understand media and forced migration of past and present together.

ARS11 - Audience engagement and digital media

PP 575: Path dependency and perceived affordances: The struggle of television, cross-media and audience engagement.

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Texts across media have recently been studied either form production or audience perspective. On one side, production studies have fruitfully addressed the link between media producers, the tools available to them and the production of texts across media. The idea that cross-media productions are, not only the result of producer's creativity, but also the outcome of a complex web of factors, involving both political-economy and socio-cultural aspects, has been extensively discussed. Te Walvaart, Van den Bulck and Dhoest (2017) have, for instance, worked on Shoemaker and Reese (1996) 'hierarchy of influences' model, to explore the micro and macro aspects influencing productions across platforms. Havens (2013) has focused on the idea of 'industry lore' as those inherited managerial conditions that influence productions, while Ibrus (2008) borrowing the concept of 'path dependency', has addressed the idea of productions influenced by the affordances of the medium. Similarly, on the other side, audience studies have often focused on various forms of engagement (Schrøder, 2015; Kleut et al., 2017) while, have occasionally explored audience engagement as the ability to recognize and appropriate technologies, practices and established conventions (Theodoropoulou, 2014; Wilson, 2017).

Looking at both perspectives, in this theoretical paper, that lays its foundations on an empirical work (author, 2017, 2018) exploring the production and reception of cross-media produced by the public service media of Finland (YLE) and Estonia (ERR), I argue that the production and interpretation of the message, and consequent engagement with cross-media, is not only the result of a shared code and its conscious appropriation (Eco, 1979), but also the result of the 'perceived affordances' (Norman, 2013) of the medium and the text. For Norman, 'affordances refer to the potential actions that are possible, but these are easily discoverable only if they are perceivable: perceived affordances' (p.145).

In particular, in this paper I present a list of, by no means exhaustive, factors that have an impact on production and reception, hence on the perceived affordance s of cross-media. On the side of production cross-media affordances are influenced by three main factors. First, programs sparking from television producers are still seen by their creators as television programs, while the convergent media plateau is over-imposed by the management to their creative teams. Second, producers often conceptualize the audience and craft their programs based on their self-images. Third, producers see the audience as a group of passive consumers who need to be entertained rather than involved in production processes.

On the side of reception, cross-media perceived affordances are influenced by four factors. First, they are influenced by a silent agreement between producers and their audiences regarding modes of engagement with different media. Second, the perceived affordances of cross-media depend on the recognition of relevance and expertise. Third, cross-media-perceived affordances are genre dependent. Fourth, they rely on the distribution strategies and tools.

This paper concludes the two sides often face tensions and in some cases they take divergent, rather than convergent, trajectories.

PP 576: Media avoidances, spanning between agency and imposition

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Drawn on the perspective that media avoidances should be considered in media consumption (Hepp & Hasebrink, 2017; Syvertsen, 2017), this paper discusses ideas and practices of avoidance considering that they can be either socially imposed or a kind of a self-control basic need, challenging old and new media

preferences. Both situations have implications on media socialization and are related to different approaches, from levels of digital exclusion (Van Deursen & Van Dijk, 2011) to processes of social distinction (Bourdieu, 1979) and differentiation.

In order to reflect on the topic we use data from a qualitative research focused on news consumption and its relation with civic and media literacies. Among 40 Portuguese interviewees combining generations of family members (young people 14-19 and their parents) almost half (18) emerged as avoiders of some nature, from social networks sites and the internet to television and the news: 11 adults (F=7; M=4) and seven young people (F=5; M=2). What kinds of individuals opt for avoidance and resistance against media pressure? What are the contexts for shutting down?

We identified five types of avoidances: 1) "I don't like and I don't want to use", an avoidance to the internet, was emotionally expressed by adults, mostly by mature women with low levels of school and undifferentiated jobs. While seeming to be an act of agency and choice, they may express this rejection to hide the lack of skills to use internet. Even so, in this group we also find a minority of educated participants that know how to use, but prefer to reject; 2) At this stage of my life, no!" expresses the avoidance of news items, particular those on l 'sad' or conflictual politics, by mature adults from different backgrounds. 3) "Between the I can't have it and the I can't afford" joins adults and young people from low income households which creates limits to media use, and a youngster facing internet forbiddances from parents. In both cases avoidance is a structural "imposition" and they adapt their media life to it. 4) "I don't want public exhibition and I don't want to get dependent" expresses a different kind of avoidance. They refuse to use social networks to keep personal control (some having had negative previous experiences) and avoid personal exhibition. Some are members of the same family. 5) "Make different, make it better" expresses the avoidance of the television in highly differentiated households where parents and children share the perspective that an everyday life without television can be culturally more productive.

In this exploratory analysis, we found different reasons for refusing or being out, between individual and collective demands and towards old and new media consumptions. They still indicate gender gaps, (specially towards internet) and generational (groups 1 and 2); educational (groups 1 and 5) and family (specially 5, but also 2, 3 and 4) influence; media literacy differences (groups 1 and 5) and structural and economic constrains (groups 1 and 5).

PP 577: Functioning digitally: How digital overuse and coping skills affect subjective well-being

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Due to the ubiquity of the Internet and constant availability as a new societal standard, managing the overabundance of digital information and communication represents a new challenge for individuals' functioning in society. Entailing the assumption that Internet use can be advantageous, digital inequality research has studied social differences in Internet access and use (e.g., DiMaggio et al., 2004). Consequences of socially differentiated Internet use, however, have been neglected (Van Deursen & Helsper, 2015). This study conceptualizes and tests subjective well-being as an outcome of Internet-use-related variables, considering information and communication overabundance as potential impairments to well-being (Gui et al., 2017).

Unlike problematic Internet use (Caplan, 2002), a minority phenomenon, *digital overuse* is an emerging social issue at the population level sensitive to existing inequalities, manifesting itself in the feeling of spending more time on the Internet than one would like. Digital communication abundance does not necessarily degrade well-being. Rather, attaining specific *digital coping skills* which enable Internet users to manage negative side-effects of digital participation like the ability to concentrate on something online without being distracted can promote beneficial Internet use. Further, *social digital pressure* reflects the perceived societal expectation to function digitally (e.g., use different Internet applications well). This context variable concerns the practical relevance of general digital overabundance to one's everyday life: in social settings where the pressure to function digitally is low, Internet users need fewer coping skills and are less susceptible to overuse.

This article draws on original data from a nationally representative telephone survey conducted in 2017 in Switzerland (N=1011 Internet users). The variables of theoretical interest were measured using multiple indicator items on a newly developed and pretested (Author) five-point Likert scale. The dependent variable, subjective well-being, was measured using the short-form Warwick-Edinburgh Mental Well-being Scale (WEMWBS), which is tested for population surveys and covers central components of subjective well-being (e.g., "I've been feeling useful") (Tennant et al., 2007).

The reliability of the multi-item variables was tested using confirmatory factor analysis. Predicted scores were extracted for subsequent analysis. Internet use was measured by summing the frequencies of using 35 Internet applications, serving primarily as a control variable additionally to age, sex and education. A multivariate regression model was estimated. An interaction term tested the moderating effect of social digital pressure on the effect of digital coping skills on subjective well-being.

Results reveal that perceived digital overuse reduces well-being while digital coping skills increase well-being. Confirming our hypotheses, they indicate that differences in dealing with digital overabundance have offline consequences. Additionally, the positive contribution of digital coping skills to well-being is particularly high for those in high-pressure social environments. The demographic control variables and amount of Internet use had no significant effect on well-being. The finding that the Internet-related predictors account for nearly half of the variance in general subjective well-being – an Internet-unrelated measure – has high practical significance. It also implies the importance of a new set of skills that are necessary to cope with the challenges of the digital age in academic research and policy-making.

PP 578: Racial and ethnic differences in the adoption of photo-based social network sites

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While research has looked at who adopts social media like Facebook and Twitter, very little work has focused on the selection process that goes into who becomes a user of photo-based social network sites (SNSs) like Instagram, Pinterest, and Snapchat. Given that these sites are some of the most widely used social media properties and Web sites more generally, this lack of interest on the part of scholars in who selects into their uses is surprising. This paper fills a gap in the literature by exploring the socio-demographic characteristics of photo-based SNS users with a particular focus on race and ethnicity while also examining how adoption is linked to online experiences and skills. Based on 2016 national survey data of over 1,500 American Internet users, we find considerable racial and ethnic differences in the adoption of such sites. We discuss these results' implications for both digital inequality scholarship and Internet research on social media more generally.

Since the late 2000s, researchers have been interested in unpacking who adopts social network sites in the first place, finding that African American Internet users were more likely to be on MySpace than Whites while the latter were more likely to be on Facebook. Research has continued to build on these initial investigations exploring who adopts other social media platforms, but very little work has focused on photo-based social network sites.

To examine who adopts various photo-based SNSs, we analyze survey data based on a national sample of U.S. adults 18 years old and over, collected in summer 2016 through the University of Chicago's NORC research unit. To ensure survey quality, we included an attention-check question and only analyze responses from participants who passed this question. In total, the sample includes valid responses from 1,512 American adults 18 and over, which constitutes a 37.8% survey response rate.

Results show that there is considerable variation in photo-based SNS use by race and ethnicity. African American and Hispanic respondents are significantly more likely to be on each of the three platforms (Instagram, Pinterest, Snapchat) than Asian Americans and Whites. We also find that Asian Americans are significantly less likely to use Snapchat than others. Reminiscent of racial and ethnic divides in the adoption of MySpace and Facebook in the 2000s, the users of photo-based SNSs are also not representative of the larger Internet population. The paper unpacks the reasons for the findings and their implications for both digital inequality scholarship and methodological questions about the use of SNSs as sampling frames for studies.

PP 579: Understanding truth appraisals: Towards an integrative theoretical model

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In recent months, the term "fake news" has gained popularity (e.g. Nelson & Taneja 2018). Communication scholars are at odds whether the "fake news" phenomenon is a serious threat to democracy. We still know too little about the actual impact of "fake news" and the underlying psychological mechanisms. First, we must understand if, when, and how recipients evaluate the information they come across and how they arrive at a specific credibility assessment and truth appraisal. Individuals subjectively assign both during an iterative process (Metzger & Flanagin 2015). Credibility assessments are based on numerous credibility judgments towards message, medium, and source. This leads to a gradual credibility appraisal. (Subjective) Truth, on the other hand, is a dichotomous appraisal: One can either deem something true/real or false/fake. However, credibility cues help the truth decision along (Tandoc et al. 2017).

Widely accepted is the conceptualization of information processing as a dual process like the elaboration likelihood model (Petty & Cacioppo 1986) or heuristic-systematic model (Chaiken, Liberman & Eagly 1989). These models suggest that motivation and ability to evaluate information determine whether systematic or heuristic strategies are employed – which can be easily applied to credibility assessment (Metzger 2007). For truth appraisals, motivation also depends on the "degree to which receivers may suspect [...] disinformation, or the degree to which certain aspects of messages strike them as suspicious, bogus, or

benign" (Karlova & Fisher 2013, p. 6). Individual dispositions and motivations thus determine whether the credibility and truth of a piece of information are contested.

The proposed model of truth appraisal combines the described dual processing models with existing assessment models (e.g. Hilligoss & Rieh 2007; Metzger 2007; Metzger & Flanagin 2013; 2015; Sundar 2008; Tandoc et al. 2017) into an integrative theoretical model consisting of two main steps: First, the *adequacy (necessity) of truth appraisal* must be triggered either by high relevance for the recipient or by encountering a credibility cue that does not fit the expectations of the recipient. Second, trying to minimize cognitive effort in an increasingly complex and abundant information environment (Fogg 2003; Gigerenzer & Todd 1999; Lang 2000), heuristics concerning the message, medium, and source credibility come into play forming the *truth appraisal*. If heuristics fail to form a conclusive appraisal, systematic processing strategies can be applied as well depending on recipients' ability to execute them.

Metzger, Flanagin, and Medders (2010) found that recipients use five main heuristics to assess credibility online. According to the proposed two-step model, they can be ascribed as follows: step one - expectancy violation and persuasive intent; step two - reputation, endorsement, and consistency. Additional heuristics, as well as interactions of heuristic and systematic strategies are included in the model to understand when and how recipients assess credibility and truth. The proposed model goes beyond Metzger (2007) by systematizing the predictors on four levels (recipient, message, medium, source) and considering recent empirical evidence (e.g. Nelson & Taneja 2018). This can help to assess psychological mechanisms and social impact of "fake news" more thoroughly.

ARS12 - Museum communication: Challenging conceptions of audiencing

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Panel chairs: Dr. Kirsten Drotner, Dr. Maja Rudloff
Panel Respondent: Dr. Pille Pruulmann Vengerfeldt (Malmö University, Sweden)

The wide adoption and deep embedding of digital media and technologies in our social worlds have fundamentally changed the ways in which we communicate and interact at personal, institutional and societal levels. So far, studies on this far-reaching entanglement of media technologies with the everyday practices of our social world – dynamics and processes which Couldry and Hepp (2016) have recently labelled "deep mediatization" – have illuminated societal and institutional changes in a number of different areas including politics, education, religion and language (e.g. Hjarvard 2008). What still needs to be explored with empirical depth is how mediatization processes are affecting cultural institutions such as museums.

Museums occupy a public position as authorities on taste and on cultural and natural heritage. But, in democratic societies, they equally operate as catalysts of public debate and social interaction and dialogue. In short, museums are fora of (semi-) public audiencing across local and global communities (Drotner and Schrøder 2013). As digital media propel new opportunities for museums they also raise new challenges to their curatorial practices, organizational structures and not least communication with their audiences. Does deep mediatization change museums' understanding of their visitors towards more inclusive approaches towards social actors across diverse sites and settings? Or, do we witness more dispersed approaches? How may an integration of museum communication into audience studies nuance current definitions of audiencing? Museums handle their changing relations to visitors and audiences under very different conditions. While large, well-funded national museums and science centres can gradually be characterized as post-digital (Parry 2013), smaller local and regional museums still struggle to catalyze new forms of audience engagement through digital communication paradigms and practices. As museums attempt to rework their relations to their visitors and audiences, these vast differences need to be explored. For example, do new technologies allow smaller museums to become more versatile in their communication with their audiences? What lessons can be learned from the larger and more digitally experienced institutions?

Seeking to explore more broadly how museum communication catalyzes new approaches to audiencing and how we can grasp the dynamics of digitization and mediatization in a museum context this panel brings together new knowledge of relevance to media researchers and cultural researchers and practioners, including museums. Gathering theory-based empirical case studies across different geographical locations the panel explores the present and future of museum communication for the promises and challenges it holds in balancing the dialectic between a) visitors, audiences and publics b) theory-based and practice-directed work] and c) local and global sites.

Audience and Reception Studies

PN 229: Museum public interaction through participatory curation

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The museum participatory paradigm shift is based on involving visitors as collaborators who provide the museum design processes with deep knowledge of the visitor`s diverse expectations of museum experiences. This shift raises key questions of how museum professionals gain knowledge of their users, and how the museum may embrace participatory methods in ways that are meaningful to diverse visitor groups as well as fulfilling the role of cultural heritage institutions as places for social engagement. This is a matter of how the museum and museum professionals constitute their sites as organizations for public participation, rather than institutions used to merely exhibit objects, as well as of appropriating participatory methods adjusted to the situated context of the museum, the people and the communities in question. This appropriation is a matter of translations, of re-ordering of relations and of temporal and transformative processes of finding new ways to make judgements, to understand (dis)continuities and to adjust practice. This is a process of becoming, where museum matters of concern are related to appropriation of participatory methods, and of becoming participatory institutions through enactments and collaborative learning and understanding.

The presentation is based on a participatory curation process of the exhibition FOLK – from racial types to DNA sequences, which opens at the Norwegian Museum of Science and Technology in March 2018. The participatory project involved a group of 10 multiethnic youth from a suburban youth organization to discuss science, identity and belonging and lasted for a period of ten months.

The presentation report on findings related both to the participants and the curators involved, where the youth had problems understanding of what a museum activity (or a museum!) is and to relate the role of science to the topic of race and identity. The curators had to report on the progress both to the rest of the exhibition team and the museum management. They were struggling with the open-ended nature of the participatory process; how could they convincingly communicate it with those who had the power to stop it or had never before experienced the potential of participation? The explorative workshops without a clear aim meant for them to strive to be clear without really knowing themselves. Purposes of participatory curation as gaining knowledge of visitor groups relations to a topic and thereby widening the scope in exhibition design may be central arguments. Also, participatory techniques may support as structuring element that support the curators with something concrete and reliable in the collaboration with the audience, which at the same time may communicate and legitimize the project towards management. Museums need to connect the purposes of participatory curation with concerns both related to management issues and having to argue for participatory practices that might from time to time not be too focused on the exhibition. But also, towards the audience, giving a new purpose of participatory processes as social engagement of museum activities per se.

PN 231: Producing the permanent exhibition for the contemporary museum: Designing digital inclusive encounters

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At 2016 the new building of the Estonian National Museum (ENM) was opened to the public. New facilities gained attention in the architectural and design world as well as among the general audience. The opening was a milestone in the renewal of the institution rather than a destination point, providing opportunity to engage in developing and understanding museum as a contemporary space of public engagement around its collections and beyond. One of the common ideals in museum development is considering museums as inclusive spaces that enable access, integration and participation for diverse audiences. One of the keys here, if successfully embraced by the museums, is the digital technology, extending the concept of visitors, the boundaries of creativity and facilitating participatory activities.

This paper presents a case study of developing the digital layer of the ENM's major permanent exhibition „Encounters", asking how can different modes of engagement around tangible and intangible heritage be designed in order to support dialogical and open public spaces. The exhibition was produced as a place for dialogue and listening, involving diverse voices. In which ways the digital elements embraced this approach?

At the permanent exhibition the digital was not used as supplementary layer with additional information to the main exhibits, it was rather created as sets of digital objects. While the museums are fluent in applying digital for museum-to-audience communication, such as using web sites or other digital channels for information distribution, and in offering interactive „me-and-museum"-kind of experiences at the exhibitions, such as digital games or quizzes, more complex approaches are mostly in the experimental phase. The curator's and designer's team of the ENM's exhibition was looking for the ways to diminish curatorial power and foreground meanings and choices of the audiences, where personal identities and context play a

bigger role than perhaps usual. One of the goals was to to introduce „me-to-us" solutions, where user interaction would enable to comment and be in contact with other visitors or general audiences. How are these solutions and interactives understood and used by the museum audiences? What kind of museum-audience relationships does this kind of digital layer afford and what are the challenges for future choices?

PN 232: Discussing affordances of digital museum space – audiencing digital museum

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Museums engage in various kinds of activities focussing on preservation and analysis of culture, education, societal inclusion, community building and so on, increasingly also in digital spaces. In each of these, they orient themselves more or less towards publics, forming unique constellations between museum repertoires and people. Digital space is increasingly seen as an opportunity to engage current and potential visitors with museum activities, but while vast amounts of digital material are being made available by museums, there is still lack of conceptual understanding about the kinds of audience engagement envisioned. In design research, the concept of affordances, originally coined by Gibson (1979), but usefully developed by Norman (2013) points to the idea that artefacts have preferred conceptualised by the designers as well as uses perceived by the users of these artefacts. This concept is fruitfully employed also in the discussion of digital artefacts, software, websites and social media environments. However, as a contribution to the discussion of affordances, I would like to argue that each element in museum repertoire invites different kinds of responses from the audiences creating space for different kinds of relationships.

This presentation will look the people in the museum from the perspective of how museums create affordances for people to recognise themselves in the museum environment. The traditional understanding of visitors' places them often with a certain distance – like good guests in our house, they are welcome but are expected to leave after a certain time without leaving too many traces behind. At the same time, the paradigm shift in audience studies (Livingstone, 2013) towards more participatory audiences together with the need to reevaluate museums' role in society brings us to looking for new words in relation to people in museums. This presentation will discuss the ideas and usefulness of audience studies tools and vocabulary in relation to museums.

Based on various disciplines, different approaches to the people will allow us to look at the following concepts: 1. The concept of public, which emphasises the civic role and place of the museum. 2. The concept of audiences in a plural sense from media studies to discuss the level of changed engagement to the issues related to the museums. 3. The concept of visitors directly familiar from the museum studies with its limitations and possibilities. 4. The concept of users borrowed and expanded from the digital communication, but also highlighting the active role of the people in taking heritage to an active engagement level. 5. The concept of co-creators, inspired by participatory design research.

The theoretical discussion will be complemented with small-scale pilot study addressing affordances of digital environment of National Museum of World Culture, which is a Swedish government agency for displaying and bringing to life the various cultures of our world, in particular cultures outside of Sweden.

ARS13 - Participation and new audience practices

PP 634: Exploring young adults' contribution to online conversations

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The literature defines online participation as "the creation and sharing of content on the Internet addressed at a specific audience and driven by a social purpose" (Lutz, Hoffman, & Meckel, 2014). While much excitement is associated with the potential of the Internet to give marginalized voices a platform, research has also found that not every user of online platforms is an active contributor (Hargittai & Walejko, 2008; Correa, 2010) . In particular, research has highlighted differences by socioeconomic status (Hargittai & Walejko, 2008; Peter & Valkenburg, 2006), gender (Correa, 2010) and skills (Hargittai & Hinnant, 2008; Livingstone & Helsper, 2007).

By providing space for discourse and writing comments, most of the social network sites enable users to share their opinions. However, starting interactive discussions and contributing to online conversations by posting comments or asking and answering questions requires a certain level of skill. Therefore, it is important to understand whether skill differences explain engagement in online participatory activities. Are there differences between users who take advantage of such spaces and those who do not? How can these differences be explained? This paper analyzes data from a panel survey of diverse young adults to explore these questions. The data were collected in 2012 and 2016 including detailed questions about social media usage. The study looks at who is more likely to contribute to online conversations by posting

questions and offering answers on social media platforms. In particular, the study examines participation on Facebook and Twitter. While the vast majority of respondents are active on social media, engaging in question-asking and answering is not at all universal.

PP 635: The editor am I – Practices, prevalence and predictors of personal news curation on social media

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In their response to calls for theoretical innovation in communication science Thorson and Wells (2016) describe curating, i. e. the selection, filtering, annotation and framing of media content as "the fundamental action of our media environment" (p. 310). With the increase in news distribution and selection in the context of social media curation through journalists (Tandoc & Vos, 2016), social filters such as Facebook friends or Twitter contacts (Hermida et al., 2012) and above all algorithms (e. g. Pariser, 2011) have been discussed in communication research. This proposal focuses on a less considered level of curating news content on social media: personal curation. Users themselves play a decisive role in the design of their information repertoire on Facebook or Twitter. They are the ones who subscribe to news organizations or hide certain people, topics and pages in their news feed.
In our proposed presentation we first discuss different concepts of personal news curation and its theoretical roots in the use-and gratification approach and, based on the affordances of social network platforms and 18 qualitative interviews with users, introduce a typology of such practices.
We then present information on the prevalence and predictors of personal news curation practices from a representative online survey in six countries (US, UK, Spain, Italy, Denmark, Germany, n>2000 per country). Initial results show that across the countries covered, between 44 % (Germany) and 64 % (US) of social media news users say they have in some ways curated their news content. News boosting activities such as following a news organisation or changing settings to see more news, are more common than news limiting activities. Users who engage in curatorial practices report not only a wider but also a more diverse repertoire of news sources. These findings underline that users are already actively and strategically engaging with news sources on social media and that these practices might be a way to counteract the potentially narrowing effects caused by algorithmic filtering. In a next step a series of logistical regressions including factors such as socio-economic status, news avoidance and national context will identify predictors of news boosting and news limiting news curation in social media.
Overall the presentation will explore personal curatorial practices that complement those of journalists and algorithms in the social media news feed and have to the knowledge of the authors not been covered by quantitative research yet.

PP 636: Small acts of engagement: Reconnecting productive audience practices with everyday agency

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In this paper, we seek to advance the notion of small acts of engagement (Kleut et al, 2017) in a networked media environment, both as a conceptual framework to study specific audience practices and as a research agenda into these practices that acknowledges their socio-cultural relevance. Small acts of engagements are those acts of productive activity that require relatively little investment for them to be integrated seamlessly into our daily routines and are driven primarily by an intuitive willingness to present oneself and forging one's identity rather than to produce content.
We first developed the notion through our joint work in CEDAR, where it grew inductively through both the exploration of literature on participatory audience practices and the empirical study consisting of interviews with media professionals and media users. We observed new concepts such as produsage (Bruns and Schmidt, 2011), convergence culture (Jenkins, 2006) or citizen journalism (Thorsen and Allan, 2014) which stress the productive 'power of the user' and new business models surrounding collaborative engagements.
Our findings show that audiences are predominantly engaged in what we refer to as small acts: liking, sharing, commenting rather than in full-blown production of content (Kleut et al, 2018). We argue that conceptualisation of these small acts of audiences engagement necessitates reconnecting the notions of a participatory culture with a culture of everyday agency or resistance and to account for personally motivated and socially situated practices of appropriating media content in everyday life. We further argue that small

acts of engagement provide us with a common denominator for a series of volatile, distributed and intangible practices that, considered as a whole, might have a stronger transformative impact on the media sector than more visible, sustained practices like blogging or citizen journalism.

In this paper, we first look at previous attempts to conceptualise smaller audiences' engagements in the networked media environment. Second, we theorize the notion of engagement and posit investment and intention, or the lack of it, as the defining trait of small engagements performed by the audiences. Lastly, we discuss a possible agenda for audience research through the lens of this more elaborate notion of small acts of engagement.

PP 637: The effective participation of the audience in the production of news: Encouraging opportunities through data journalism

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Digital tools allow and encourage users "to participate in the creation and circulation of media" (Lewis, 2012). This participation canbe considered as a remedy against the growing disconnection between journalism and citizens, also as a formula for a greater democratization of the media (Negroponte, 1996 y Castells, 2001). However, most studies show that rarely the participation of the audience become significant, papers indicate that it is actually quite unusual to allow citizens to be part of the productive process. (Domingo et al., 2008). The journalistic organization has not transferred the power to the recipients and the interaction with the audience is only welcome as comments about the information (Peters & Witschge,2014). This work aims to demonstrate how the Data Journalism comes to enable this effective participation of the audience in the process of news production. Our main objective is to define the terms in which the participation of the audience takes place in data Journalism, we aim to categorize how and to what extent this relationship occurs and what benefits it brings to the information.

Data journalism has been introduced in the media as a powerful tool that attracts new users, generates more web traffic, develops new narratives and facilitates a longer life of the pieces thanks to the interactivity of the infographics and the personalization of the reading (Teruel & Blanco, 2016; Vujnovic et al., 2010; Rosenstiel & Michell, 2011). At a time when the media seem to move away from the interests of the public, an important aspect of the usefulness of Data Journalism could rest on the strength to build spaces for active participation of the audience (Masip & Suau, 2014).

To achieve the objectives set for this work we have analyzed the Data Journalism works awarded in the Data Journalism Awards since its foundation in 2012. These awards are the most prestigious of the world and they have also been the reference for other international researches because selecting award-winning works involves studying a sample with quality (Hermida, 2017; Ojo & Heravi, 2017). After an in-depth analysis, sixteen pieces were detected, of more than a hundred, in which citizen participation was perceived.

The results show that the quality press -both European and American- and international transparency non-profit organizations are the ones that have most counted with the audience in the Data Journalism projects. We have established a classification according to the role played by the audience: source that provides data, journalist-citizen who writes text, encoder that analyzes data or crowdfounder, among others. We are currently analyzing the interviews carried out with the journalists who wrote these pieces to learn in depth how citizen participation was developed. The media begins to take advantage of the presence of citizens in the journalistic production of Data Journalism and it is necessary to define the parameters of that involvement as well as their risks and opportunities for journalism.

ARS14 - Media, narratives and representations

PP 708: Who cares for the suffering other? A survey-based study into reactions towards images of distant suffering

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A growing number of scholars have recently empirically engaged with audience reactions towards mediated distant suffering, albeit mainly on a small, qualitative scale (Ahva & Hellman, 2015; Kyriakidou, 2015; Scott, 2015; Author(s), 2017). Focus groups, in-depth interviews, ethnographic fieldwork and diaries have been used as methods for more empirical information (Kyriakidou, 2017; Ong, 2015; Scott, 2015). To have this empirical area of interest come to its full potential, this study aims to contribute to the knowledge about people's reactions towards distant suffering on a greater scale, representative of a Western audience by conducting quantitative research. Following a critical realist approach, the survey was developed based on

findings from qualitative research that was done in advance. By doing an exploratory factor analysis (EFA) we developed five independent constructs that represents people's ways of engagement with the mediated distant suffering, namely: connectedness, agency, sympathy, priority and empathy. We then conducted two regression analyses with these constructs as independent variables to portray a more profound picture of the relationship between people's emotional response, their indicated sense of moral responsibility and how these two indicators relate to the five ways (constructs) of engaging with distant suffering. As a last part of this study, four clusters have been identified by a k-means cluster analysis to describe typical ways of responding to mediated distant suffering. These clusters have in their turn been controlled for people's background on indicators of age, gender, education as well as people's donation behavior, media use and news interests. These four cluster descriptions range from highly engaged reactions towards distant suffering to people reacting highly disengaged. We conclude that especially the highly engaged cluster we found is remarkable, especially since earlier research has often focused mainly on the skeptical and unengaged audience. By doing this quantitate study based on earlier conducted qualitative research we have demonstrated the value of taking a multi-methodological approach for empirical research. More specifically we also showed the value of conducting and carrying out a survey for further advancement of our current knowledge about audience in relation with mediated distant suffering.

PP 709: Media narratives and moral sensitivity: Empirical evidence from two studies

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Narratives are known to promote moral thinking and behaviour by allowing audiences to experience moral situations and observe courses of action with varying moral implications (Hakemulder, 2000; Krijnen & Verboord, 2011). Specifically, television has been considered "the prime medium for sharing morality and dispersing the mores," creating "a 'moral imaginary', a repository of ideas about the possible ways of living in the world" (Dant, 2012, p. 2). While studies exist that explore the role of television narratives for moral reasoning, moral reflection and the priming of moral values (e.g., Eden, Daalmans, Van Ommen, & Weljers, 2017; Eden et al., 2014; Krijnen & Verboord, 2016), moral sensitivity – the ability to detect moral content and moral implications of a social situation (Narvaez & Rest, 1995; Rest, 1986) – has not yet been systematically investigated for television narratives. The two studies presented in this paper address how television narratives and moral sensitivity are interrelated.

The studies are based on the concept of moral sensitivity explicated as one of four processes explaining moral functioning in James Rest's (1986) Four Component Model. Moral sensitivity is connected to feelings of empathy, moral emotions, understanding the implications of actions for the welfare of others and inferences from others' behaviour (Jordan, 2007). These phenomena are akin to narrative experience: Viewers need to understand the course of action and make sense of the characters' inner world. Specifically, being deeply immersed in a narrative (narrative engagement or transportation; Bilandzic & Busselle 2009, Green & Brock, 2000) promotes the processing of morally relevant aspects such as motivations and emotions of characters and gives viewers the opportunity to vicariously experience moral dilemmas.

Studies in business and educational settings show that moral sensitivity is increased through education and training (e.g. Lau, 2010; Ritter, 2006). Considering television's power to dispense moral messages, we assume that moral sensitivity is strengthened by (1) viewing television stories and (2) the propensity for being engaged in stories (the personality trait "narrative engageability"). These assumptions were tested in two studies. In the first study, participants (n=121) were instructed to watch episodes from one of three television genres (medical drama, crime, sitcom) over the course of four weeks. A new measure for moral sensitivity was developed based on Sadler (2004). We constructed narrative vignettes featuring issues thematically related to one of the genres; participants were asked to write about their thoughts concerning the vignette and articulate a possible resolution. Answers were coded to identify moral considerations. Results show that long-term exposure to genre serials did not affect moral sensitivity; however, narrative engageability emerged as a strong predictor for moral sensitivity. The second study (n=151) tested the effects of a one-time exposure to moral vs. non-moral fictional content, using a different measure for moral sensitivity. Results show that people with high narrative engageability identified more moral issues than people with low narrative engageability. Results are discussed regarding their implications for our understanding and theorizing about morality and narrative entertainment.

PP 710: Mediating the experiences of soldiers' wives: Dangerous and comforting spaces of representation.

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We locate this paper within the history of feminist assertion of the real-world importance of image-making, as well as voice, in power struggles. We suggest that to make sense of women's voices in audience research we need to retain and to return to the concept of representation. The paper draws on findings from a British Academy-funded research project in which we conducted qualitative research with soldiers, soldiers' wives, and veterans to explore their perceptions of contemporary media representations of British soldiering and their social media use.

Questions of gender are pertinent when considering traditionally hierarchical military institutions and their (oft noted) loss of control over the mediated words and imagery of those within their ranks. Drawing on focus group research with military wives, in the paper we explore emergent themes of danger and comfort that arise for these users of Facebook, where Facebook is embedded in daily lives and experienced alongside the backdrop of military storylines in mainstream television. We suggest that representation is a crucial concept for understanding the tensions in the women's talk about both their social media use *and* their television audiencehood. When representing themselves to each other on social media and when discussing media representations of soldiers and of soldiers' wives, these women encounter opportunities to break silences, but these opportunities are always only partial because of the particular strictures to which military wives are subject. The breaking of silences also emerges as these women focus group participants represent themselves to us – the researchers – echoing an element of social research discussed in so much previous feminist scholarship wherein social research itself becomes an opportunity for voice that then presents the researcher with ethical challenges as well as 'findings'.

The central contention of this paper is that the two entwined meanings of representation are both enmeshed in digital culture and entwined with questions of gender. By two meanings of representation we refer first to political representation in the sense of speaking for others (who speaks for (which) women and where and how?), and second, cultural representation in the sense of 'signifying practices' (Hall 1997), that is, the wider symbolic representation of women. Military wives' voices, then, raise questions of representation, power and gender that speak both to the particularities of the case at hand and the wider context in which we now find ourselves writing and working.

PP 711: Dynamics of inclusion and exclusion: Media representations of Tibetans and the audience receptions in the multi-ethnic People's Republic of China

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Under the analytical framework of Orientalism, a large body of research has examined the practices of othering in the Chinese media's representation of ethnic minorities following the tradition of a minority-majority dichotomy. Studies have offered critiques on an unequal centre-periphery power system which facilitates misrepresentation of minorities through a majority gaze. However, the dynamic of inclusion and exclusion as an important feature of the representation is largely overlooked in the discussions with only a few exceptions (Wilcox, 2016; Zhao & Postiglione, 2010; Fan, 2016). Additionally, studies on Chinese media have been dominated by an authoritarian framework which emphasizes the media effect and understates the active audiences. Building on the studies of nationalism and media representation, this paper examines conjunctionally the practices of othering and the process of inclusion in the media representations of Tibetans from both facets of the content and the audience. Tibetan people are one of the largest ethnic minority groups in a multi-ethnic Chinese nation-state. The representations and national identities of Tibetans have been in the centre of debates due to the historical and political complex of Tibet-China relationship. These conflicting issues surrounding the ethnic relationship have posed serious questions for the contemporary formulation of a multi-ethnic Chinese nation-state. With a special attention to the historical and continuing nation-building project in China, this study employs a mixed-method research design to investigate the strategies of representing Tibetans as in-groups and out-groups on the state-owned Chinese Central Television and to explore the similarities and variations among the receptions of Tibetan audiences and Han audiences. Quantitative and qualitative analytical tools are adopted firstly in the content analyses on news coverage of Tibetans on Xinwen Lianbo – the major primetime news program broadcasted on the China Central Television – during a three-year period from 2014 to 2016 and secondly, in conducting and analysing 38 face-to-face interviews for the audience research. Based on the empirical results, this paper demonstrates how Tibetans are represented as the "others" or "part of us" through different strategies of stereotyping and in what way the official nationalist discourse takes effect or gets challenged in the process of audience reception. The paper also discusses the implications of the mediated inclusion and exclusion on the nation-building and identity formulation in the Chinese context. Furthermore, this study illustrates the significance of audience research in the conversation between media studies and nationalism studies for better understanding of the dynamics of inclusion and exclusion in multi-ethnic/multi-national states in the context of fast-growing cultural exchanges and human mobility.

Audience and Reception Studies

PP 712: Watching The Hobbit in Aotearoa/New Zealand: The affective resonance of landscape, race and greed.

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J.R.R. Tolkien's *The Hobbit* and *The Lord of the Rings* books, set in the fantasy world of Middle-earth, have been adapted to screen in the form of six blockbuster movies in the last two decades. Following the worldwide success of three *The Lord of the Rings* films in 2001, 2002 and 2003, three instalments of *The Hobbit* were premiered in 2012, 2013 and 2014 and once again captured audiences all around the world. Like *The Lord of the Rings*, *The Hobbit* was filmed and produced in Aotearoa/New Zealand and it was embedded in New Zealand society in several related ways: the landscape of the country was used to create a spectacular representation of Middle-earth, many New Zealanders found employment on the project and the trilogy was produced by high-profile New Zealander Peter Jackson. Moreover, the so-called 'Hobbit dispute' that was fought out before production started and that had a long-term impact on New Zealand labour laws, led to considerable media attention for the films.

The World Hobbit Project is an international audience research project involving 145 researchers from 46 countries which studied the global reception of *The Hobbit*. After the release of the third film, an online questionnaire was made available in 35 languages. This resulted in 36,309 responses from audiences residing in 141 different countries. This paper analyses the responses from people living in Aotearoa/New Zealand (not all of whom have New Zealand nationality) and expat New Zealanders living outside the country. The World Hobbit Project in general found that *The Hobbit* was 'locally domesticated' by audiences in different localities, meaning that local cultural patterns informed audience responses. The concept that will be used in this paper to interpret the New Zealand responses is 'affective resonance', the notion that meaning can reverberate between media texts and audiences within a particular political and cultural context. The findings illustrate affective resonance in relation to three related issues Aotearoa/New Zealand is struggling with as a postcolonial society: the use of the landscape, the representation of race and the notion of greed. In all three cases audiences saw parallels between the narrative of *The Hobbit* and the context of its production.

The release of the *Lord of the Rings* and *The Hobbit* films has been a highly charged experience for New Zealand audiences in which their affective responses were probed in multiple ways. As they are living in Aotearoa/New Zealand, or in the case of the expats New Zealanders are originally from there, these affective responses are not fleeting but resonate over time.

ARS15 - Media texts and their reception

PP 713: Anime fandom in-between: A qualitative study of fan practices connected to anime consumption in Italy

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"Anime works have spread and developed fan bases abroad in a highly independent, haphazard manner. Anime fans outside Japan have generated both a large amount of original content and genre-dedicated creators". This statement from the Japanese Animation Guide produced by the Japan's Agency for Cultural Affairs in 2014 proves to be poignant when it comes to the consumption of Japanese animation in Italy. Indeed, many studies use the expression "Anime Invasion" to express the massive and deep impact of Japanese animation on the Italian viewing habits and everyday culture (Pellitteri, 1999; Raffaelli, 2005; Benecchi, 2004). Previous works on the subject show that for the Italian TV audience anime were one of the most powerful drive to create a spontaneous community based on common experiences (Pellitteri, 2008; Raffaelli, 2005; Benecchi, 2004).

Building from this, the present study analyze anime consumption in relation to a specific segment of the Italian TV audience: the so-called fan audience (Hills, 2002).

As a preliminary step, a definition of "fandom" connected to the anime field and built as a result of qualitative research conducted on different fandoms throughout the years is offered (Benecchi, 2014a; Benecchi, 2013; Benecchi & Colapinto, 2010).

In a second step, the relationship developed between anime and Italian fans is explored: At first as reconstructed by journalistic and academic sources describing consumption practices starting from the first anime Invasion in the '80. Secondly, through the words of anime fans, showing different levels and types of participatory practices connected to anime consumption. Based on this study we can say that It was in the 90s and thanks to the Internet that Italian fans claimed a more pro-active role, becoming alternative distributors and promoters for anime and perceiving themselves as important assets for the anime industry. In relation to this the Gift economy model is introduced (Benecchi, 2014b). As a downside, in Italy a "literacy

gap" has developed between the older demographic who has followed anime for decades, and the younger demographic whose knowledge is gathered near exclusively from the internet. This makes it very difficult for both sides to establish common ground for discussion.

PP 714: Teens and fandom around Harry Potter: An ethnographic approach

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This presentation approaches Harry Potter teen and pre-adolescent fan practices (Duffett, 2013; Jenkins, 2014). Our work is focused around three theoretical dimensions: communities and individuals (Barton & Lampley, 2014), multimodal discourses (Bezemer & Kress, 2016; Navas, Gallagher, & Burrough, 2015) and civic engagement (Jenkins, Itō, & Boyd, 2015). In each of those areas, we explore the fans' mediated practices to rebuild both the stories of Harry Potter and their experiences when interacting with objects and people, along with the software (Apps) and the hardware (mobile devices). Main objectives are the following: Examine the social process through which young people along with friends, or siblings learn to participate through the network as members of the fan community.
Analyze Creative process supported by multimodal texts present in the community, become mediators of active participation.
Examine the young people practices as active citizens in the fan community, understood as a collective endeavor.
This research is part of a larger project, carried out from an ethnographic methodological perspective (Pink, Horst, Hjorth, Lewis, & Tacchi, 2015). In this paper, we look at a small group of four girls and one boy, 11 years old of combining the use of several social networks including Twitter, and Instagram. All data has been collected from 2016 (November) to 2018 (January), using qualitative research techniques. The analysis combines narrative and conceptual approaches (Lacasa et al., 2013), supported by software for qualitative analysis (NVivo) and professional tools for the organization, edition and audiovisual production (Final Cut Pro). To explore Instagram productions, we used web access through Iconsquare; to analyse the Twitter productions on NVivo we use NCapture.
Firstly the results show that material objects and written texts generated from them contributed building affinity and community spaces. They were also a gateway to popular culture and allowed to establish relationships between contexts in and out of the school. Second, the children creative processes when participating in social networks relate to remixes, as a combination of previous of multiple Audi visual products, from a double dimension, structural and functional. Finally, children share through Internet their values, feeling, and knowledge focusing on Harry Potter, the affordance for being part of the fandom community.
The final discussion will focus on the relevance of the data when it comes to defining new forms of citizenship. We will contrast our results with those obtained in other studies by looking at the extent to which remixes and other digital productions contribute to online conversations that foster a shared interest in public affairs and at how remixes and multimodal productions without a personal author promote collective commitment. Finally, we hope to show how social networks and creative participation are transforming political activity among young people.

PP 715: Reception studies, identity and the question of intersectionality as a theoretical-methodological tool

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For at least 30 years, Reception Studies (RS) have strived to build understanding of the uses of media and its relation with identity production (e.g. Hall, 2011; Martín-Barbero, 2001), prioritizing matters of socio-economic class. Meanwhile, feminist researchers of RS (e.g. McRobbie, 1993; Escosteguy & Messa, 2008) have analysed gender issues. Taking into account a post-modern western configuration, the current complexity of identities formation (Hall & du Gay, 2011) and the attention to not erase individuals' aspects/social markers (Collins, 2017), I intend to discuss the methodological and theoretical inclusion of the concept of intersectionality (Crenshaw, 1991; Lykke, 2010) in the field of RS. In Brazil, RS is well consolidated via the Latin American Cultural Studies perspective. During the 1990s, 42 studies (master and doctoral thesis) were published based on that perspective (Jacks, 2008). Recently, in the period of six years (2010 – 2015), 72 studies about RS were published (Jacks, 2017). This represents a significant increase in the field of RS in Brazil. In this last mapping, Jacks (2017) found out that 23 of the 72 studies present "social class" as relevant structural data to analyse the investigated phenomena, and 19 consider "gender" as a central category. Besides assuming these categories as fundamental, in most studies they were analysed separately, i.e. isolated from other social markers. Because of that, I highlight the importance of

acknowledging intersectionality as a methodological aspect in order to comprehend who is the individual receiving the media message and how /gender/generation/sexuality/race/nationality can work in different reception situations. Intersectionality is founded in the field of feminist studies and its primary goal is oriented to the search of specific kinds of power within social practices. When questioning the hegemonic and counter-hegemonic aspects in social roles and identity construction, intersectionality can serve as a tool to identify and reflect on normativeness and inequalities. It has in its core a solid political essence (Lykke, 2010). By drawing this concept as a methodological tool together with reception studies, researchers can take the matter of diversity and lived realities articulating the micro and macro audiences' realities. Through this, the possibility of recovering the (sometimes forgotten) political intentions from RS and Cultural Studies becomes real. In this context, a question that can be tackled in further studies is: how can the dynamics between the reception studies practice and the promise of intersectionality be combined in empirical research?

PP 716: Audience response to slow-TV

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Slow television is a rather often used concept in Norway. It refers mainly to a set of programmes produced by the Norwegian Broadcasting Corporation (NRK) since 2009, even though slow-TV programmes have been produced outside Norway as well (Prevett 2017). Starting out with a seven-hour broadcasting of the train-ride between Bergen and Oslo, the concept of slow-TV and 'minute by minute' TV was developed, implying that the event on television should last as long as in real time. Some of these programmes (in particular a 135 hours live broadcast of a boat trip along the Norwegian coast in 2011) were immense popular among the Norwegian viewers and can be characterised as media events (Hepp & Krotz 2009). Other programmes were less popular.
The paper focuses on how these broadcasts are received by the Norwegian viewers. It is based on a combination of data: 1) viewing figures, 2) a national representative survey asking why people watched slow-TV and 3) web-data on related activity (chats, social media). In addition, findings from a qualitative reception study are drawn upon.
The results show that nature and national sentiments are important factors for the viewing experience. The viewers experience slow-TV in different ways. Half of the respondents hardly watched these programs. Those who watched can have slow-TV on in the background, others just got to keep watching. A factor analysis of the reasons given for watching finds three factors: 1) national identification (connected to national identity, culture, and live broadcast), 2) experiences (connected to nature, slow pace, folk life) and 3) curiosity (connected to media attention and knowledge about places).
As most programmes showcased different parts of the periphery to the country as a whole, it can be argued that these programmes contributed to transcend the notion of 'imagined community' (Andersen 2006) and give the viewers a more concrete sense of community, connecting periphery and centre. At the other side, the focus on the rural areas also implied that the more multicultural urban sectors were underrepresented.
Participation in the form of second screen activity (Nee & Dozier 2017) was not very extensive (3 % posted comments on social media like Facebook), while 10 % of those who watched the programs also participated as audience during the production. At the other side the programmes could serve as the object for conversation – 72 % discussed the programmes with friends and acquaintances.

ARS PS - Poster Session

PS 01: How do inequalities shape news consumption practices among young people? An analysis from the Chilean context

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Despite the controversy over whether an abundant news offer to audiences contributes to bridging the digital divide or to widening it (Lee, Park & Hwang, 2015), scholars agree that mobile news consumption has led to diversification in the type of contents and to the emergence of different niches with diverse tastes and more specific needs (Deuze, 2001; Westlund, 2014; Goggin, Martin & Dwyer, 2015). Thus, the space where voices can contribute to connect with public affairs and build public engagement (Couldry, Livingstone & Markham, 2010; Dahlgreen, 2009; Peters & Witschge, 2015) has gotten vast and diverse. Nevertheless, there's still few research on how the 'usage gap' (van Dijk, 2004) is influencing audiences' news consumption practices in this new media ecology.

The Chilean case is interesting for analyzing because despite showing structural conditions that list it as a well-connected country (Poushter, 2016), characterized by a growth of distributed news consumption (UDP-Feedback, 2016), recent figures of wage distribution rank it in first place of the most unequal countries of the OECD, with a gini of 0.47, surpassing Mexico and the United States. Hence, differences in the way in which people use the Internet and appropriate new technologies may show up as key differentiators in the way audiences experience news.

This paper reports the preliminary results of an ongoing study on news consumption practices by young college students in Concepción, the second most important city in Chile, with one million inhabitants. The methodological design is sequential in explanatory of mixed methods, and this work shows the quantitative phase which consisted in the application of a structured online questionnaire that was answered by 4,590 respondents whose ages ranged from 18 to 27 years. According to their family income classification, the highest percentage of the respondents is concentrated in segment D (25.1%), with a monthly income ranging from $248 to $ 482 per month; followed closely by the group C3 (19.8%), C2 (17.5%) and C1b (15.3%). This proportion closely resembles the socioeconomic distribution of the country, although this does not ensure its full representation as the instrument was largely answered by college students.

Even though there are significant income differences among the socioeconomic groups, results did not show large gaps in terms of motivations to stay informed, topics of interests, and sharing practices. However, differences were found regarding variables such as: social media source used to consume news; news format prefered, and the values associated with the news considered important.

In a country marked by its social inequalities, a complete analysis of this data will contribute to an understanding of how socio-economical differences shape -or not- young people's consumption practices. This will serve to outline patterns in different subgroups within an age-group that at first sight seems homogeneous and it will allow to observe the meeting points that overcome the gaps. With this, it is expected to have a better understanding of young people's news consumption practices and shed a light into its relevance as citizens.

PS 02: Shaping attitudes towards sexual harassment: Testing the influences of highly immersive technology and perpetrator framing

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Sexual harassment is a current and severe problem in everyday life and the media. New technologies have been consistently used as a channel of harassment, with social media being the focal point of research on the issue. However, emerging technologies like VR may pose even bigger problems, as they offer life-like, immersive environments for social encounters. So the effects – including attitude changes towards both perpetrators and vicitms – are potentially higher. Despite these obvious risks and supporting anecdotal evidence of sexual harassment in VR, research is still scarce. Our study is a first exploration into the effects of perceived harassement in VR environments.

In a complex, experimental laboratory set-up with a 2x2 factorial design, using a self-produced 360° video as our stimulus, we examined the influences of perpetrator framing in the depiction of sexual harassment, and the reception in a VR vs. non-VR setting on attitudes on sexual harassment. 83 male students at university level participated in the study.

The stimulus video was exclusively produced for the study and showed a male main character at a student party, harassing a girl (making inappropriate comments and touching her against her will before she angrily storms off). Two different variants of the entering scene were recorded to induce the different framings: the first variant introduced the perpetrator as a sympathetic, but heartbroken young man and the second variant characterized him as sexist and rude. A pretest of the stimulus proved that the framing worked as intended and that the positively framed perpetrator was indeed perceived as more likeable than the negatively framed perpetrator.

One week prior to the lab experiment, as well as right before and after the stimulus, participants completed surveys, including the Sexual Harassment Attitude Scale (Mazer & Percival 1989), the German version of the Positive and Negative Affect Schedule (Krohne, Egloff, Kohlmann & Tausch, 1996), the Ambivalent Sexism Inventory Scale (Glick & Fiske 1997) and the Immersion Questionnaire (Witmer & Singer, 1998).

Results prove the manipulation by the VR/non-VR conditions to be successful: The participants watching the 360° video with a VR system display significantly higher immersion ratings than those watching it on a high-resolution computer screen. Also, we found several main effects: All groups showed a significantly higher disapproval of acts of sexual harassment after the stimulus reception, a decrease in positive affect and an increase in negative affect. However, neither the VR/non-VR condition, nor the degree of immersion, nor the different framings of the perpetrator showed a significant effect on any of our dependent variables.

So due to their ability to lower the approval of acts of sexual harassment, 360° videos may have the potential to elicit attitude change – but at least according to our study, the effects are not distinguishable from a non-VR video. This poses questions regarding the effect of VR immersion vis-à-vis converse effects

that may lower the potential of attitudinal change (still artificial and cumbersome setup up, technological shortcomings in the tracking and screen, motion sickness etc.).

CDE01 - Visibility Inequalities and Media Representation

PP 057: Media diversity and democracy in Portugal: Political framework and current challenges

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This paper addresses the current "state of the art" in Portuguese media diversity policy, focusing on the social inclusiveness domain within public service media, relying on data and literature review from the following on-going projects: Media Pluralism Monitor (MPM), implemented by the Centre for Media Pluralism and Media Freedom (CMPF) at the European University Institute and funded by the European Commission; and DIVinTV - Public Television and Cultural Diversity, implemented by the research centre CIC Digital and funded by the Portuguese Foundation for Science and Technology (FCT).

In democratic and multicultural societies, diversity is a basic construct of tolerance. According to van Cuilbenberg (1998, p. 40), "diverse information on different cultures and different patterns of values, norms and ideas may contribute to mutual respect and acceptance."

The media potential to do good (promote democracy) equals its potential to do harm (promote bias and hate). Media regulations towards the fostering of diversity are informed by continuous public claims about the faults and sins of media organizations, namely concerning the historical underrepresentation of minorities and the stereotyping of women and other less privileged groups. The basic questions underlying any diversity promotion policy are to achieve more accurate portrays of social groups, to reject prejudice and, moreover, to present fairly and proportionally the views and voices representative of the communities that would, otherwise, be barred from the media.

In this paper, our focus is to describe generically how Portuguese public service media perform in the social inclusiveness domain and identify potential risks. Adopting the MPM terminology, social inclusiveness indicators are concerned "with access to and availability of media for different, and particularly vulnerable population groups. They assess regulatory and policy safeguards for access to media by various cultural and social groups, by local communities and by people with disabilities (...), the centralization of the media system and the quality of the country's media literacy policy."

Although the majority of these indicators have legal safeguards or benefit from specific policies, areas such as access to media for minorities and women, as well as media literacy policies, still require a considerable amount of work.

Reports on media pluralism and auditing to the public service media (PSM) made by the Portuguese Media Authority Regulator (ERC) point to the striking underrepresentation of cultural and ethnic minorities in PSM programming and prevalent invisibility of women. Our own research within the MPM project indicates that more has to be done in terms of public policy.

We suggest a reinforcement of academic research focused on media and minorities, in order to create instruments to critically think about media representations of minority groups. It is also crucial to pursuit the mission of gender equality in the media, where men still dominate leading positions in media organizations and in the news. Finally, since media literacy policies are fragmented in the field we recommend a consistent national strategy that can take advantage of the already existent critical thinking, namely building a stronger focus on cognitively demanding literacy instruction in school curricula.

PP 058: Asymmetric democracy: The issue of representation in popular media practices in Brazil

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In this communication, I develop the concept of political asymmetries that emerged in the context of my doctoral research, through a debate around conceptions of representation. The discussion is based on interviews with 55 popular communicators attached to 20 different social movements and community associations acting in six regions in Brazil, from 2013 to 2016. The analysis of popular media practices revealed important features of the struggle of marginalized groups for becoming full actors in the Brazilian democracy.

I will defend that political asymmetry means the conceptual and concrete deepening of social asymmetries, because it determines that the individual or group suffering the effects of the latter is not able or allowed to discuss and take part of important decisions about neither their life nor about the asymmetrical condition itself. Even when there is distribution, it is something decided by others according to external parameters of what is good and important. The political asymmetry limits or even prevent marginalized social actors from intervening in the reproduction or change of social meanings that are related to the definition of social order.

The concept of representation is associated with the issue of social perspectives, as defined by Iris Young, and problematized in reference to social asymmetries. The objective is to highlight the understanding of representation as a process based in the expression of points of view straightly connected to life experiences. The issue of social asymmetries appears as a limitation in this capacity of expression that interferes in the recognition of legitimacy of practices and perspectives, both as internal and external references – meaning the justification of ways of life inside particular groups or as a potential standpoint for the society as a whole.

The concept of political asymmetry emerges from these discussions recovering the relevance of parity of participation for reaching social justice and improving the nature of democracy, making reference to the work of Nancy Fraser. The role of communication and media processes is presented along the debates in dialogue with the theoretical development and mainly recovering and analyzing the field experiences of popular media practices. Finally, there is a distinction between visibility, expression and representation that deserves attention, while it provides a deep regard to the relevance of this kind of practices as mechanisms of social change.

PP 059: Hidden, yet connected: How do the wealthiest participate?

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Studies of participation often explore how 'ordinary' or marginalised citizens can participate in politics and public life through the media. In contrast to this focus, this paper explores how the wealthiest classes in society participate in political and public life. Drawing from 82 interviews among the from the wealthiest 0.1% of the population in Finland, the paper explores the forms of participation typical of the wealthiest classes in society who have recently become a subject of interest as societal elites, particularly as they have distanced themselves economically from the rest. The paper explores how three key groups – business executives, entrepreneurs and inheritors – participate in public life and public affairs. Overall, the results suggest that the wealthiest groups are often reluctant to enter public dialogue and fearful of the dire consequences that publicity could cause for them. They tend to maintain a strong privacy, to the extent that they are not willing to use social media, or if they do, they keep this usage highly controlled. Many of them recounted unpleasant examples of media, journalism and publicity, and most refrained from using social media. At the same time, however, many related that they had access to policymakers and could defend their political stance if necessary through direct contacts with political decision makers. They have interest groups, networks and personal relationships with policymakers; they tend to feel confident that their voice is heard and access to policymakers is granted when truly needed. I thus suggest that the wealthiest class has developed specific forms of participation, which are hidden, yet effective. Political participation can be latent or manifest, and it seems that the wealthy prefer to remain hidden, but at the same time, maintain access to policymaking. This allows them to participate in ways that remain unseen by the public. For the wealthiest, part of the latent form of participation is dictated by their reluctance to show their wealth in public and maintain a strong privacy, to the extent that they are not willing to use social media, or if they do, they keep this usage highly controlled. Instead of showing off their wealth, they also like to emphasise their ordinariness, and they often suggest that they do not deviate from ordinary, middle-class citizens. Thus, as their private truths cannot be presented openly in public, the wealthy are reluctant to enter public political dialogue; instead, they use the hidden forms of influence that are at their disposal due to their wealth. I thus suggest that participation should be studied in its social and political context, asking who participates and with what consequences. While all citizens should have equal influence on government policy in an ideal democracy, this research demonstrates that policymakers may respond exclusively to the preferences of the affluent, whose participation remains hidden. Thus, this approach opens a new realm for research, which needs to examine the role of public participation in relation to its true influence on policymaking in other countries and contexts.

PP 060: Campaigning without media: Indigenous politics in a non-indigenous setting

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Norway is, together with Sweden, Finland and Russia, home to the Sami, the indigenous people of Northern Europe. Although a small and scattered population, in three Nordic countries Sami citizens have been recognized as a group with indigenous rights to representation. In Norway, the Sami Parliament – Sámediggi, which has administrative and consultative powers, - was set up in 1989, and since then elections have been held every four years. The Sámediggi elections coincide with the election day for the Norwegian parliament. Since 2009, the elections and election campaigns of the Sámediggi have been studied, including research on media coverage and political communication patterns. The analyses so far

have shown that in the regions where traditional Sami settlement are located, in the northern Norway, there is regular if not massive journalistic coverage of the Sámediggi elections, whereas they are practically invisible in national regional and local news media in areas where there are no traditional settlements, typically in the south of Norway. These findings form the empirical starting point for the current paper. Theoretically, studies on indigenous politics are informed not only by political communication concepts, such as the public sphere, opinion leadership, agenda-setting, gatekeeping and mediatization, but also by postcolonial theories and studies of minority politics, race and ethnicity. It is necessary to bear in mind that indigenous voters are a small minority group and make up very small and scattered media audiences for political news, too.

Accordingly, we study how the Sámediggi election campaign is carried out in what we may call a public space without media, or more correctly, without news media. Quite a high percentage of Sami voters cast their ballot in south Norway which is a huge and diverse constituency without any Sami traditional settlements. Still, five of the 39 members of the Sámediggi are returned from this constituency and eight different parties ran for election in 2017. We therefore ask the question: How do parties and candidates run a campaign in a constituency where the public sphere for Sami voters and their candidates is hardly existent and no news media cover the campaign regularly? How do candidates and parties obtain the *visibility* that is critical for winning votes? How important are social media, such as Facebook, Twitter, Instagram and other online and social media platforms? When, where and why, if at all, do we find the spaces where parties, candidates and voters communicate?

The study draws on a mixed methods approach, combining insights from qualitative interviews with candidates and qualitative and quantitative analyses of media and social media data. The findings suggest that campaigning was highly informal. Although all traditional campaigning methods would be used, reliance on the candidates' personal and social networks and social media accounts seems to have been fundamental. The results are not statistically generalizable to other settings but can inform theorizing and conceptualization of how silent voices and invisible citizens can be understood as parts of the political public spheres.

PP 061: Social media, visibility inequalities and democratic challenges

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Social media is often related to democratization, horizontality and giving voice to the unheard. Although we think the emergence of this new media does challenge many power relations that were already in place, we consider that a closer look to the social dynamics on social media is necessary.

What interests us here is not the value of the technology itself, but the way technologies are appropriated and used in specific social contexts. So, social media does not bring automatic changes to the societies they are embedded in, neither are they just a reflection of theses societies.

With that notion in mind, online and offline actions cannot be analyzed in separate ways. It is not a matter of moving from the virtual to the real, but rather of understanding that the virtual itself has concrete and real impacts on society. The latter can no longer be analyzed without its virtual dimension.

In that perspective, inequalities that exist in the offline world do not disappear just because social media has emerged. Although the logic of social media does impact and change some power relations, inequalities continue to exist in the online world. More than that, new inequalities are created.

Our aim with this work is to discuss how old visibility inequalities are reproduced in social media and how new inequalities emerge in the same context. The analysis will be done based on the specific case of the use of social media during the Brazilian protests of 2013. We did 23 interviews with activists, journalists and communication advisors to political institutions and analyzed 92 thousand tweets around one of the hashtags mostly used on the period.

The interviews made it very clear that one of the main uses of social media identified by the actors was to oppose and criticize traditional media. Brazil has a communication system almost completely private with a high concentration of media in the hand of a few rich families. The critics to this system are not new, but the emergence of social media appears to have given the activists new tools and possibilities to try to build and disseminate a discourse that differs and sometimes opposes to traditional media.

Although the discourse about being able to create an alternative discourse about the movement is very strong among the actors, when we analyze the social media data, the dynamics are not so clear. The role of traditional media on social media appears to be central in many situations, although alternative voices do influence the debate on many senses. What is clear is that visibility inequalities continue to exist on social media. The democratization of the right to speak does not mean the automatic democratization of the right to be heard and seen. We then analyze how the inequalities of visibility on social media are constructed based on three elements: capillarity, legitimacy and technical structure.

Our goal is to bring new elements to the discussion about the ways social media may affect democracies showing its potential on one side and its limitations on the other.

CDE02 - Images, performances and dissent: The political aesthetics of communicating democratisation conflicts

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This panel focuses on democracies outside the established democracies of the western world, which are characterised by a high level of political instability, civil unrest and deep societal divisions. Contrary to the assumption that democracy provides mechanism for the peaceful negotiation of conflicts, most transitional democracies undergo periods of intense contestation that often overstretch the problem-solving capacity of communities and institutions. These democratisation conflicts involve the re-configuration of power and citizenship, struggles over identities and the re-interpretation of values. The outcomes of these processes are uncertain and open-ended, as old powers might regain control and authoritarian visions might win over egalitarian and liberal views of the country's future.

The contributions of this panel aim to explore how these democratisation conflicts are communicated in the public domain. More specifically, the panel focuses on the aesthetic, mostly visual forms of discourse employed by the antagonists involved in these struggles, such as citizens, identity groups, political parties and artists, to mobilise support in highly contested and volatile circumstances. While political aesthetics has always been used to impose power, it is in particular marginalised groups who have made advantage of 'image politics' (DeLuca 1999) and 'media spectacles' (Kellner 2003) as a strategy to attract the attention of the media, but also as enactments of collective identities and the manifestation of values in public spaces. The papers of this panel demonstrate the range and variety of visual strategies employed by political actors in five (post-)transitional democracies in the Middle East, sub-Saharan Africa, post-communist eastern Europe and Asia. The papers investigate the challenge of power by means of aesthetic performance employed by an opposition party in South Africa (Sorensen); the construction of identities through the re-framing of ancient iconography (El Gendy and Pinfari); the role of political cartoons for expressing resistance to authoritarian in Serbia (Aiello, Krstic and Vladisavljevic) and of comics and graphic art for the development of a rebellious youth culture during the Arab Spring in Egypt and Lebanon (Høigilt); and the expression of traumata of the past and issues of transitional justice through cinematic narrative (Violi and Demaria).

The panel contributes to the emerging agenda of visual communication and related qualitative methodologies in political communication research. For long, the field has been characterised by a view that pitches style against substance and the cognitive against the affective. However, the critique of an 'aestheticization' of politics as a corruption of rational debate has often prevented scholarly insights into the potential of aesthetic expressions and performative action to give visibility to disadvantaged groups and to communicate ideas that are excluded from mainstream discourses. Together, the papers of the panel aim to demonstrate how the analysis of the aesthetic qualities of communication can help to better understand the dynamics and consequences of the conflicts that unfold during democratisation processes.

PN 011: The struggle over aesthetic representation: The case of the disrupted South African State of the Nation Address

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This paper considers the use of political aesthetics in processes of political representation in democratisation conflicts. It conceives of representation as a performance to an audience of constituents. In democratisation conflicts the use of aesthetic and symbolic means of communication can be seen as a struggle over how to fill what Ankersmit (2002) terms the 'aesthetic gap' between representatives and the represented. I argue that attempts to fill the aesthetic gap through the use of visual symbolism and condensation symbols (Edelman, 1964/1985) can in conflict situations have mixed effects and the potential to redirect the course and path of transition.

I investigate a case of a democratisation conflict in the transitional state of South Africa which not only exemplifies the use of political aesthetics but in which the conflict constitutes a struggle *over* aesthetics. Looking at recordings of live performances in Parliament of President Zuma's 2015 State of the Nation Address (SONA) and at the related Twitter conversation, I integrate methods of conflict mapping on social media with interpretive multimodal analysis informed by performance theory (Alexander, 2006).

The aesthetic ceremonial practices of the ANC government during the 2015 SONA attempted to evoke quiescence in a discontented public. The government insisted on foregrounding ritual over rules, downplaying (then) President Zuma's dubious constitutional legitimacy. The prioritisation of aesthetic ritual over substance was challenged by a populist opposition party, the EFF, who sought to expose the ritual of SONA as masquerade by disrupting it. Yet in doing so, their own disruptive performance used aesthetic symbols that condensed complex political processes, with mixed implications. With their disruption, the EFF

claimed to speak the truth to, and of, power and to give voice to the voiceless in South African society. They impersonated the ordinary South African by dressing as cleaners and miners in parliament, bridging the aesthetic gap by visually constructing resemblance with the represented. Yet an aesthetic analytical perspective reveals this claim (Saward, 2006) to be a creative construction that, through its use of condensation symbols, rather served to evoke emotion and division while reducing deliberation and public agency.

PN 012: Exposing authoritarianism and mobilising resistance to personalist rule: Political cartoons in Serbia's daily Politika and weekly NIN

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This paper will examine how political cartoons reflected and mobilised resistance to growing authoritarianism and the personalisation of power in contemporary Serbia. The focus is on the work of Dušan Petričić, the most influential political cartoonist in Serbia, which was published in daily Politika and weekly NIN between 2012 and 2017. Petričić's cartoons offer interesting insights into a dramatic decline of press freedom and the rise of authoritarian personalist rule in terms of both their content and political impact. The cartoons focused on unconvincing attempts by Aleksandar Vučić, the prime minister and later president, to present the ruling party, a formerly extreme nationalist and isolationist organisation, and himself as successful promoters of the country's modernisation, regional co-operation, and EU integration. Petričić incessantly mocked attempts by Vučić and his loyalists to present him to the public as an exceptionally intelligent, adroit, and effective leader; as visionary, highly respected internationally, and loved within the country; and as someone who works 24/7 and provides solutions to any and all problems. In the process, the cartoons also depicted the extent to which press freedom declined, elections became increasingly unfree, and unfair and political opposition became ever more constrained in its operation. Petričić's stinging critique was both part of an emerging civil society response to the 'normalisation' of authoritarianism and a boost to the mobilization of resistance to personalist rule. It was highly resonant among the educated public, and it occurred at a time when the prime minister ruled largely unopposed due to weak, fragmented, and unpopular opposition parties. As a result, Politika's new editor-in-chief fired Petričić in 2016, revealing a government takeover of the oldest newspaper in the Balkans, while the author's cartoons found a new outlet in opposition weekly NIN. This case study also provides insights into how press freedom declines in new democracies as editors try to balance textual and visual material critical of government with that which promotes agendas and leaders of ruling parties.
The paper will draw on quantitative content analysis and qualitative multimodal analysis to examine the key representational and stylistic features of Petričić's cartoons, both as a way to understand the relationship between his aesthetics and his political statements, and in order to critically assess some of the ways in which democratisation conflicts may be expressed visually. In addition, our analysis will draw on evidence from in-depth interviews with the author and editors of Politika and NIN. In combining a systematic analysis of key visual patterns across a sample of cartoons with an in-depth evaluation of how both visual and linguistic features work together to promote anti-authoritarian ideals and resistance, the paper will offer a framework to understand the political import of aesthetics in Serbia's democratisation process.

PN 013: Understanding political movements through cultural products: The significance of adult comics in the Arab world

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It is common knowledge that young people were the central instigators and driving force of the 2011 Arab uprisings, in which a more democratic order was a main demand. Less well known is the remarkable surge in cultural creativity that accompanied, articulated and commented on this political mobilization. In this paper I focus on independent comics, a medium that provides a particularly colourful lens through which to study the cultural aspect of the uprisings. In the course of just a couple of years, independent comics appeared in countries from Morocco to Iraq, with Egypt and Lebanon being the powerhouses in this truly pan-Arab, youthful subculture. Focusing on Egypt and Lebanon, I illustrate and analyze three characteristic themes in these graphic narratives – criticism of authoritarian elites; radical questioning of gender relations; and assertion of a vibrant youthfulness in the face of a stifling patriarchal order. The paper is not focused on the social and political impact of the comics, which is probably negligible. Instead, I view comics as cultural products that convey the revolutionary spirit and message. Their style, tone and humour are representative of a mood and style that pervaded (and still informs) other art forms, such as music, literature and online video entertainment. That style was part and parcel of the uprisings and still lingers today, even after

counter-revolutions, civil wars and suppression have crushed the political movements in most of the Arab countries.

The analysis is informed by the idea that cultural expressions may help us make sense of political phenomena, as formulated by Lisa Wedeen. I draw on James C. Scott's notion of "arts of resistance", viewing comics as a case of "hidden transcripts" becoming public ones. Furthermore, I make the case that an analysis of the cultural expressions during political upheavals provides insights into the underlying values and life-worlds that inform those upheavals: comics and other art forms may be seen as the cultural aspect of Asef Bayat's theory of social non-movements. For that reason, cultural analysis is an essential complement to more traditional sociological approaches to understanding democratization movements.

In terms of method, I combine textual analysis with participant observation and interviews. Scott McCloud's and Thierry Groensteen's classic explanations of the "grammar" of comics serve as the analytical framework for the textual analysis. I have interviewed most of the central comics creators in Egypt and Lebanon and participated in festivals and comics symposia in both countries. The paper is based on a recently completed four-year research project into the politics of contemporary Arabic language and cultural expressions, funded by the Research Council of Norway.

PN 014: Horus reloaded: The iconography of martyrdom and the construction of Coptic identity in post-revolutionary Egypt

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This paper explores the changing iconography of martyrdom in Coptic religious icons in the recent decades (with particular emphasis on the years that followed the 2011 Tahrir revolution) and its role in articulating a more contentious version of Coptic identity vis-à-vis the Muslim majority in Egypt.

The development of so-called "neo-Coptic" art since the 1950s was paralleled by the gradual emergence of sectarian conflict in Egypt, which became particularly prominent since the 1980s with the cyclical recurrence of episodes of inter-religious violence. "Neo-Coptic" art originally aimed at differentiating Coptic icons from Byzantine art by rediscovering Egypt's own autochthonous stylistic tradition. However, the inclusion of Pharaonic imagery and symbols in various icons produced by artists such as Victor Fakhoury, especially in the aftermath of events such as the 2011 Maspero massacre, broke a century-old taboo – as Coptic Christian art in Egypt traditionally steered away from explicitly incorporating the symbolism of the pagan Egyptian or Greco-Roman heritages.

This paper traces the resurgence of this iconography through the visual analysis of key religious icons, especially those that portray martyrs and episodes of martyrdom, produced by leading Coptic artists before and after the 2011 revolution. It does so by triangulating the analysis of the last two of Panofsky's "layers of pictorial meaning" – the *iconographical* and *icononological* symbolism of these images – with findings from existing secondary research on the development of sectarian conflict in Egypt and from a series of original interviews with Coptic clergy and activists.

The paper argues that the centrality of these "pagan" symbols reflects an increasingly explicit attempt by the Coptic community to frame its identity in opposition to the Muslim majority and, in the process, to contest the content and meaning of Egyptian nationalism during a (failed) democratization process. In particular, the paper suggests that these religious icons have been instrumental in visually articulating the "sons of Egypt" narrative – the suggestion that Copts are the true Egyptians and that, as a result, Muslim Arabs have a weaker claim on Egyptian-ness" – which is known to be particularly hideous to Egyptian Muslims. The "martyrs" icons, by connecting key conflictual events in Egypt's failed democratization process (the massacres of Coptic demonstrators, like in the Maspero events, or terrorist acts against Coptic churches) to the "sons of Egypt" narrative, have arguably been key to reinforcing the self-perception of the Coptic church as a "martyr" church and to deepening the divide with the Muslim majority. The paper also explores how these icons have been mediatized through the internet, reflecting on how the power of a very traditional art form can be harnessed – and distorted – through social media, and on how the reproduction of these icons related with the mediatized iconography and "virtual reliquaries" (Halverson et al. 2013) of other civil martyrs of the Egyptian revolution.

CDE03 - Social media as spaces of solidarity: Communicating suffering on digital platforms

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The technological characteristics of social media have afforded new opportunities to the mediation of distant suffering and humanitarian causes. They allow for new ways of bearing witness and documenting suffering; they can challenge mainstream representations by allowing for a diversity of voices and providing

alternatives to mass media narratives; they can thus symbolically construct spaces of solidarity with sufferers and mobilize public support for their plight. This panel addresses the potential of social media in constructing symbolic spaces of solidarity through a variety of perspectives. The four papers discuss not only the efficiency of novel communication practices and platforms but also their limitations to challenge established structures and patterns in the mediation of distant suffering. Nina Grønlykke Mollerup and Mette Mortensen explore the taking and sharing of images from the Syrian War and the challenges posed to these practices by the unpredictability of online communication platforms. Mervi Pantti and Kaarina Nikunen discuss the significance of online counter-voices of migrants and activists and their potential to challenge the politics of fear around the 'refugee crisis', often perpetuated by mainstream media. Julie Uldam and Anne Kaun critically engage with the ways the material infrastructures of social media platforms influence and limit the organisational forms of volunteer initiatives. In a similar vein, Maria Kyriakidou explores how solidarity groups in Athens employ social media to communicate their work with refugees in a strategic way but also with a critical view.

PN 039: The contested visibility of war: Photographers on the ground taking and distributing images from the war in Syria

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This paper studies how local actors-on-the-ground taking and sharing images from war zones maneuver the possibilities and constraints of the globalized and convergent, but also unsafe, unpredictable and unstable communicative circuit. In the context of totalitarian regimes waging war, media visibility is invariably contested by censorship, propaganda, access (or lack thereof) to communicative resources and severe security risks. Actors on the ground in the Syrian War documenting the suffering of the civilian population have to navigate in these circumstances of local strictures to media freedom. At the same time, in their attempts to gain visibility with international publics, they also have to adhere to Western media logics and norms for representing humanitarian catastrophe in terms of 'tolerable' levels of violence as well as to "social media logics" governed by algorithmic control and commercial interests (van Dijck & Poell 2013). In this paper, we investigate the work and working conditions of local photographers, who, while documenting severe violations to human rights and distributing the images across media platforms, risk their personal safety and often receive little or no financial compensation.

Theoretically, the paper draws on and contributes to research literature on visual humanitarian communication in online media environments (e.g. Chouliaraki 2013, Mortensen & Trenz 2016, Dencik & Allan 2017). This research tradition often takes its point of departure in the perspective of Western media users to investigate the different modes for distant spectatorship. We would like to develop this theoretical framework by theorizing how local media practitioners in areas of humanitarian despair and catastrophe negotiate or internalize Western norms for representing distant suffering as part of their documentation of conflict.

The paper takes its empirical point of departure in actors involved in producing and disseminating the 'iconic' image from 2016 of Omran Daqneesh. The analysis builds on online dissemination patterns as well as interviews with central actors involved in the production and initial distribution of this image, i.e., local photographers, Aleppo Media Center, NGOs, Press Agencies, and mainstream news media.

PN 040: Fighting fear: Counter-voices and the politics of fear in the digital media landscape

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Fear has been conceptualized as a political tool or currency that helps to pursue a specific political goal (Altheide, 2002; Wodak 2015; Huysmans 2006). Fear typically dominates a significant part of the public discourse around asylum seekers and refugees, influencing the development of public policy and resulting in an increased support for anti-immigration political parties. Digital media, while facilitating the distribution of fear and formation of 'fearful publics', also allows the mobilization of discourses and political action that challenge the normalized discourses of fear and the position of refugees and asylum seekers as 'voiceless'. The starting point of this paper is that top-down perspectives on the politics of fear, in particular the well-researched production of fear scenarios by politicians and commercial media, have neglected the diverse practices to fight the normalization of fear discourses. Drawing on notions of affective publics (e.g. Papacharissi, 2015), counter-publics and testimonial narratives, we argue that it is important to critically examine those particular media formats, frames and practices that resist the discourse of fear and include asylum seekers' voices in the public discourse. The paper, based on combination of qualitative and quantitative (large data sets), discusses the political potential, challenges and limitations of counter-voices in

digital media environment. We examine The Migrant Tales blog and other activist media that have emerged among migrants during the European refugee crisis as well as mainstream media narratives to illustrate the significance of counter-voices in challenging the rhetoric of fear.

PN 041: "Volunteering is like any other business"– organising refugee volunteering in corporate social media

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The "refugee crisis" in 2015 caused different challenges in European destination countries. In different ways, governments took measures to restrict the entry of refugees. As a response, locals volunteered to assist incoming refugees. In doing so, citizen volunteers drew on corporate support and commercial social media to organise refugee support. This presentation investigates major volunteer initiatives in Sweden. We develop an analytical approach that pays attention to the technological, structural, discursive and practice-oriented dimensions of civic engagement and social media. We show how organisational forms of volunteering and civic-corporate collaborations use and are influenced by social media, paying special attention to the material infrastructures of social media platforms. Theoretically, our analytical approach draws on notions of platforms (van Dijck and Poell, 2013), media practice (e.g. Couldry, 2012), and discourse and power (e.g. Chouliaraki and Georgiou, 2017). Methodologically, we examine four major volunteer initiatives in Sweden to illustrate the application of our framework and our argument that capturing the role of social media platforms to the organisation of civic engagement. Specifically, we combine in-depth interviews with central organizers of volunteer initiatives and an analysis of their Facebook pages and Facebook groups.

PN 042: #Solidarity in complex communication ecologies

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Met by poor institutional support and organization by governmental actors and even established NGOs, the 'refugee crisis' in Greece has seen the emergence of a new type of vernacular, grassroots humanitarianism in the form of solidarity groups and networks. These groups, often overtly antagonistic to humanitarian organizations and government policies, work on providing relief and creating safe spaces for refugees. At the same time, they are involved in the creation of symbolic spaces of solidarity towards refugees through their communication and media practices. This paper discusses these practices with a particular focus on the ways solidarity groups use social media to communicate humanitarian causes and inform the broader public. It argues that social media as spaces of solidarity need to be explored within the broader context of the mediation of the refugee crisis, and as enabling limited forms of sociality. Theoretically, the paper draws upon the concept of 'communication ecology' (Altheide, 1995; Nardi & O'Day, 1999) and that of 'media practices' (Couldry, 2012), placing social media communication practices by solidarity groups within the cultural and political context of Greece and its media system. Empirically, the discussion is based on interviews with volunteers and activists participating in solidarity groups engaging with refugees in Athens and the broader Attica area. It illustrates how these groups employ social media to communicate the plight of the refugees, disseminate information about their work and raise public awareness and support, while navigating a more complex communication ecology with variable and conflicting narratives about the 'refugee crisis'. In this context, the potential of social media to build spaces of solidarity and the nature of such communicative spaces are critically examined.

PN 043: How does YouTube portray immigration? A comparison of ranking cultures across Scandinavia

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YouTube is an immense resource for audiovisual content of practically all kinds, an arena for online discussion, and among the web's most visited sites. In wealthy countries, as broadband connections have gotten more widespread, as social media sharing has become an everyday practice, and as broadcast television viewing has declined, videos on YouTube appear as a key to understand the public image of important political issues. But how can we make sense of the ways YouTube portrays such issues?
This paper presents a study of YouTube's portrayal of immigration, as seen from the users' perspective. The analysis is comparative between Danish, Swedish and Norwegian language video searches, thus facilitating a cross-national analysis of what kind of resource YouTube constitutes for the members of the public who seek out information on a burning political issue. How is immigration portrayed by YouTube in

Scandinavia, and how can we understand the logic behind its portrayal, and differences between the three countries?

Data collection is based on the YouTube Data Tools (Rieder 2015), used to retrieve lists of the top-ranking videos for key terms associated with the immigration in the three languages over several months in 2018. The compositions of this lists are then compared through quantitative analysis of key features, including the characteristics of the videos' uploader (e.g. personal accounts, interest groups, mainstream media etc), the videos' content (e.g. overtly pro vs against the issue) and the context they enter into (commentary fields, YouTube channels, presentational texts etc). In addition, the degree of dynamic changes to the different 'ranking cultures' (Rieder et al 2018) are also discussed. The comparative aspect contributes a novel addition to the literature in the field, which has so far been focused on methodological testing and qualitative case studies.

The analysis provides a mapping of what YouTube actually looks like for users seeking out material on immigration in Scandinavia, and also brings out differences between seemingly very similar social contexts.

CDE04 - Political talk on online spaces

PP 140: Criticising norms or normative criticism? Discursive struggles in online discussions on political fashion

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Recent decades have seen an upsurge of a diverse set of ideas and practices in Euro-American societies which promote a notion that I refer to as 'ethical consumerism'; that individual consumption practices and corporate social responsibility might be more effective when it comes to 'making a difference' on certain political issues, than other forms of traditional political participation. This 'ethical turn' within late capitalism is framed by a growing politicisation of everyday life (Bennett, 2012), as well as by political brand cultures in which politics is understood through the language and logic of the market (Banet-Weiser, 2012). One of the areas where these ideas have been pervasive in Swedish society in recent years is in discussions on a 'politicisation' of fashion, which draws on feminist politics, female empowerment, and cultural diversity. The discourse on political fashion incorporates both the politics *of* fashion, such as the fashion industry's role in creating or reproducing gendered stereotypes and oppressive body ideals, and politics *through* fashion, such as expressing political identity through style and fashion choices.

Drawing on the discourse-historical approach in critical discourse analysis (Reisigl & Wodak, 2009), this paper explores how the idea of fashion as an arena for political expression is negotiated in public discourse. More specifically, it analyses argumentation strategies and discursive struggles in user comments on the social media platform Facebook, where people discuss the use of feminism and 'norm criticism' in fashion advertising. The study examines how the public make sense of the commercial appropriation of certain political ideas, and how ideological conflicts are actualised in the user comments. The findings speak to the performativity and co-creational nature of political brand cultures (Banet-Weiser, 2012) and the way that the discursive construction of ethical consumerism is dependent upon the relationship between producers, consumers, and the media. The analysis shows how online discussions on fashion advertising create the kind of 'backdraft' that Simon (2011) speaks of. Discussions on feminism, gender roles, cultural diversity, and immigration actualise conflicts of authenticity, national identity, and a discursive struggle to 'restyle' the idea of norm criticism into a normative ideology.

PP 141: Examining the protest paradigm in polarized digital landscape: "Stop the Dictatorship" protest in media and online user comments

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Complex relations between media and social movements or public display of dissent has been mostly studied within the protest paradigm (McLeod 1995). General tendency of media to marginalize protestors, portray them negatively and delegitimize their claims, has been formulated as the protest paradigm. Frames and frame analysis have played central position in the protest paradigm and different marginalizing devices have been identified and well-studied. Lately, changes in the media and social environments have led scholars to revise the protest paradigm, at the same time attempting to assess its relevance in non-Western contexts (Shahin et al., 2016).

Protestors embrace Internet as a communicative platform which allows them to take more control of their messages and provide alternative frames, while citizens interaction with news stories makes institutional frames more volatile. The effects of these changes are inconclusive as the recent research points at the

same time to the weakening as well as to the validity of the paradigm, depending on the media outlets, protests, their ideology, social, political and cultural contexts. While most of the research focuses on differences between mainstream, alternative and social media frames (Harlow & Johnson, 2011; Lee, 2014), this study aims to contribute to the existing scholarship by examining comments to news as potential public space for re-framing of the mainstream media coverage.

For that purpose, we analyze the media coverage of the protest "Stop the dictatorship", held in Serbia during April 2017. The country wide protests were organized through social media, after newly elected president Aleksandar Vučić was accused of rigging the elections and manipulating independent institutions and media. Using frame analysis, this paper examines how 11 news media (national newspapers, TV stations and online media) portrayed the protests in comparison to comments posted on stories in online news media, paying special attention to de/legitimizing devices, performativity frames, historical frames and anti/democratic frames. In interpreting the participatory dimension of todays' media within the protest paradigm, we focus on the country specific factors, specifically its media and social polarization.

PP 142: The construction of conflictive issues and influence in the virtual public sphere: October 1st in Catalonia as a case study

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On 1 October 2017, Catalonia held an independence referendum promoted by the Catalan Government (*Generalitat*). The Spanish Government opposed the organization of that vote, as it considered *Generalitat's* claims on Catalonia's right for self-determination attempted against the Spanish Constitution, which establishes the indissoluble unity of the Spanish nation. Different from the participatory consultation held on 9 November 2014, this time the Spanish Government treated the referendum as a case of disobedience (Cetrà et al. 2018) and this resulted in the use of security forces to prevent people from voting.

The disparity in the political positioning both institutions stood up for around the referendum also resulted in opposed views in terms of their discursive interventions, which have been transferred to media and citizens. As a consequence, public opinion has become highly polarized when discussing Catalonia's independence process, at least on what refers to the traditional public sphere. It is assumed that politicians and media play the leading role when it comes to shape public opinion, whereas the citizen-elector tends to reproduce the discourses they generate (Mazzoleni, 2010). However, some authors (Sampedro, 2011; Barassi; Treré, 2012; Veenstra et al., 2015) state 2.0 environment and social media can act as a tool for citizen participation in public affairs and facilitate access to a public sphere with "real" deliberation occurs.

The present research takes the online discussion around October 1 as a case study that can provide useful insights in terms of how the virtual public sphere is articulated on Twitter regarding conflictive issues, as well as showing who are the ones set up as the leaders of the conversation and how do they conceptualize the political situation being debated. In order to investigate this, two different samples are analysed. The first one (n1) is made up by 865.713 tweets and retweets broadcast during October 1 and has been obtained through a search using the following keywords –1O, 1Oct, Catalonia, *Cataluña, Catalunya, Referèndum*– and hashtag –referendum– in order to get a wide and truthful picture on how the debate developed during the analyzed event took place. While the second one (n2) includes the 3.068 tweets made by those profiles that, according to the calculation of different social network analysis metrics, have been determined as influential.

Results show some relevant differences considering previous research in a similar topic (Authors, FORTHCOMING), which revealed a clear Yes/No polarization in the analysed network, because, this time, some user communities that were against independence moved closer to pro-independence communities as a reaction to police repression and beyond a binary Yes/No logic. In terms of influence, a significant percentage (40%) of civil society users were identified among these leading discursive positions, compared to the 60% belonging to the Central Public Sphere. Within influencers, a 35% supported independence, whereas a 13.75% were against it and the other 51.25% did not clearly support any of these stances. On what refers to the conceptualization of the issue, the CONFLICT/WAR narrative was predominant in both Yes/No sides.

PP 143: Moving from Facebook walls and Twitter to WhatsApp groups. Polarisation and political debates on social media in Turkey

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Social media plays an increasing role for everyday communication among different types of social networks including families, friends, colleagues (Ellison et al. 2007). They not only contribute to the coordination of everyday communication, but also to exchange of (political) opinions. One of the central questions of

internet research from the beginning has been if and how the internet contributes to an exchange of perspectives between people of different political, ethnic, cultural, educational, religious and socioeconomic backgrounds (Papacharissi, 2002; Lee et al. 2014).

This paper focuses on Turkey and analyses how internet users use social media and instant messaging services for political debates with people from different backgrounds. The presented study adopts a qualitative design consisting of qualitative interviews and network diagrams. The sample consists of 29 people in Istanbul from diverse ethnic, political, age and educational backgrounds. The study analyses the media use from a polymedia perspective and examines the meaning of social media from this holistic perspective also by contextualising it in everyday practices. Turkey constitutes an interesting case for studying political debates on social media given the political polarisation in the country and the increasing importance of social media in comparison to highly censored mass media environment.

The analysis of the interviews and network diagrams demonstrate that the users increasingly block, delete or ignore users with different political opinions from their networks especially in peak moments of polarisation such as terror attacks and elections. Furthermore, even the users, who were previously engaged in political debates on social media (mainly Facebook and Twitter) prefer to not to express their political positions openly on social media because they fear social conflicts with their contacts given the increasing polarisation and the tense political environment (see also German Marshall Fund, 2015). The users were also afraid of surveillance and pressures by the government and state institutions as these are adopting diverse strategies for suppressing critical opinions online (Yesil et al, 2017). The paper will argue that the online networks of social media users are becoming increasingly homogeneous. Moreover, instead of using open platforms for political debates, users increasingly prefer instant messaging services for forming groups (like WhatsApp groups) and sharing their political opinions as they consider these closed groups safer and free from state surveillance.

PP 144: Exploring user agency in participatory journalism: From grand narratives of user empowerment and deliberation to small expectations of civil dialogue

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Due to web 2.0 heralding a shift towards a participatory culture, journalism is increasingly discussed through the lens of a participatory paradigm (Singer et al, 2011) that integrates users in the ongoing diffusion, construction and contestation of news. From a political participation standpoint, participatory journalism departs from and builds upon a new paradigm of civic power grounded in the promise of increased engagement and participation bringing to the fore new opportunities of opinion formation and deliberation (Dahlgren, 2013). However, while news organizations are wrestling with how to open more direct and sustained pathways for audience participation (Anderson, 2011), and insights regarding organizational and professional factors affecting participatory journalism are quite ample (Krumsvik, 2017), less is known about how the participatory space is being appropriated by users. The idea of better understanding audience practices can deepen our knowledge of how people appropriate and relate to participatory media, while making sense of the role of journalism in people's lives by avoiding a media-centric perspective (Heikkilä and Ahva, 2015).

Against this background the study aims to answer the question of "how users make use of comment fields" and to assess the nature of the discourses found in these participatory spaces. News commenting (along with sharing) is arguably the most popular form of participatory journalism. However, research into 'below the line' comment fields remains limited. This lack of research is problematic since such spaces can extend the role of the media beyond the traditional emphasis on informing citizens, to providing an accessible public space which bears the capacity to erode the established sender–receiver relationships and disrupt the monopoly of well-rooted functions of professional journalism, namely agenda setting, gatekeeping and framing (Peters and Witschge, 2014; Goode, 2009).

Based on empirical evidence drawn from approximately 4,300 comments collected from four news organizations of different format (alternative, legacy-neutral, mainstream-conservative and web-native-detached) in Greece between 2015-2017, the study offers a quantitative analysis focusing on (1) message characteristics, (2) the nature of the discussion developed, (3) the comments' relation to the journalistic text, and (4) the communication purpose of the comment. Additionally, the study attempts a methodological contribution by suggesting a composite index to assess the deliberative value of users' contributions based on the comments' (i) argumentation, (ii) reflexivity, (iii) civility and (iv) empathy. Creating a deliberation index helps elucidate larger questions about how user agency can shape the practice of journalism, and how participatory spaces could impact both the mediated and general public spheres. Preliminary findings indicate the normalization of commenting primarily as a practice of opinion expression and socialization, rather than a discussion with deliberative characteristics. Also, the type of the news organization proved a significant predictor of increased argumentation and civility in news commenting.

Communication and Democracy

CDE05 - Media, democracy and social change

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All that is solid has melted and all political certainties are up for grabs. In these circumstances, political communications has never been more relevant as a discipline just as the practices and institutions that it interrogates have never been more central to the conduct of politics and public affairs. Trends, so readily tossed around by commentators, policymakers and politicians – from the emergence of 'post-truth' to the circulation of 'fake news' and from the ubiquity of political marketing to the importance of data mining – are seen to shape political landscapes as never before. Political life has become thoroughly infused with symbolic practices and communicative dynamics: the idea and practice of politics has come to be narrated, mediated, affected, imagined and technologised. Political communications, once a fringe specialism that occupied the borderlands of political science and media studies, has moved into the limelight of academic research and scholarly output.

Yet there is a problem. On the one hand, there is a danger that political communications becomes too entranced by the platforms, actors and rituals that it has sought to evaluate. Such focus on media logics has shifted an emphasis away from politics itself. What types of politics communicated in what sorts of ways are able to address the current crises we face are key questions for the field. But by prioritising the communicative we have too often relegated the political. Political communications, we believe, now runs the risk of diminishing the political and fetishizing the communicative. On the other hand, it needs to free itself from the straitjacket of taken for granted Western/liberal/secular assumptions of relative homogeneity as divergent voices emerge and demand recognition. As distinctions of Left and Right politics are challenged; as political elites from established parties are increasingly distrusted and rejected in elections; as citizens search for alternative political solutions to ever increasing problems the old recourse to liberal democratic political framing is questioned and found wanting. Reconciling divergent voices with unified purpose remains a key task of struggles for democracy and the core object of an imaginative political communications. Political communications should be at the forefront of reimagining democratic politics and what this might mean in the digital age. This is where this panel takes its leave. At the heart of the political/communications nexus sits the unfulfilled promises of modern capitalism: of a degenerated democracy, an exasperated citizenry, a weakened establishment and a degraded public sphere. Our objective is to assess how recent structural developments concerning neoliberal economics, state power and political engagement have affected the political communications environment and to identify the ways in which media and communications can play a role in the regeneration of democracy.

PN 061: Politics communications without political parties?

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This paper speculates on the future of political parties. For much of the twentieth century, mature democracies revolved around established mass parties in competition. Such parties had fairly organic bases, being linked to classes, regions, religions and other demographic factors. In the post-war decades party memberships and natural alignments began to decline. They adapted to shifting socio-economic and political circumstances, becoming 'catch-all parties', seeking the centre ground, becoming more 'electoral-professional' in their organisation and media management. They also became more distanced from ordinary members in the process as they came to operate within networks of wealthy funders, media and other elites. In effect, they had morphed into 'cadre parties'. Despite this, until the last decade, they maintained a sense of stability and enough electoral support. Looking around, established parties everywhere are now fractured and fragmenting. Whether operating in first-past-the-post or proportional representation systems, parties that dominated their parliaments for generations are now in danger of being wiped out. Once fringe parties (and factions) are eating into their traditional support bases and parliamentary majorities. While liberating and a challenge to an increasingly unpopular political class, it is also destabilising for democracies built on coherent and cohesive parties. Thus, this paper traces this trajectory by paying particular attentions to 'populist' parties and politicians in Europe and the United States, analysing how we got here and where we might end up.

PN 062: The state of political communications

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This paper considers key theories of the state in relation to their application to political communications and aims to grasp the implications of continuing state influence for the exercise of media power and control. It attempts to highlight the operation of the state in both visible forms (for example surveillance, regulation, and censorship) and less visible forms (for example in its organisation of national representations of 'desirable' and 'undesirable' social groups) where it acts in concert with like-minded political actors). It will analyse the role of the states as police officer, policy maker, patron, entrepreneur, ideologue and co-conspirator with respect to media systems and institutions. At a time when globalization is under particular stress, an understanding of the resilience and creativity of different kinds of states in different kinds of conditions is essential if we are to make sense of contemporary developments in politics communications. Despite what many scholars have described as conditions of 'statelessness', it is not possible to argue that the state has somehow 'returned' or is on 'retreat' because it never meaningfully went away. Indeed, neoliberalism has transformed the role of the state and its relationship to other social forces requiring us to pay even more attention to the reconfigured state in political communications.

PN 063: We need to talk about gender: The politics of political communication

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This paper asks questions about the way in which gender plays a key role in the structuring of the power relations within which contemporary political communications is both analysed and enacted. Political communication as a site of academic study is often represented and conceived of as 'gender blind'. However, as Nancy Fraser has argued, gender blind does not equate to gender neutral. The 'gender blind' austerity measures enacted by successive UK governments have been far from gender neutral in their effects of disproportionately harming women (with BAME women being the most significantly affected). At the same time, media coverage of political elites, reinforces gendered power relations in reporting: female politicians are more likely to be marginalised or critiqued for their gender rather than their political positioning. What these examples point us to, are the wider ways in which both politics, and its communication are highly gendered. As such, this paper argues, we need to take gender into account when undertaking our analysis. This paper offers theoretical and empirical reflections on the ways in which gender matters to political communication, in theory and practice. This provides the basis from which to reflect upon the wider power relations between state, media and civil society.

PN 064: The violence of an illiberal liberalism

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No social system is neutral about its own basic values. One of the most central values of liberal democracy, and one important distinguishing feature of liberal societies, is said to be the independence of media. Indeed democracy would not exist without freedom to express and communicate opinions, to assemble, associate, publish, etc. Yet, the idea of media as private property which is so central to liberalism imposes a decisive limitation on the value that is accorded to media. This 'democratic paradox' and the failure of liberalism has become acutely evident in recent times in which the most questionable actions (including direct military interventions, occupations, economic and political sanctions) have taken place under the banner of 'exporting democracy' and defending democracy. This paper examines the rapid expansion of the repressive apparatuses of the state, upgrading colonial measures and policies with digital and biometric technology, assaults on individual and collective liberties through pigeonholing citizens into the binary of patriots and terrorist sympathisers, the limitations on civil and democratic rights, and the subordination of everything and everyone to the perceived ideals of the 'free world'. It also focuses on how the free and independent media in the UK and US have 'freely' submitted to state's authoritarian agenda, as we saw during the invasion of both Afghanistan and Iraq.

PN 065: Putting politics back into political communications

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Representative liberal democracy has been eviscerated. Few people believe that democracy can solve our problems any more. Trust in politicians and the media is at an all time low. Politicians don't carry out manifesto pledges and exist in a deeply entangled relationship with mainstream media that is strangling the democratic purposes of both. Inequality tightens the stranglehold yet further and damages our societies, our economies and our democratic systems. Inequality makes certain political subjects less visible. Exclusion fosters a lack of trust in the system that is supposed to represent the views of the population. As

mainstream media colludes with power in a variety of ways so faith in the media's ability to hold that power to account lessens. When mainstream media too often refuse the opportunity to shed light on the workings of power, what is their role in democratic processes? How can we begin to understand the relationship of social life to political consciousness and the role of media therein? Hinged around the key concepts of politics, policies and the polity this paper provides an assessment of recent scholarship in political communications. It addresses the increasing incorporation of the political into the symbolic and confronts the growing influence of theories in which media logics are seen to exert an overarching influence on other areas of social reproduction. It challenges the creeping techno-determinism of some approaches to social change and integrates emerging technologies into a broader context of power and control.

CDE06 - Journalism at critical moments

PP 226: Greeks talking Brexit: Greek EU correspondents' accounts of Brexit

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EU discussions about Brexit abound for the past three years within both academia and the public sphere, examining the societal, political and financial impact of the referendum upon the country and the EU (Jackson, D. Thorsen, E., & Wring, D., 2016). Britain's special relation with the EU has also been a recurring theme in academic discourse in terms of political and social integration (Gowland & Turner, 2014), as well as in the context of discussions about British media and european integration (Wilkes & Wring, 1998). In fact, the EU referendum revived discussions about European integration insofar as how the media covered the campaign, and about related political events and prominent figures (Berry, 2016). The impact of social media on the outcome of the EU referendum (e.g. Polonski, 2016), as well as the use of political memes within the Brexit media discourse (e.g. Mitchell, 2016) and the campaigns on Twitter (e.g. Usherwood & Wright, 2016) form part of the academic work that has taken place during and right after the Brexit outcome.

Despite the interest in how the British media covered Brexit, there is still paucity of research in the way in which EU correspondents have accounted for the issue, especially in the context of European integration. In this context we wish to explore EU correspondents' accounts of Brexit - and in particular, Greek EU journalists' accounts of it. Taking into account continuous and heated discussions on a public, media and academic level about the possibility of Grexit since 2010 (Visvizi, 2014; Wodak & Angouri, 2014), we are interested to unpack Greek EU journalists' accounts on Brexit as it seems that such an empirical approach might offer some useful insights to ongoing discussions about European integration (Csaba, 2016; Galbraith, 2017; Oliver, 2017).

Our main objective is to understand the narratives and discourses through which Greek EU journalists interpret Brexit and European integration and reconstruct them within the public sphere. For the aim of this study we have interviewed 12 Greek journalists working as EU correspondents in Brussels. We asked them primarily about stability within the EU, European integration and European cultural identity in the light of Brexit. Interview material will be analysed via thematic and discourse analysis in an attempt to acquire a deeper insight into the discursive constructions of Brexit and European integration.

PP 227: From media freedom to treason: The public framing of a Finnish classified information press leak

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This paper examines the discursive aftermath of the highly unusual case in December 2017 when Finland's leading daily newspaper *Helsingin Sanomat* published classified information concerning the operations of the Finnish Defence Intelligence Agency. This resulted in an intense wave of public discussion, statements by the highest state authorities including the president, criminal complaints both against the leak and the newspaper, the police conducting a home search of a *Helsingin Sanomat* journalist, and court cases in 2018. The research focuses on the discursive and affective framings (Entman 1993) of the case in the public sphere, primarily on social media (Twitter) but also in wider publicity. We map out the different narratives and affective strategies that were mobilised in the aftermath of the case, arguing that the event opened a horizon to a 'resonance machine' (Connolly 2005) that fused together nationalist, conservative, and militarist tendencies as well as a strong state tradition, a high degree of trust in political institutions, Finnish memory culture of the Second World War, and a contemporary discourse of distrust in the media. Connolly (2005, 870) shows that 'in politics diverse elements *infiltrate* into the others, metabolizing into a moving complex – Causation as resonance between elements that become fused together to a

considerable degree'. We trace how, immediately after the publication of the article on 16 December 2017, accusations and speculations of treason began to circulate widely and resonate across the spectrum of discussants, forging alliances of condemnation ('complexities of mutual imbrication and interinvolvement') and overshadowing framings highlighting democracy, freedom of speech, and transparency.

Using a Twitter dataset (N= 4308 tweets, N= 7916 connections, N= 2844 unique users, 16–21 December), a network analysis and textual analysis of a wider media material, the paper also examines the hypothesis that the intense public debate including statements by the highest state and defence authorities was part of, or had the effect of, a deterrence strategy, discouraging *Helsingin Sanomat* and other media from publishing classified information through the threat of retaliation (Scheinin 2017). Notably, *Helsingin Sanomat* paused its announced follow-up articles for two days and the editor-in-chief made public statements asserting the newspaper's respect for 'the will to defend the country'.

The paper contributes to the conference theme in multiple ways. Firstly, focusing on the relationship between communication and democracy in the Finnish context, it shows how latent discursive repertoires such as strong nationalist language or accusations of treason become activated when events are securitized (Vultee 2010) and rendered a threat to national security. Secondly, it illuminates the extent of contemporary media skepticism among social, political and military elites, shedding light on social media (Twitter) as an infrastructure for public debate (Rasmussen 2014) and on the force of historical legacies related to political consensus. The paper demonstrates how social media may accentuate the consensus-building by providing a particularly potent echo chamber for a 'resonance machine'. Finally, it stretches media and communication research by bringing in theories and approaches from political science and cultural theory, employing both qualitative and quantitative research methods.

PP 228: The beggars at your feet: Discursive strategies in Belgian mainstream and alternative news on human trafficking

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This study compares the ways in which Belgian popular, quality and alternative news media open or close the mediated debate on human trafficking in 2017. The enduring phenomenon of human trafficking has been evolving in recent years, with child trafficking now on the rise in Europe and new communication technologies changing the practices of traffickers, governments and rights defenders alike (Myria: 2017). Nevertheless, much confusion still exists around the concept of trafficking itself. Officials, academia and media often conflate it with related sociopolitical issues such as human smuggling, prostitution, and illegal migration (Kelly: 2005). Anderson and Andrijasevic (2008) argue that a vague understanding of trafficking has pushed the focus away from the role of states in perpetuating the structural conditions that enable trafficking, turning the debate toward moralising 'anti-politics'. Considering news media's substantial role in structuring the debate on issues of human dignity and determining the stakes (Nash: 2009), we should ask whether and in what ways contemporary news discourses contribute to broadening the democratic debate about trafficking.

This research examines the scope and form of ideological assumptions underlying news coverage of various types of human trafficking. 94 news articles, long-reads, interviews and editorials published from January to December 2017 were collected from a Flemish popular newspaper, a quality newspaper and an alternative magazine. First, articles were categorised following Marchionni (2012) as *economic exploitation, sexual exploitation, mixed, other* and *non-specific types of trafficking,* adding *child trafficking* as a separate category. Next, the (de)legitimation of certain ideological preferences and assumptions, and the presence of politicising and depoliticising discursive strategies (Maeseele & Raeijmaekers: 2017) were studied through critical discourse analysis.

Preliminary results indicate that the newspapers allow little room for a pluralistic debate on the issue of trafficking in general, with variations across the different categories. For instance, news discourse about economic exploitation tends toward a narrowly defined representation of oppression and coercion, with little room for alternative viewpoints such as a labour rights perspective. Generally, mainstream newspapers tend to limit their discussion to a clear victim/offender narrative. By contrast, the alternative magazine offers more contextualisation of the structural preconditions underlying the different instances of trafficking that are covered. This paper finishes with a discussion of the sociopolitical implications of a restrictive media representation of human trafficking.

PP 229: Questioning the coverage of state of emergency in French democracy: A study of a public evolution from undergoing to doing.

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The State of Emergency, as it has been episodically enforced and finally constitutionalized in France during the last three years, and more specifically since the November 13ᵗ 2015 attacks in Paris, has become problematic for some members of the French national community. A variety of social actors, among which legal experts, politicians, activists, and journalists have risen to stand against the enforcement of the State of Emergency and have actively spoken against its implementation and institutionalization. It is considered to be a derailing of the exercise of French democratic liberties, which could lead to severe practical dysfunctions.

Emergency legislation, when viewed as a democratic pathology and the illegitimate exercise of State violence -when it is enforced on an extended time scale- has been theorized both by legal experts and philosophers. Throughout her work *On Violence*, Arendt examines the relationships between power and violence. She comes to the conclusion that resorting to violence is a prevalent symptom of the weakening of a state's power. If violence can sometimes seem justifiable, it can never be considered legitimate for it is a factor of internal disintegration.

The purpose of this paper is to examine the forms of mediations questioning the State of Emergency in French democracy, as these mediations lead to the emergence of a public (Dewey, 1927). This theoretical standpoint is particularly relevant in this case because it considers the *public* as an association of individuals indirectly affected by an action taking place in the public sphere. This *public,* considered to be a "multi-faceted social union" (Zask, 2008), emerges through a discursive polyphony noticeable in various mediatized linguistic environments. Some of the earliest forms of protests against the State of Emergency have appeared in the public media sphere, notably in traditional print media (*Le Monde, Libération, L'Humanité, L'Express, L'Obs*) and in online-native media (*Médiapart, Vice*) but also in online spaces invested by active citizens organized as collectives or associations. These social actors will lead various actions through online discourse, on Wiki pages (*La Quadrature du Net),* on associations or NGO's pages *(Human rights Watch, Gisti),* on social networks. Finally, forms of visual active citizenry can also be found in public spaces during protests and demonstrations (street art, banners and signs).

Association members, journalists, legal experts, activists, artists and active citizens, being social actors and third party intercessors, mobilize, interrogate and challenge the enforcement of the State of Emergency in the name of the law, of human rights, claiming the right to defend democracy and to question public authority when it is no longer considered legitimate. The repertoire of contention of these publics will be examined following a semiotic and discursive analysis, allowing a relevant study of action through discourse.

PP 230: Holding the humanitarian sector to account: Watchdog journalism and emergency relief

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The humanitarian sector wields enormous power. It coordinates international responses to life and death emergencies, and spends a reported 25 billion US dollars a year (Aly 2016). Although humanitarian actors frequently present themselves as apolitical, they play a crucial role in deciding which crises receive international support. Moreover, their work can have a profound impact on domestic politics. Humanitarian interventions have been shown to prolong violent conflict as well as undermine local and state-led welfare support (Barrett 2011).

Despite the importance of the humanitarian system, there has been little scholarly research on the role of journalists in holding it to account (Scott et al, 2018). This paper presents a study of the journalists who cover the 'humanitarian beat' and asks whether they have the resources and perspective to operate as watchdogs of the powerful in the humanitarian system.

We examine this question with original data from a large scale, multi-year research project on humanitarian journalism that has included interviews with more than 150 journalists, news managers and their funders; as well as extensive newsroom observations and analyses of humanitarian news content. From this data, we reach the rather bleak conclusion that there are almost no journalists in a position to systematically critique the operations of the humanitarian system. This is the result of a variety of factors some of which have been widely noted already, such as the economic crisis in journalism that has led to far fewer original international news reports (e.g. Sambrook 2010). It also includes a number of factors that are specific to the humanitarian sector itself.

In its current manifestation, the humanitarian system has a very complex structure, and many institutional practices are opaque. As a result, few generalist correspondents have the skills and experience to fully engage with the system. Our research shows that the small number of specialist organisations that are informed enough to do in-depth reporting, do not necessarily value 'watchdog journalism'. This is partly the result of the fact that philanthropic funding has become a hugely important source of support for these specialist organisations and these donors do not incentivise watchdog journalism. Rather, they place an

emphasis on positive and constructive reporting (what some have called, "solutions journalism"). These specialist journalists also share a number of key doxic values with humanitarian practitioners, blurring the line between journalist and subject.

CDE07 - Democracy and agency in the algorithmic age

PP 300: Opening the black box: Challenging algorithms

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In recent years, we have witnessed an escalation of fears related to the rise of algorithmic governmentality in highly digitalised societies. Some of the major concerns lauded by scholars, journalists, and citizens alike, revolve around the isolation of the digital public spheres through social fragmentation generated by algorithmic logics; the reproduction of biases against race, gender and class in machine learning; and the suppression of ethics in favour of commercial logics based on politics of satisfaction and normalisation of the average. Most of these concerns emanate from an assumption of algorithms as "black boxes" (Pasquale 2015) that causes a crisis of knowing of and acting on the all-more pervasive algorithmic logics of control.

This paper sees a need to reframe the scholarly and public debate around these issues and to reassert the agential and political capacities of media users, demystifying the black box and with it reducing the sense of fear of algorithmic governmentality. It formulates three propositions for how to do so. First, following Bucher (2016), the paper argues for an epistemological reframing based on destabilising the focus on the technicality of algorithms and shifting attention on their embeddedness in practice. Second, when moving to practice, it prompts the need to re-emphasise the capacities of everyday media users for changing and challenging the algorithms, and offers an empirical example of how this can be done through media practice, not through code. Third, theoretical work on repair and algorithmic labor (Jackson 2014; Bilić 2016) is further helpful to consider the instability and impermanence of machine learning and algorithmically constructed governance by highlighting the processes of human maintenance, disruption, decay and decommissioning of algorithms. Altogether, these three propositions aim to create a renewed framework for theoretical and empirical inquiry that proposes more hopeful paths of managing the machinic.

PP 301: Behind the algorithm

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Algorithms are on the agenda today. Scholars argue that algorithms start to replace many things, from production to consumption of media, from editors to journalists, and might even influence election results. Still algorithms are far from perfect. There is a debate whether Amazon is homophobic, whether Google is racist and then we had the scandal over Microsoft's chat program Tay that quickly turned to obscene and inflammatory language after having interacted with Twitter users. Studies have also found gender biases as a consequence of image search algorithms and that black people are not recognized as humans in face-recognition algorithms.

This paper contributes to this with a much-needed sociological approach to research on algorithms by focusing on the humans behind them. Hence, algorithms are approached as non-neutral and as socially constructed. Being engineered by humans, they embody rules, ideals, imaginations/ perceptions and cultures. They are encoded with human intentions that may or may not be fulfilled. Still, algorithm programmers and software engineers have largely been ignored in empirical studies. Nonetheless it is known that programmers and software engineers mostly belong to the youth, are to a majority white and male. Does this have any influences on the algorithms, and by extension our internet experiences?

The question the paper seeks to answer is: What logic, or combination of logics, informs the practices of designing and programming algorithms?

This question will be answered through a study software engineers and their intentions, imaginations/ perceptions, rules, ideals, different cultures and how this feeds into their programming and designing of algorithms. The question will be addressed in two different studies:

1) An interview study targeting software engineers, algorithm programmers and designers at in particular social media and search engine organisations

2) An ethnographic study of a news organization. The study will take place at a leading Swedish daily and study the programmers' work with their webpage and the ranking/ placing of news.

Algorithms should be understood as systems. These systems are not standalone little boxes, but massive networked ones, with sometimes hundreds of hands reaching into them, tuning, tweaking and experimenting with them. We thus need to examine the logics that guide these hands. The methodological

framework is therefore inspired from the concept of media logics. For this project, the media logics framework has been adjusted and will based around five so-called "sensitizing concepts" that interact with, and inform, each other in a dynamic circuit informing the practices of programming and designing algorithms. These concepts are rules, ideals, intentions, cultures and imaginations/perceptions. It is important to underline here that these sensitizing concepts are not separate. They intersect and inform each other.

This paper will present the first result of this 2 year research project (funded by the Swedish Research Council). As the project started in January I am not able to highlight any results yet here. If accepted for presentation in Lugano, a major part of the interview study will be finalized and the ethnographic study will have begun.

PP 302: Democratizing algorithmic news recommenders: How to materialize voice in a technologically saturated media ecosystem

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Virtually all social domains are profoundly impacted by the deployment of various forms of artificial intelligence. The media ecosystem is no exception. In this article we focus on one special case of this AI revolution: the rise of algorithmic news recommenders (ANR) and how this influences the democratic role of the media. While ANR could help the media to be more responsive to individual information interests, they also shape the distribution of information, may influence citizens' freedom to freely search for information, and can be a powerful means to manipulate or polarise public opinion. Providing information about the workings of these algorithms (transparency/explainability) is seen as an important ethical principle to mitigate such problems, but the principle of voice is underexplored, possibly due to technical difficulties, including scalability, and moral ideas about who should have a say. Building on the Lippmann-Dewey debate, normative theories of the media, and more recent discussions in Science and Technology Studies about epistemic democracy, we explore in this article whether ordinary people should have an influence in the information they get to see, or only (institutionalized) experts. Following a democratic imperative, we then explore the question of how voice can be materialized in order to make algorithmic mediation more fair, accountable and responsive to users' information needs. This means firstly tackling the tensions between the desire for more voice and the characteristics of news recommenders, and then elaborating multiple ways to give concrete empirical shape to voice. We conclude by exploring how these materializations can be applied to other (algorithmically mediated) contexts.

PP 303: Invisible data in activists' social media communication

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Digital data is increasingly used to study various social phenomena including social movements. This trend is based on the assumption that digital traces can provide deep insight into human activity and has resulted in the emergence of research areas such as computational sociology. In this presentation, we challenge these assumptions by conceptualizing visible and invisible data. Social media as data repositories of social movements' user-generated content only give a limited perspective on contemporary protests. We unpack how the techno-commercial materiality of social media shapes production and storing of mediated communication by social movements. In so doing, we transcend the existing one-dimensional perspectives on data (such as informational, computational, or epistemological data) and define digital social data as an emerging socio-technical artifact defined by a) its technological existence (the fact that collections of fact are actually observed), b) its accessibility (the fact that data is available to researchers in various ways), and c) its meaning (the fact that a specific type of data is believed to have the capacity to measure and represent a specific social phenomenon). From this perspective, data availability shapes what is researched and ultimately our understanding of contemporary protest. Visible data is what researchers define as a possible inquiry based on the assumption that data is available and considered meaningful. Especially in studies about activists' social media communication, this trend is observable, e.g. in the prominence of Twitter.

Social media data lack reliability due to representativeness and validity problems, especially for activists who act in civil disobedience. Clandestine social movements can be at risk, as the data shared in social media is not controlled by movements, which leads to techniques of obfuscation and a de-radicalization of political critique. Social media corporations turn the flood of images and personalized stories from protest events into data, but they over-represent certain genres, visual forms, and protest slogans. Protest events are overemphasized, if they adhere to social media logics which creates biased databases. Data invisibility can

result from platform design, such as the decision to make digital traces ephemeral. Activists can employ strategies to creatively tamper with data to achieve various goals, from reduced visibility (particularly within censored or highly surveyed platforms) to selective visibility (limited to activist collectives). These processes of visibility and invisibility in data produced in and by techno-commercial social media can lead to potential bias in research. We conclude, by arguing that distancing ourselves from the assumption that all digital data is visible and understanding what remains invisible will enhance our ability to use digital data to make sense of how social movements navigate social media. Connecting data points that are invisible to digital methods, yet important to understand aspects of movements requires us to unpack invisible data while at the same time respecting the invisibilities and silences intentionally created by social movements. Researchers must collaborate with social movements to create more inclusive spaces where activists reclaim control over their data and the connections made between data points.

PP 304: Data scores as governance: Uses of citizen scoring in public services

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Data scores that combine data from a variety of both online and offline activities are emerging as a prime means of categorizing citizens, allocating services, and predicting future behavior. The social credit score being developed in China represents the most comprehensive attempt at data governance to date, but smaller scale forms of citizen scoring are already in place or being developed in societies such as the UK. Whilst categorization has precedence, data-driven citizen scoring represents a new form of governance that has serious implications for citizens and democracy. It introduces significant concerns regarding the role of data in determining a citizen's status or worth, possibilities for discrimination, data sharing, function creep and misuse, and the regulatory frameworks in place to uphold accountability and due process. The black boxed nature of big data processes, the dominant myths about big data as objective and neutral, as well as the inability of most to understand these processes makes interrogating scoring processes difficult for researchers and near impossible for citizens without adequate resources (Pasquale, 2015; Diakopolous, 2014; Kitchin 2017). In this paper we present the findings from a one-year project funded by the Open Society Foundation that has sought to interrogate government uses of data scoring by combining different methods and lines of inquiry. The project combines computational methods (following the model used for the Algorithmic Tips project led by Nick Diakopolous) with desk research (media reports and Freedom of Information requests) and semi-structured interviews with practitioners from government departments and local authorities and experts from civil society and the technology industry. Looking across different sectors, including education, social welfare, children's services, immigration, health and crime, the paper will present an interactive map produced as part of the project. The map consists of a general geographical map of the UK made up of local authorities that will outline key metadata about uses of data scoring including sector, type of software, name of company (if proprietary), types of data being used, data sharing arrangements and general use. Each of these categories are cross-linked in order to produce alternative maps that highlight connections between sectors, data, software and companies. A second-tier map will consist of different case studies relating to UK local authorities that will include contextual analysis, testimonies, and a discussion of key concerns. In presenting this map, we will outline the role of data scores in the allocation of services and risk assessments in UK public services and will discuss what these developments mean for our understanding of citizenship.

CDE08 - The dark side of digital platforms

PP 305: Of troops and turf: What can Malaysian cybertroopers tell us about political astroturfing disrupting democracy

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Long before the current discourse surrounding the alleged role of Russian "trolls" in electing President Trump, and the EU "Brexit" referendum campaign, came to mainstream attention, the Internet has been used by various States and political parties to maintain hegemony as practiced through political astroturfing. A better understanding of political astroturfing and other forms of online control by States, together with future research bound to emerge from discussions on post-truth and fake news, will help address this larger issue that society is now grappling with politically.

Studies related to political astroturfing – understood to be the practice, usually seen in politics, of disguising staged movements and opinions as coming from the grassroots (Lee, 2010) – have proven difficult for researchers due to the covert nature of the practice. The literature in this area of study has been increasingly growing, and expanding to cover more parts of the world.

This paper will look at the political astroturfing practices in Malaysia – generally known as "cybertrooping" to illustrate the murky line between information and disinformation being disseminated from politicians, political parties and Governments. As a semi-democratic country, Malaysia is an ideal context for this study due to its nature of governance; the ruling party having been in power since independence from the British in 1957. While the country is governed via a democratic parliamentary system, the Government has long been criticised for its limitations to freedom of speech and the press through tough media legislation, ownership and suppression of information.

Considering the country's history with media control, it is no surprise then that the ruling party would take advantages of the affordances of the Internet and social media to engage in cybertrooping to further hinder democracy. In this paper, Numerous empirical data sets, including "deployment strategy" emails sent to high-profile socio-political bloggers, news reports, and data mined from social media platforms including Twitter and Facebook, will be used to evidence how cybertroopers are mobilised, including – but not exclusively, the use of sock-puppet accounts and message force multipliers (Dean, 2010). Using both thematic and content analysis, this paper will illustrate the aims of cybertrooping practice – suppressing dissent, dissemination of propagandistic content, and reverse censorship, among others.

Through this understanding of mobilisation and motivations, it will be possible to provide an operation definition for the cybertrooping practice, and show how the Malaysian empirical case can inform and further contextualise practices currently being discussed as computational propaganda (Woolley & Howard, 2017), trolling and post-truth politics. This definition and understanding is important if we are to further investigate the impact of such practices on democratic ideals – particularly when the practice is so often associated with authoritarian regimes. Malaysia's semi-democratic nature adds a further complexity to this discussion.

PP 306: Anti-immigrationism and discourse: A hegemony critique

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Introduction
This study analyzes the discourse that developed during a "StopInvasione" (StopInvasion) anti-immigration mobilization organized on 18 October 2014 in Milan, Italy, by the Lega Nord (Northern League, or simply "League") party. Although the starting point for the analysis is the discourse that emerged on the micro blogging site Twitter, the study takes a transmedia perspective to include the analysis of the discourse as it developed also on other media platforms, including national as well as local news sources.

The march was the first nation-wide public manifestation organized by the party since Matteo Slavini had become secretary general in 2013, and thus it has a special significance in that it signaled continuity as well as new directions in the political discourse and strategy of the Lega, as the party moved towards claiming its hegemony within the area of the right wing in an attempt to expand its reach and appeal beyond the confines of Northern Italian regions. The march also indicated a novel approach in the style of populist political communication. As Salvini was moving towards shutting down the famed Radio Padania and La Padania, he was focusing on a strategy that included social media as well as mainstream media attention, to promote his message in the most direct and inexpensive way.

Theoretical Framework
I argue that hegemony critique is essential to the study of reactionary and anti-democratic discourse in order to fully account for the struggle surrounding immigration and racism. In fact, the visibility of ultra-right ideologies in Europe and elsewhere is a reminder that cultural leadership is a necessary component of any form of domination in contemporary societies; as such, it is something that ultra-right organizations themselves strive to achieve. Therefore, a critique that puts at the center the notion of hegemony might be useful to study the role that anti-immigrationism plays in the overall goal of achieving visibility and mobilizing support around repressive ideologies. At the same time, such a critique can help us to better contextualize the work of progressive groups and movements as they challenge one of the foundational blocs of contemporary ultra-right discourse. In order to develop the theoretical framework for this paper, I rely on Antonio Gramsci's notion of hegemony and apply it to the study of the discourse surrounding the march.

Methodology
The main data set consists of a sample of 1103 tweets clustered around three main hash-tags (#stopinvasione, #norazzismo; and #bastaclandestini). I apply a multi-layered methodology, including content analysis and thematic analysis, which allows the researcher to explore a considerable large data corpus while still being able to perform an in-depth reading of the tweets. The result is a nuanced understanding of the anti-immigration discourse as well as of the discourse that developed in favor of immigration and in support of a counter march, which was also held in Milan on the same day. I also review a selection of national newspapers as well as local news sources in an effort to highlight resonances in the national discourse.

Communication and Democracy

PP 778: Finnish anti-immigration movements and YouTube as a networked broadcast platform

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This paper examines how the video-sharing platform Youtube was utilised by emergent networks of anti-immigration activists in Finland during the so-called 'refugee crisis' from the summer of 2015. While a considerable body of recent research has begun to chart the networking and communicative value of Twitter and Facebook to the 'far-right', the importance of YouTube as a space of integration between movement media, cross-platform media ventures and political entrepreneurs has received relatively little attention. This is particularly the case in relation to 'non-traditional' issue-based and memetic far-right movements whose formation and mobilization cannot be understood without accounting for the generativity of connective media networks and dynamics.

While the political terrain in Finland has historically had an established history of far-right mobilisation, the ultra-nationalist milieu comprises what Emmanuel Godin has termed a 'polymorphous galaxy' (2013), and the shape and character of movements is constantly shifting and adapting. As the routes into Europe of people fleeing the devastation in Syria and other conflict zones diversified and elongated during 2015, Finland began to receive a significant flow of people seeking refuge. Central to the conflicted political response was the emergence of a 'fragmented field of would-be capitalizers' (Silvennoinen 2016) seeking to position new movements as seemingly organic public responses to the 'crisis'.

This study focuses on the YouTube channels established by key figures associated with the two largest movements, 'Rajat kiinni!" (Close the Borders!) and Suomi Ensin (Finland First). Using these search terms, the study used YouTube data tools (Rieder 2017) to extract lists of videos from the YouTube API. Using the *Digital Methods Initiative*'s YTDT 'video list' tool we produced a network analysis allowing us to map the relations between sub-communities and channels. Qualitatively, we examine the most-viewed videos from the five central sub-communities to examine the 'trigger themes' for video production, the range of broadcast genres employed, the production values at play, and the interplay of Finnish domestic and international media sources in the videos.

Following Siapera and Veikou's (2016) work on 'Digital Golden Dawn' as a techno-social assemblage that cannot be reductively understood as the online presence of the Greek neo-fascist movement, our analysis combines a movement studies perspective with attention to how the political economy and platform affordances of YouTube both support and inhibit the development of channels of discourse for far-right actors. We argue that while the scale of these movements remains modest, their accelerated attempts to diversity media genres and build media 'brands' with YouTube as the central platform suggests that the study of the endlessly diversifying far-right on social media needs to integrate an 'Internet celebrity' perspective (Abidin 2018) to understand the enormous disjuncture between mediated dynamism and materialised mobilisation. In conclusion, it asks whether the key significance of social media to racist and nationalist movements is the ceaseless proliferation and mainstream surfacing of right-wing themes and memes, rather than the established functionalist emphasis on movement building and coordination.

CDE09 - Social movements, communication and political cultures

PP 373: A short history of fake media: Reclaiming fakeness as activist media practice

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The last fifteen months have been characterized by an intense public debate on the virality of disinformation, which has been dominated by the imprecise and inconclusive term "fake news". In this project, I argue that fakeness, properly defined, can actually be productive and healthy for democracies. Beyond the fraught term "fake news", concerns around fakeness have, for example, emerged from the research on the phenomenon of cloaked websites. However, that research also reminds us that it is not the fakeness of media content that is problematic, but rather the deceitful and destructive intentions of the creators of the messages and the political economy of virality on social media.

I suggest that fakeness – and fake media in particular – can and should be reclaimed as an activist media practice, that sheds light on the manufactured nature of contemporary politics by ridiculing it. In this project, I look at how activists in different countries have used satirical fakeness as a way of criticizing mainstream coverage of social justice topics and the hypocrisies of politicians.

I frame these questions through the lens of the cultural approaches to the study of social movements and activism, which have highlighted the importance of performance and of discursive forms of resistance. I also draw on recent literature about performances and media activism that surrounds the notion of "culture

jamming". Relying on these approaches, I connect activist media practices of fakeness to the long-standing literature on the political nature of satire and of satirical impersonation in particular.

To provide a short history of fake media and their political relevance, I examine a heterogeneous set of examples from different countries. Firstly, I look at fake social media accounts that impersonate politicians, such as parodies of German Chancellor Angela Merkel by @QueenEurope and of Italian former Prime Minister Matteo Renzi by @RenzoMattei's. Secondly, I examine fake political parties and their electoral media by focusing on Hungary's Two Tailed Dog Party and Kosovo's Strong Party. Thirdly, I look at fake print media, focusing on the activist practice of "spoofing" newspapers; while tracing this phenomenon back to alternative media in the 1960s in both the United States and Italy, I also discuss contemporary cases, such as the distribution of a fake New York Times issue by pro-Palestine activists in 2016. Through these cases I argue that fakeness can be a tactic of resistance, and should be analytically distinguished from the kind of viral deception that has been improperly termed "fake news".

While states (democratic and not so much) and tech companies all over the world are pressured into adopting legislation and technical arrangements that might crack down on fakeness – often very vaguely defined –, looking at fake media as an activist media practice can help us think through the negative consequences for freedom of expression and political speech that these decisions might have for activists worldwide. In closing, I thus argue that we should protect activists' ability to use fakeness as a practice of resistance.

PP 374: Understanding the divergent political cultures of Denmark and Sweden through the prism of #metoo

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This paper examines how different political cultures create different opportunity structures for activism and political debate. Through the prism of the #metoo campaign, a comparative case study of Denmark and Sweden finds markedly different ways of contesting rape culture and addressing issues of gender justice in the two countries.

While neighboring countries with shared intertwined histories and labor markets, fairly similar languages and very similar trajectories of liberal social democracies and welfare systems, the two countries have 'grown apart' in quite radical ways over the past two decades, not least when it comes to policy, political activism and public debate related to feminism and gender equality (Birgersson 2016).

Drawing on 1) interviews with key actors in the feminist movements, stakeholders and journalists in both countries 2) a comparative study of the media coverage of the #metoo campaign in Swedish and Danish newspapers and 3) an analysis of twitter data and online comments sections, the paper illustrates how #metoo and the broader political issues the campaign addresses have resonated very differently in the two countries, both in terms of the scope and nature of public debate and media coverage.

In Denmark, the coverage of #metoo has primarily been concerned with individual-oriented stories of celebrities accused of sexual harassment; a frame which from the perspective of news productions is deemed of great news value but largely neglects addressing the broader implications and structural root causes of harassment at the heart of the #metoo movement. In Sweden, the coverage was more extensive and broader, covering street rallies, policy changes, the organized outcries from a large number of professions across the arts, law, media, sports and politics and discussion of everyday sexism. Secondly, #metoo in Denmark was relegated to the debate-sections, and often did not make it to the news section as was more often the case in Sweden. Further, the analysis indicates a masculine news bias in Denmark, not present in the same way in Sweden. These results are then contextualized in relation to the different trajectories of institutionalization and mainstreaming of feminist politics in the two countries.

In summary, the analysis shows that the disclosures of specific cases of sexual harassment within the national context and the broader debates on rape cultures and violence against women worldwide invoked by these cases have so far only had a markedly visible impact in Sweden, in which #metoo has prompted street rallies and received sustained attention from news media and policy makers. These results indicate that subtle differences in public debate and political cultures create vastly different possibilities for creating structural change on gender equality.

PP 375: Expanding the media practice approach – what about 'knowledge'?

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Recent years have seen a 'turn to practice' in media research that has focused attention on the social contexts in which media are produced, consumed and circulated. Promising a more socially grounded

understanding of the media's significance in contemporary societies, the media practice framework has been taken up by scholars of activist and alternative media to develop non-media-centric analyses of the media-movement nexus. Much of this literature has focused on how activists *use* media – to campaign, mobilize and organize towards other substantive ends. However, media activists increasingly also mobilize *around* media, for example by critiquing inequalities in access and ownership, seeking to influence communications policy, or challenging dominant media discourses. This suggests we need to expand our understanding of 'media practices' to include practices concerned with *politicizing* media and communication.

Drawing on an empirical study of the World Forum of Free Media (a thematic forum for media activists linked to the World Social Forum), this paper critically examines the utility of a media practice framework for understanding activism that takes media as its central object of struggle. Based on interviews and participant observation at social forums conducted between 2009 and 2018, it explores a range of practices aimed at mobilizing a 'free media' movement. Such *movement-building practices* include efforts to build networks and develop a sense of collective identity among media activists – for example, through face-to-face and online discussions and the creation of shared reference documents.

The paper argues that to understand such practices, it is necessary to broaden our focus to not only consider what activists *do* with (or in relation to) media but also what they *say* and *think* about media (Nicolini 2017). This entails a focus on *practices of knowledge production*: alongside practical knowledge involved in using media technologies, media activists also produce and share knowledge about the media environment in which they operate (Mattoni 2012) and the media-related injustices (Milan 2013) they seek to challenge. 'Knowledge', however, has a contested status among practice theorists: while some (e.g. Bourdieu 1990) see practices as largely governed by tacit 'know-how' and skill, others (e.g. Barnes 2001) insist on the importance of perceptions, reasons and propositional knowledge (Schatzki 2001). Engaging with this debate, and drawing on concepts of 'cognitive praxis' (Eyerman and Jamison 1991) and 'repertoires of knowledge practices' (della Porta and Pavan 2017) in social movement studies, the paper argues that 'media practices' need to be analysed in conjunction with knowledge practices (and, by implication, imaginaries, goals and intentions). However, knowledge must be understood, from a practice perspective, as a shared practical accomplishment rather than an abstract entity residing in activists' minds. Thus conceptualised, a focus on knowledge (about media technologies, media environments and media injustices) can be incorporated into an expanded 'media practice' approach that can account for practices aimed at mobilizing around media and technology issues.

PP 376: Unplugged activism: Disconnection and social movements in times of accelerated capitalism

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Exploring the nexus of media technologies and social movements is a growing subfield in both media and social movement studies. Studies on digital activism have often taken for granted the connectedness of recent protest movements, privileging the exploration of highly networked and innovative case studies (Bennett & Segerberg, 2013; Castells, 2012; Earl and Kimport, 2011; Gerbaudo, 2012) over the investigation of forms of contention that are not geared towards technological mediation. Although there is an increasing number of studies that criticize the overemphasis of importance of media technologies for social movements (Barassi, 2015; Kaun, 2016; Trere, 2012; Wolfson, 2014), questions of non-use, technology push-back and media refusal as political practice have largely been overlooked. This presentation - conceptual in its outline – aims at filling this gap in the literature. It first provides a critical review of current studies of disconnection, media refusal, push-back activism and media non-use. Then, it brings these literatures in conversation with insights from social movements studies to discuss the political potential, the implications and consequences of disconnection activism. More specifically, it develops a three-dimensional matrix of political practices that integrates the following categories of analysis: power relations, degree of collectivity and temporality. Based on this matrix, we propose three central types of disconnection as political practice; namely disconnection as *repression*, disconnection as *resistance* and disconnection as *lifestyle politics*. Drawing on multiple and varied empirical examples (from the Egyptian 2011 governmental kill-switch, to the online practices of Anonymous; from digital detox camps, to Website censorship in contemporary Mexico; from strategies of digital obfuscation to the regulation of digital stress in French and German companies), we illustrate these three types of disconnection activism. We conclude the presentation with showing how our typology can help us to understand social movements' media practices holistically, considering disconnection and non-use strategies in relation to forms of media engagement and use. Further, we point out that our typology is able to shed light on the different faces and changing contexts of media disconnection while drawing on established knowledge from social movement studies. Indeed, while in some cases disconnection is imposed and enacted with the purpose of undermining activism, in others it is at the core of resistance from below and has a central political role to

play for political activism. Moreover, we briefly touch some problems related to the adoption of typologies. We maintain that they are valuable tools to develop a systematic description and inventory of practices of media non-use that have been disregarded by research so far. The types of disconnection activism proposed here need however further empirical investigation and theoretical engagement.

CDE10 - Migration and the media

PP 377: The influence of public debate on immigration policy in Scandinavia during and after the 2015 European 'migrant crisis'

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This paper presents parts of a study of the relationship between mediated public discourse, including contributions to the debate from various arts (literature, documentaries, feature films etc.), and political decisions on immigration issues in Scandinavia from 1970-2015. The study is part of the larger project "The Immigration Issue in Scandinavian Public Spheres 1970-2015" (SCANPUB).
From 1970 until today, public discourses on immigration were considered to be rather different in the three otherwise so similar countries, and so were their immigration policies - with Swedish policy as the most liberal, and Danish the most restrictive. This paper focuses on the events of 2015, when more than a million migrants and refugees crossed into Europe, sparking what is usually called the 'migrant crisis '(or the' refugee crisis'), and the period after these events. As many other European countries, Norway, Sweden and Denmark took emergency measures in order to cope with the high numbers of refugees crossing their borders. Through analyses of some 30 semi-structured interviews with members of the parliaments of Norway, Sweden and Denmark, as well as with public servants and communication officers in the immigration ministries, the paper seeks to identify and understand links between public debates in arts and media and policy in Scandinavia during and after the migrant crisis in 2015, and to understand the differences between the countries. The interviews are analyzed in relation to actual changes in the immigration policy (restrictions, new laws, agreements etc.) as well as media output and public debate in the three countries during this period. The theoretical frame of the paper is normative democratic and public sphere theory. In deliberative democracies, such as the Scandinavian countries, public discourse should provide a foundation upon which politicians should make informed decisions. However, governments are free to listen to the public opinion or not, and to take a negative, affirmative or indifferent attitude towards it. The paper's key questions are whether, how and to which extent public opinion in fact did inform and influence political directions and actual political decisions in the Scandinavian countries during and after the 2015 refugee crisis.

PP 378: Appealing to solidarity: Swedish newspaper's campaigns in the refugee crisis and the responses to them

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This paper examines Swedish newspaper's campaigns in the refugee crisis and discusses the role of journalism in mobilizing citizens into solidarity action and in displaying and performing community's common values.
During 2015, the number of refugees crossing into Europe increased dramatically. Countries struggled to cope with the influx, and the question of how to deal with the crisis divided the EU. The images of the dead body of the Syrian toddler, Alan Kurdi, published in the beginning of September, received massive attention (Vis and Goriunova, 2015) and were seen as evidence of Europe's inability to act (Kjeldsen & Andersen, 2017).
As a direct response to the photos and the political leaders' lack of action, three Swedish newspapers launched the campaigns #Ishare (*Dagens Nyheter*), #Iwanttohelp (*Expressen*) and We are helping (*Aftonbladet*). The campaigns urged people to take private initiative to help the refugees, to stand up for humanism and fight against hate and racism. The newspapers' rationale for launching the campaigns emphasized standing up for human rights, providing a democratic space free of hate and restoring the citizens' faith in humanity as journalistic tasks.
This paper examines what kind of responses these campaigns invited – and how they were actually responded to. It does so through rhetorical analysis of the multimodal appeals and the responses written in the comment sections on the Facebook pages of the three newspapers, where the campaigns were launched. The analysis examines: 1) in what ways do the campaigns address their audiences and what arguments do they advance for supporting it, and 2) how do the audiences respond to the address, the arguments and the definitions put forward by the campaigns?

Preliminary findings from the analysis suggest that the campaigns relied primarily on the accounts from celebrities and 'average' citizens to inspire to action and raise awareness. The appeals were, to a large extent, 'self-reflexive': They gave voice to celebrities and other Swedish citizens rather than the sufferer(s), and encouraged a "light-touch activism" (Chouliaraki, 2013), where emphasis was put on how easy and gratifying it was to do something for the refugees.

Furthermore, the appeals performed functions usually associated with epideictic rhetoric, as they gave their definition of the situation and of society and its common values (Condit, 1985). What the campaigns did not do, was to address the causes for why people were fleeing. Moreover, the calls for action were not anchored in moral arguments for why the West has a responsibility to help. Rather the appeals were primarily about Swedes and Swedish society. The self-reflexive appeals advanced by the campaigns, then, addressed 'ironic spectators' (Chouliaraki, 2013), and invited responses that were primarily concerned with discussing the definition given of the situation and community, the celebrities' authenticity, and with praising and condemning attitudes in society.

Based on the findings, the paper discusses the functions of the self-reflexive style of appeal in humanitarian communication, in general, and journalism's role in mobilizing citizens into action, and shaping solidarity and community, in particular.

PP 379: Visualizing necropolitics. The info-tainment of human suffering

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After the portrayal of Aylan's body lying on a Turkish shore in September 2015 – a picture that had great effect on public opinion, news narratives about migration changed. First, the Chancellor of Germany, Angela Merkel, encouraged the European Union member states to adopt a *willkommen kulture* towards migration. Then, the introduction of the word 'refugees' in public discourses seemed to represent the political acknowledgment of migrants' right to move to Europe. However, this apparently positive attitude towards migration did not last. In November that year, the Paris attacks opened a period of violent events in Europe that gave rise to discourses of fear of and anger towards migrants in public debate. The shameful deal between the European Union and Turkey followed shortly, in March 2016; and, in summer 2017, the agreement between Italy and Libya confirmed the European Union's current political approach to immigration.

While looking into the visual representation of dramatic events such as the migrant crossings of the Mediterranean Sea, this paper will show that the hyper-visibility of human suffering in the news diverts audiences' attention away from the ethical and political responsibilities of the European governments, which first created the dangerous conditions in which migrants nowadays attempt to cross the sea. Moving from the recent iconography of 'humanitarian intervention' and the explicitness of the representation of death in Western mediascapes, the paper will focus on what Mbembe (2003) calls 'necropolitics' – the symbolic practice of inserting death within existing hierarchies of human life, thereby perpetuating projects of territorial sovereignty and global power.

While discussing the link between practices of 'necropolitics' and humanitarian narratives – theorized as the social and historical events highlighting the articulation of the European migration policies, the European citizens' perceptions of both rhetoric and practice of humanitarian discourses, and the ethical commitments of governmental and non-governmental actors – the paper will shed light on how news media participate in the power struggles of contemporary geo-politics. In particular, the analysis of news pictures and videos proposed here will consider changes in media communication since the launch of the *Mare Nostrum* operation and will demonstrate that the humanitarianism itself has become the institutional apparatus through which Italy, on the European Union's behalf, governs the Mediterranean as the southern border of Europe.

From this perspective, the controversy between Italian government and the NGOs operating in the SAR area in 2017 will be examined and the steps of its development reviewed. Ultimately, by discussing how the Code of conduct for non-governmental organisations has been enacted by Italy in agreement with the other European Union member states, the paper will draw attention to the explicit use of the law as both the means of controlling the border and as proof of the state authority over the actors operating there. Furthermore, the analysis will show that migrants have become 'invisible' in news narratives as a result of the state functional approach to humanitarianism, which mainstream news media reflect and uncritically support.

PP 380: The arrival of the immigrant – comedians. A comparative perspective on the first stand-up comedians with immigrant background in Scandinavia.

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Today, stand-up comedians with immigrant background enjoy strong positions in the humour scenes in Norway, Sweden and Denmark. There is a strong mix in all three countries of comedians actively making their immigrant identity the butt of the joke, and comedians who don't even mention their own immigrant background. However, comedians with immigrant background are recent actors on the Scandinavian humour stages and in the Scandinavian public spheres. This paper aims at charting the advent of the first immigrant stand-up comedians in Norway, Sweden and Denmark from a public sphere perspective. While the classical conception of a Habermasian public sphere privileges rational, civil and fact-oriented discourse in public communication, critiques of Habermas have pointed out that these criteria might function as mechanism of exclusion (Calhoun 1992). Many of these critiques are positive to the idea of a well-functioning public sphere as an important and necessary part of a vital democracy, but stress that Habermas' original version needs to be revised in order to encompass different actors and modes of communication. One such mode of communication is comedy. Hjarvard and Rosenfeldt (2017) shows in an analysis of the reception of the Danish comedy show Det slører stadig [Still Veiled], a show made by immigrant comedians, how the debates initiated by the show had different actors and frames than similar debates generated by news media. In other words, comedy made by immigrants may contribute to a cultural public sphere which is an important corrective to the political public sphere, a corrective important for democracy as the borders between the different parts of the public sphere are porous (Habermas 1996). This paper seeks to understand if and how stand-up comedy can function as this kind of corrective by comparing the shows and the media reception of the first immigrant stand-up comedians in Scandinacia The three countries are interesting to compare as while they differ greatly regarding immigration debate, they are very similar on other parameters. In addition, the first comedians with immigrant background appeared in all the three countries around 2000 (Shabana Rehman in Norway, Omar Marzouk in Denmark, and Ozz Nujen and Shan Atci in Sweden), and their immigrant identity was foregrounded both in their shows and by the media. Methodologically, the primary data material will consist of the comedians' first shows that got widespread media attention, and one year of media coverage of the comedians in all three countries. This material will be qualitatively analysed (topic analysis and framing analysis), and compared to news data from the same period.

CDE11 - Voices from the periphery. Practicing political grassroots voices in quiet times

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This panel focuses on how different types of communication media sustain the voices of peripheral political actors, i.e. grasstoots movements, during their periods of latency. It is a defining feature of new social movements that they oscillate between two main states: visibility and latency (Melucci, 1996, p. 174): social movements express their voice in the public space during states of visibility, but they constitute networks that are submerged in everyday life during the latency states. While it might seem peripheral when compared to peaks of protest, this submerged phase is of critical importance for movements survival and capacity to engage in collective action as it provides the "self- reflective resources" and "the energy for short-term and intense public campaigns, which in turn feed the groups with new members, train new skills, and redefine the issues" (Melucci, 1996, p. 144). A lot of existing research on social movements has focused on the periods of visibility when activist groups erupt into public space to occupy, perturb or otherwise take it over with their presence, voices and demands. This panel, in contrast, directs its attention to the periods of latency with regard to contemporary movements to understand the practicing of voice in quiet times. It addresses broader issues concerning the persistence of participants' interest, engagement and commitment to the movement; the organizational forms that sustain the movement's capacity to move; the reinforcement of activist communities, in which the sense of solidarity and agency is preserved. Over this set of questions, the panel overlays an inquiry into the role of different types of communication media in furnishing the supporting structures for voice to be nurtured through various practices during phases of latency. Communication media are key resources that activists turn to in their efforts to keep the blood circulation of movements and different media practices are creatively recruited into the movements' communication repertoire with variable success also during states of latency. The panel aims at taking stock of the forms, dynamics and outcomes of these practices and assessing their strengths, weaknesses and contributions to the sustainability and the cultural and political efficacy of voice in contemporary movements. The panel adopts a cross-national comparison approach and brings together four papers reflecting on the practicing of voice in quiet times that represent different political and civic cultures across different contexts. Additionally, the four papers bring into dialogue different fields of studies – social movement studies, communication and media studies, Internet studies – to work towards an interdisciplinary framework for the study of social movements' voices during states of latency.

Communication and Democracy

PN 122: Nurturing activists' voices in latency stages. The role of communication technologies for grassroots anti-corruption actors in Greece, Italy and Spain

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The paper explores how social movement actors and their allies employ a broad range of communication technologies during stages of latency (Melucci 1996) with reference to the bottom-up opposition against corruption that developed in the past years in the three Southern European countries: Italy, Greece and Spain. Based on a cross-national comparative research design, the paper draws on and analyzes two datasets: on the one hand, 45 in-depths interviews with activists, politicians and journalists, on the other hand, 45 visual maps that represent the daily media practices of the interviewees constructed during the above-mentioned interviews. The integrated analysis of the two datasets casts light on two different processes that characterize the management of social movements' voices during stages of latency, when activists, politicians and journalists are not dealing with the peak of protests. First, a process of boundaries dissolution between mundane and political activities facilitated by the ubiquitous use of communication media that render more and more blurred the divisions between different times and spaces of activists, politicians and journalists' lives. Second, a process of boundaries reconstruction that social movement actors and their allies sustain through specific re-appropriations of the communication media that they routinely employ to carry on their political activities in latency stages. While the process of boundaries dissolution points to communication media as structural forces for voice management in social movements, the process of boundaries reconstruction highlight the agency that social movements have with regard to communication media in shaping their own patterns of voice management. The paper discusses the importance of such processes, which slowly unfold and crystallize during stages of latency, for the way in which the same communication media will be then employed to manage the voice of social movements during stages of visibility, in which protests are at their peak. Finally, while the paper shows the existence of these two processes in all the three countries under investigation, it also unveils the differences of the mechanisms that sustain the processes of boundaries dissolution and boundaries reconstruction in Greece, Italy, and Spain. The paper is based on research activities conducted in the framework of the research project PiCME – Political Participation in Complex Media Environments, funded by the Italian Ministry of Education, University and Research.

PN 123: See the forest behind the screen: Everyday communication practices of 'Estonian forest aid' movement

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The 'Estonian Forest Aid' movement, that campaigns for a sustainable forest management in Estonia, was born in 2016 out of a protest event followed by the creation of a Facebook group. Within one year of activity, the group has expanded from the street and the Internet into a state-wide network that has several campaigns and is a considerable partner in negotiations with public officials. Taking the perspective of spaces and practices, this presentation aims to map the internal and external communication practices of the forest movement, and to find out where those activities take place. With the wide spread of digital, personal and interactive media coupled by the decreasing availability of public places, the grassroots movements' media practices constitute and take place in various spaces– physical, communicative and discursive. This tension between the 'limits of territorial place and potentials of communicative space' is something that democracy needs to address (Dahlgren 2009, p. 116).Based on interviews with activists as well as online and offline participant observation, the study goes beyond the visible practices of the movement and takes a close look behind the scene of 'Estonian Forest Aid' activities to find out how activists employ various digital and traditional media modalities to keep the forest issue in the public and political agenda and to sustain engagement of its supporters.The preliminary results show that the movement is constantly working on being in the public view, even in the times of latency. One example, their Facebook group, provides a semi-public space where worried citizens can share their personal experiences about damaged forests, often with a visual proof. Besides the online discussions, face-to- face meetings with members in both public and private settings are important for creating trust and collective identity.

PN 124: The posts that bond: Voice rehearsal in Bulgarian activist communities

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In Bulgaria, where the social ground of civic activism is rather thin, quiet periods throw movement activists into an uphill battle to prevent support networks from dissipating and their voices from dying down. Quiet times can be treacherous also because Bulgarian civic activists find themselves under constant attack on the part of corporate and political adversaries. During long pauses between mobilizations, public opinion can be manipulated by corporately owned and politically controlled mass media. Based on a series of interviews and case studies focused on Bulgarian civil society groups over the past three years, this paper examines how Bulgarian social movements deal with these challenges. The findings emphasize the importance of a range of social media practices for sustaining the closely knit activist communities that are the first ones to identify and engage with acute social and political issues. These communities of meta-activists represent the foothold for recurring mobilizations and vocalizations of civic positions in the public space during phases of visibility.

PN 125: Voice in times of silence – media practices as stabilizing infrastructure of activism

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While most scholarship on media activism focuses on periods of intense mobilization, this presentation considers long-term media engagement that bridges times of accelerated activism with longer periods of slow development. As the panel suggests, intense phases of mobilization need times of silence, recovery and nighty-gritty long-term organizing that often gain less visibility not only in public discourse, but also scholarship. Drawing on theoretical ideas of infrastructuring the paper considers the long-term media practices of social movements as an infrastructure that establishes continuity and links macro, meso and micro scales of temporal, spatial and social organization (Edwards, 2003). Empirically, the presentation draws on a case study of housing activism in New York City of the 1970s. More specifically it engages with the media practices of the Metropolitan Council on Housing and analyzes how its media work has contributed to the stability the organization over times of less intense mobilization and conflict.

PN 273: The Period of Latency as Seed Time: Communication Practices of a Czech Civic Association Before and During the Time of Visibility

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The stage of latency – when compared to peaks of "hot mobilization" – does not necessarily refer to period of dramatically limited activity for social movement actors. The case of The Idealists, a Czech civic association led by a group of five young sympathisers of social-democratic ideology, suggests that the latency period – though it differs in intensity of use of social and mass media – is critical for building an audience and acquiring communication skills and contacts that enable the professionalization of the activists' communication repertoire employed. The Idealists are a "progressivist and culturally liberal" civic association that has around 120 members with explicit social-democratic orientation. The active core of The Idealist consists of rather young people – the leader of the association is 26 years old and most members are young people below 30. Unlike most other youth civic associations in the Czech Republic, The Idealists are explicitly oriented to the sphere of institutionalized politics. This orientation and the association's ambition to influence critically the social-democratic politics in the country (currently perceived as being in major crisis) combine with a strong emphasis on the quality and impact of the association's public communication. This presentation compares the association's communication and use of media (both as part of their internal communication and as a tool for addressing the public) during the latency stage and in a period of mobilization. The presentation draws on an ethnographic study of the association carried as part of CATCH EyoU project (Horizon 2020) in March–December 2017 and including material from observations, qualitative interviews with 8 members of the association and 46 quantitative questionnaires enabling to compare the youth association members and their political practices and attitudes with the general Czech youth population (covered by a representative survey in late 2016).

CDE12 - Media activism and civil society

PP 457: Monitoring and activism for media diversity in South Africa: An institutional ethnography of "Media Monitoring Africa"

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This project explores the activism and impact of Media Monitoring Africa (MMA), a successful South African non-governmental organization (NGO) based in Johannesburg. MMA's central mission is to promote media

democracy, diversity, quality, and ethics. MMA monitors print, broadcast, radio, and digital media and uses data content analysis in order to critique anti-democratic trends, particularly by the public broadcaster, the South African Broadcasting Corporation (SABC).

Through a six-week institutional ethnography (Smith, 2005; 2006) using participant-observation, in-depth semi-structured interviews, and textual analyses of organizational documents, I map MMA's network of social relations, assess MMA's social position, and understand MMA as a feminist democratic media organization. The study shows that MMA weaves into the organizational fabric of the South African mediascape through consistent intervention, activist innovation, and the curation of strategic relationships. In grappling with existing theories of democratic media activism, such as democratic media activism (Hackett & Carrol, 2006) and feminist media activism (Byerly & Ross, 2017), this study also makes a theoretical contribution to media democracy scholarship. I argue that MMA is not only a media activist organization but rather, that it is a feminist democratic media activist (FDMA) organization. MMA is a FDMA organization because of MMA members' strong individual identifications with feminist and democratic ideals, MMA's feminist and democratic organizational mission, and the feminist and democratic orientation of MMA's activist work. Combined with MMA's strategic stakeholder relationships and unique social position, it is this two-fold, simultaneous FDMA that creates MMA's significant activist success in South Africa.

PP 458: The last line of defense: The work of national digital rights advocates

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The digital era has expanded the boundaries and meanings of basic human rights such as freedom of expression, the right to privacy, and the right to information (Benedek 2008). These changes have triggered constant negotiations between various national and international stakeholders over the scope of these rights in the national and international levels. Among the actors are national civil society organizations that advocate for digital rights in their own countries (Bennett 2008). So far, most studies in this field have explored these organizations' attempts to change national ICT policy in the constitutional, political, and judicial arenas (Breindl, 2011; Löblich & Wendelin, 2012). This study, however, aims to shed light on another aspect, the organizations' public-related activities, while asking (a) how digital rights advocates get the public involved in their activities, and (b) what differentiates digital rights advocacy in non-Western countries from that in Western countries?

To answer these questions, I analyzed the interactions of ten organizations from Europe, Asia, and South America[1] with their respective correspondence publics through their mediated public communication. The analysis encompasses all pages and links addressing the public on each of their websites from 2012 onward, allowing the mapping of all their public-related activities.

The analysis reveals three clusters of public-related activities: providing the public with information, encouraging the public to act, and using the public to improve the organizations' visibility. Characterization of these activities according to the sphere (private-public) and the nature of their activity (passive-active) reveals a quadrangular model of public involvement that the organizations offer their respective constituencies, thereby expanding the meaning of what it means to be an involved public. The analysis of the non-Western organizations' activities reveals that they place greater emphasis on providing digital skills to the public but hardly use the public for political gain. I conclude by discussing the current meaning of public involvement, role of the public as a social actor in digital rights advocacy and the possibility of creating a global civil society movement for digital rights.

[1] For the analysis I chose organizations from Western and non-Western countries: La Quadrature du Net (France); Digitalcourage (Germany); Open Rights Group (UK); Internet Freedom Foundation (India); Digital Rights Foundation (Pakistan); Intervozes (Brazil); Fundación Vía Libre (Argentine); Roskomsvoboda (Russia); Social Media Exchange (Lebanon) and Derechos Digitales (Chile).

PP 459: Role of the communication of social movements: Reaching the center from the peripheries

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In Belgium, the governments follow the European requirements and applies economic austerity by cutting into culture, education, health and agriculture, among other areas. In the midst of these attacks, old and new social movements emerge from civil society. Despite all their communicational efforts, it seems that their significance is not increasing. This counter-power (Castells, 2007) is comprehended as peripheral whereas the power is central. Obviously, these social movements do not have the same impact and are perceived in diverse ways. In this regard, the concept of identity is central, more specifically the 'socio-discursive' identity of social movements (Charaudeau 2005; Serghini and Matuszak 2009). This identity is

shaped by the internal interactions and structures (Carion 2007) as well as by the external communications (Bouillon et al., 2007).

This paper investigates how three identity-related characteristics of social movements, i.e. their claim, their organization and their actions, configure their place in the public debates. This question is crucial for social movements as they aim to rise awareness and mobilize citizens for a better society. Our analysis focuses on two Belgian social movements: Alliance D19-20 ('D19'), which developed in 2013 as an extension of traditional social movements, and Tout autre chose ('TAC'), which was born in 2014 and is thus a completely new social movement. The methodology is based on interviews with activist communicators, on observations during actions and meetings (in order to get a grasp of the activists' communication organization) and on an analysis of their discourses.

Both social movements have the same goal (they struggle against austerity) but each develops a different kind of communication. The three characteristics mentioned above have an impact on communication. D19 fights against austerity (negative claim) while TAC promotes alternatives to austerity (positive claim); D19 has a well-structured organization with an isolated communication group while TAC has a more horizontal structure; D19 operates by civil disobedience while TAC is focused on communication and dedicated to the creation of a community of interests.

These characteristics have an impact on the organization of external communication, as is visible for the name (fuzzy for D19 and clearer for TAC), the logo (leftist vs aesthetic), the description (tangible vs idealistic), the presence on social media (Twitter vs Facebook), the kind of actions undertaken (civil disobedience vs discussion), and the preferred discourses (political communication vs political ideality). All these characteristics configure the place of a social movement in the public debate: rather peripheral for D19 and more central (under some conditions) for TAC.

This paper brings to the fore the importance of communication for social movements. Despite their efforts (online forum, mediactivism, conferences, etc.), the activist communicators do not have the time nor the resources to critically reflect upon their communication strategies in order to reach specific audiences. More broadly, social movements should take into account the fragmentation of audiences and the polarization of the debates, in a context of 'over-mediatization' where it is increasingly difficult to be heard. To this regard, these peripheral counter-powers, or *public sphericules* (Gitlin, 1998), try to influence the center.

PP 460: Crowdsourced election monitoring: A longitudinal and comparative study of the deployment of Ushahidi's participatory election monitoring platform in the Global South

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Election Monitoring (EM) is the observation of an election by one or more independent parties, typically by observers from another country, an (international) NGO or domestic civil society organisations (CSO), to assess the conduct of an election process on the basis of national legislation and international standards (OSCE 2005). Since the late 1980s, international EM has focused on countries with weak or transitory democracies.

Over the last decade, civil-society driven EM has embraced networked communication media in an attempt to facilitate fair, just and transparent elections. Crowdsourced Election Monitoring (CEM), emerged in its present, most common software and process configuration, as a spontaneous response to the Kenyan post-election violence in January 2008, then with a strong focus on crisis mapping. The initiative named *Ushahidi* (testimony), known for its freeware, open-source GIS platform (Bailard & Livingston 2014: 349), became hence one of the most iconic and influential non-profit deployments of networked communication media, CEM being just one of various purposes and accounting for about two dozen amongst thousands of deployments of Ushahidi around the world.

Enabling the collection, processing, aggregation and sharing of crowdsourced data through a mash-up configuration of data storage and visualization/mapping features, the phenomena avoids an easy classification beyond the broad and encompassing context of digital activism (Joyce 2010), the reason being that *Ushahidi* also signifies the software and the developmental/activist uses that it enables. In consequence, the brand name of *Ushahidi* has become synonymous with non-profit, activist crowd-mapping initiatives and proactive data activism (Cullum 2010).

Following the emergence of *Ushahidi* in 2008, the capacity of new ICTs to facilitate CEM has been explored, in practice, on occasion of more than 20 parliamentary and presidential elections in Asia, Latin America and mostly Africa. My paper will address the lack of systematic, theory-driven and evidence-based research regarding the widely postulated, but so far not fully realised potential of CEM in places where the state is challenged to meet the expectations of democratic governance, by way of a longitudinal and comparative, user- and process-focused empirical study of CEM in Kenya and two other Sub-Saharan countries. The endeavour builds (1) on empirical research conducted by the author in Kenya (in 2010, 2013 and 2017), the only country with more than two *Ushahidi* platform deployments for the purpose of participatory election monitoring, aiming to determine, whether and under which conditions the evolving

best practices of CEM hold a democratic and deliberative potential to be scaled up across the continent and (2) on a upcoming research project in Kenya and two additional Sub-Sharan countries (still under review at the time of writing this abstract).

PP 461: Don't hate the media - act on media. Civil society agents' media-oriented practices on encryption/privacy

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The present emergence of digital technologies, whose increasing significance for "everything" requires no further introduction (Livingstone, 2009), significantly broadens the action repertoire for democratic intervention. Civil society agents, in their advocacy, mobilization, or direct action activities, use given digital media infrastructures to reach the public to accomplish their goals. And by doing so, they face a dilemma – as both market and political agents pursue diverging interests in the field of digital technology, ranging between surveillance and consumer or citizen protection – how to act online and reach a broader public without having their personal data not protected or simply gathered and processed further? Therefore, they have to manage their online presence between reaching a broader public and operating in environments free from personal data gathering. The latter means they interact with media more actively – by shaping them (e.g. using encryption technologies) in order to circumvent any kind of surveillance. These media-intervention activities are especially important for actions aimed at bypassing established political institutions.

We ask in the paper: how do civil society agents manage their engagement with infrastructures and the public? When seeking for the answer, we profit from approaches in media practice and activism research to provide a theoretical map when seeking for answers. The media practice approach holds that it is relevant to focus on what people *do* with media (Couldry, 2012; Mattoni & Treré, 2014). Following Kubitschko (2017), we distinguish practices using predefined media and features (*acting with media*) and others aiming at designing, shaping or creating media as infrastructures and technologies (*acting on media*). Activism research regards digital infrastructure as a resource for agents performing political activities, i.e. in cyberactivism (Vegh, 2003) or e-mobilization (Chadwick, 2006). Following Milan and Hintz's (2013) typology of policy interventions, we distinguish a. cooperative interactions referring to existing political institutions (*inside practices*), b. openly oppositional to them (*outside practices*), and c. those seeking to bypass existing regulations and power structures (*beyond practices*). Combining both (acting on/with and inside/outside/beyond) provides a useful map to assess how civil society agents negotiate their acting with/acting on media strategies when pursuing their goals.

Against this background, political media practices shall be explored empirically in the realm of privacy and encryption technologies – a field where boundaries between the private and the political blur. While Milan and Hintz have focused on radical grass-root media activists, we aim at investigating media-oriented political strategies among quasi-institutionalised civil interest groups from Germany (i.e. Chaos Computer Club, D64) and Poland (i.e. Panoptykon Foundation, Hackerspace). Qualitative interviews with their representatives reveal the interplay between how these organizations interact with media in terms of encryption and privacy and the organizations' institution- and public-oriented strategies.

CDE13 - Corporate platforms and alternative voices

PP 525: The 'Face-ache' of alternative media: Grassroots media and the corporate social web

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In September 2014, the long-lived UK alternative newspaper *Schnews* published its last post. Among the reasons that led its producers to the decision to cease its publication was the increasing corporatization and commercialization of social media platforms and the huge challenges they set for grassroots media. Bearing in mind that in the last decades the internet has been the wellspring of novel alternative media projects worldwide, this account opens up crucial questions for the current state and the future of alternative, grassroots media.

The ambivalent role of the corporate social web vis-à-vis social movement activism has been extensively studied (e.g. Cammaerts, Mattoni & McCurdy, 2013; Fuchs, 2014; Gerbaudo, 2014; Kavada, 2015; Papa & Milioni, 2016). Treré (2016) shows how powerful political actors employed often considered emancipatory technologies to exert control and impose repression on activists and dissident citizens. On the other hand, activists and civic hackers are gradually disrupting data power and turning big data to their own ends (Milan,

2016). However, little is known about how the corporatization of the web and the progressive 'datafication' of society affects alternative media and how the latter position themselves against it and attempt to negotiate this new source of power.

This study tackles this question drawing on interviews with media producers in 16 media alternative projects in Greece. The participants' discourses on their motivations, experiences, values and ideologies toward the social web reveals three main tendencies. *Enthusiastic* accounts did not develop any critical view of corporate platforms. *Skeptical* positions expressed a deep ambivalence, evident through their intense but conditional use of corporate social media. *Dissenting* positions attempted to circumvent corporate digital power by creating new technological infrastructures but without engaging in data activism (Milan & van der Velden, 2016). The paper examines alternative media producers' discourses, concerns and strategies to overcome 'Face-ache', as *Schnews* put it. Implications for the future of alternative media are discussed, along with the prospects for the development of an alternative social web.

PP 526: Civic communication on the interface: The socio-technical constitution of online commenting

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The notion of digital democracy describes the increasing reliance of democratic societies on digital communication technologies (Dahlberg 2011: 864). In times where these digital communication technologies are mainly offered by big profit-oriented media companies, it becomes pertinent to critically assess how far their socio-technical constitution comes to matter for contemporary democracies (van Dijck and Poell 2015: 3). Their interfaces, platforms and services need to be scrutinized especially carefully as the sites where people engage in political talk (Dahlgren 2009: 74). By focusing on online commenting as a form of civic communication, this study therefore interrogates how far people in their civic media practices can diverge from the interests and anticipations concerning people's civic communication that providers of contemporary digital communication technologies inscribe into their interfaces?

In this context, it is useful to reconsider Roger Silverstone's description of mediation in its social and technological dimensions as a dialectical process (Silverstone 2002: 762, also Couldry 2012: 5). While the producers of media technologies have a powerful position in ascribing social meanings in the production process, people can still engage in alternative creations of meaning. A dialectical approach acknowledges that there is hardly congruence between the meanings that people establish in their practices regarding a media technology and the forms of meaning that providers define for them.

With the proposed dialectical approach, the analysis was conducted in two steps. First, through an interface analysis of overall 20 different comment sections from different European news media and political blogs the analysis identified civic practices providers intended people to engage in. Second, through an interaction analysis this study further compared provider anticipations with people's actual practices when commenting on the European financial crisis as a political crisis situation.

The analysis demonstrates that people in their media practices appropriate online comment sections equally as social as well as issue spaces. Relation-oriented commenting practices contribute towards creating comment sections as spaces of encounter and interaction, where creating and maintaining social relations is a precondition for more issue-oriented commenting. These relation-oriented commenting practices are however often diametric to the ideal conceptions, which providers of commenting sections inscribe into their interfaces. A dialectical approach can thus demonstrate how far citizens in digital democracies maintain the ability to diverge from provider anticipations. While the design of an interface certainly has formative potential for people's related media practices, their potential for resistance and emancipated appropriation should not be underestimated. For the case of online commenting, this emancipatory potential means that people can engage in hate speech and other forms of civic media practices that can be considered undemocratic. Nevertheless, their ability to diverge from the practices that providers wish people to engage in can be considered a democratic principle in its own rights – especially within increasingly digital democracies where big social media companies and software providers implement their ideas about civic culture into platforms and interfaces in a top-down manner.

PP 527: S(t)imulating resistance? Corporate responses to the Trump presidency

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"The Trump-resistance will be commercialized" (Hess, 2017). Paraphrasing political activist and artist Gil Scott-Heron's famous title seems increasingly apt as one corporation after the other voices sympathy with social protesters and/or dismay at the politics of the White House incumbent. But how are we to understand corporate actors' use of anti-Trump discourse? Can commercial interests serve revolutionary purposes? Or does resistance become a means to other ends when appropriated by commercial

organizations? That is, does adding corporate voices to the critical chorus enforce or weaken the critique, and, ultimately, does the rise of corporate activism challenge or re-inscribe social order? In this paper, we explore these issues as they relate to and play out in social media networks. More particularly, we address the question: where and how do corporations' anti-Trump discourses s(t)imulate resistance to Trump's social order?

Theoretically, we draw on the literature on political CSR (Scherer and Palazzo, 2007) and corporate citizenship, which focuses on corporate responses to social challenges (Matten and Crane, 2005). However, we depart from approaches that highlight discrepancies between companies' practices and their CSR programmes (Christensen et al., 2013) in order to emphasize the communicative aspects of CSR (Hoff-Clausen and Ihlen, 2015; Morsing, 2006). Thus, we explore the ways in which CSR communication is used by corporations for self-presentations as political actors beyond CSR programmes (Palazzo and Scherer, 2006). In order to do so, we approach political CSR as communicative acts that have performative power to condition social identities, be they personal, collective or organisational (Alvesson and Kärreman, 2011; Schoeneborn, 2013).

Empirically, our study draws on a qualitative content analysis of 30 communicative acts from organisations that, via social media platforms, have gained attention and traction as corporate resistance to the Trump administration's political agenda. These include communicative acts such as the range of 2017 Super Bowl ads that got positive reviews for their more or less explicitly anti-Trump messages (from It's A 10's warning of four years of awful hair to 84 Lumber's insistence that all walls should have open gates), the 'partriarchy-proof' underwear Thinx' feminist messages and activities, and Amazon's and Coca-Colas's respective bids for diversity and equality.

Our findings show that corporations draw on three main appeals in their anti-Trump communicative acts: (i) direct political statements, often using humour, (ii) indirect political statements, often using emotional appeals, and (iii) apolitical content, which is re-interpreted in a (new) political context. On the basis of this, we show a tendency towards a commercialisation of the political alongside a politisation of the commercial whereby corporations appropiate anti-Trump discourses. However, in countering Trump the studied communicative acts advocate a return to the old neoliberal social order rather than the introduction of a new, more democratic form of social organizing. In this way, these instances of political CSR form part of an anti-Trump simulacrum.

PP 528: Free as in free collaboration

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This paper discusses the elements of freedom in free software. By drawing from an ethnographic study in a free software organisation, it explores the concept of free collaboration as an alternative to popular business models that harness knowledge and creativity from contributors.

Media studies have largely discussed collaboration as a method of integrating new forms of sociality in economic models, criticising that these participative processes are monetised and controlled by the owner of these participatory platforms. Free software offers a viable alternative to the free market economics by offering collective rights to contributors. Free software refers to freedom as it is allowed to share, use, modify, and distribute it. Starting from this precondition, this paper explores the collaborative practices which bind contributors together and which are central for the production of software.

Free collaboration is proposed as a concept that attempts to capture these practices. It aims to describe new forms of collectivity that arise from heterogeneous logics (Pias, 2016): These collectives are defined by a shared myth, a hegemonic discourse that is negotiated and mediated. But they are also built on affectivity and connectivity. Free collaboration considers both these camps and is an attempt to bridge them. It stands for a redesign of cultural production resulting from a combination of social organisational forms and material infrastructures.

How free software and free collaboration are interlinked is analysed on the basis of ethnographic work in *The Document Foundation*, the home of the free office suite *LibreOffice*. At the core of this study is the setup of The Document Foundation that describes itself as being independent, self-organising and meritocratic. It studies how people from different communities of practice use it as a common point of reference while it provides the freedom for actions and access to resources. By *analysing The Document Foundation's* particular collaborative practices, this paper tries to give an insight into the production of commons as a complex network of people, technologies and institutions.

CDE14 - Conditions and resources for media participation in post-migrant societies

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Communication and Democracy

The panel deals with media and participation in heterogeneous, post-migrant societies. In contemporary media cultures, media are part of the most important sites where collective representations and narrations of a post-migrant civic culture are (re-) negotiated. At the same time, they offer powerful resources and instruments for civic participation. The panel discusses the existing research on participation in media cultures and introduces a special focus on post-migrant conditions to the discussion.

The term post-migrant society refers to socio-political contexts where migration has been acknowledged by state institutions and the public as inevitable and 'real'. However, this does not mean that societal negotiation processes over migration have come to an end. Rather, they continue and expand to conditions *after* migration has occurred. Therefore, post-migrant societies are considered to be fundamentally constituted by tension-ridden processes of negotiating forms of (forced) togetherness on different social and political levels. On the one hand, this bears the potential for post-national transformations and convivial futures, allowing for a re-negotiation of recognition, voice, and visibility in the light of migration. On the other hand, this involves new structural challenges for participation and new formations of racist in- and exclusions.

The panel offers theoretical and empirical insights into the conditions and resources for media participation in post-migrant societies.

To start off the panel, Stehling, Thomas and Kruse address the relationship between media, participation and collaboration by discussing the relevance of voice and listening, visibility and recognition in post-migrant societies. With this, the authors lay the theoretical foundations for further panel contributions that focus on empirical studies of media representations and media practices.

The paper by Görland puts an emphasis on mobile media practices of refugees who newly arrived in Germany through an actor-focused perspective. The author emphasizes the importance of the mobile for the logistics of orientation, coordination and self-empowerment.

The following paper by Kaun and Uldam also deals with media practices, but from a perspective of those who aid refugees and migrants. The authors address questions of affordances by social media for volunteer work and thus discuss constraints and conditions of technologically enabled participation in post-migrant societies.

The next paper by Carpentier discusses how the participatory and self-representational process and outcome of the building of a memorial in a Cypriot village, Achna, which commemorates the displacement of the villagers in August 1974, open-up and foreclose opportunities for conflict transformation in contemporary Cyprus.

The panel then closes with the paper by Hipfl which focuses on the potential of film and film comedy to address and intervene in the remediation of racist and colonial tropes, images and discourses in the Austrian public realm.

Integral to the contributions of this panel are multi-faceted analytical perspectives from different national contexts on how media communication is currently shaping and transforming democracy, participation and conviviality in post-migrant societies. Thus, the panel explores the conditions, possibilities, but also constraints for participation and the role of media communication in the reshaping of democratic culture in post-migrant societies.

PN 164: Media, participation and collaboration in post-migrant societies

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This paper deals with the relationship between media, participation and collaboration in post-migrant societies from a theory-based perspective. In reference to Carpentier's AIP model this chapter presents the access-interaction-participation-collaboration (AIPC)-model, which provides a template to identify different levels of participation and collaboration. It helps to accurately define what participation and collaboration means by determining a) who has access to which resources and conditions essential for participation and collaboration, b) who interacts how with whom, who becomes visible and how, can speak and is heard, c) who participates in what politically-loaded decision-making processes, and d) who collaborates how with whom in mediated public spheres and who creates what forms of living together. By discussing case studies of current collaborative initiatives by and for refugees and migrants in Germany, the relevance of voice and listening, visibility and recognition as heuristic tools for the analysis of participation and collaboration will be exemplified.

PN 165: Mobile mediated self-empowerment: An actor-focused perspective on refugees' smartphones

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In the context of the so-called "migration crisis" the media has often referred to the role of refugees' smartphones. This paper presents the findings of qualitative interviews (N=17) and quantitative surveys (N=97) with Syrian refugees in shelters in Berlin in 2016. The study focuses on the self-empowerment-factor through the mobile phone: During the migration it helps gathering information about the country of destination, navigating during the process of migration, it enables independence from human traffickers as well as communication with other refugees. But also in the host country the mobile is always present and helps in daily life processes such as orientation and (social) coordination. Recognizing these circumstances, many so-called Integration Apps, applications that bring the cultural and social life of the host country closer to the refugees, have appeared in Germany. The paper also aims at the usage of these applications, showing that, while these apps are offered with a well-meant intention, they are not used very often. On the contrary the refugees' media use, which is in fact quite similar to the major society in Germany, points to a veritable post-migrant lifestyle.

PN 166: Doing memory and participation in mediated public spheres

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Digital media such as blogs or social media generate new publics, often challenging the official stories about the past and facilitating practices of memory in post-migrant societies. Thereby, alternative perspectives and voices can become visible and audible contributing to a polyphony of memory.
In the wake of the unmasking of the German right-wing terror group National Socialist Underground (NSU) in 2011, various new initiatives started to supervise the trial online and created sites of remembrance. In fact, right-wing violence as well as antisemitism have been exercised throughout the country for decades. Though, these acts for long had been depoliticized, de-thematized and silenced in public discourse in order to avoid insight that such phenomena have been an integral part of post-war German history. In consequence, addressing issues such as severe right-wing violence often creates conflict – not least in cases in which commemorating is organized by relatives of the victims who expect to be heard and recognized by city officials. By presenting results of our empirical study on doing memory on a firebombing attack committed by neo-Nazis in 1992, we will show that digital media enabled previously silenced voices to participate in doing memory on right wing violence in Germany. Thus, our project aims at discussing the conditions under which these voices may transform the basic narrative that externalizes racism and right wing violence in post-war Germany. We will argue that participation in doing memory by all members of society with and without the experience of migration is one of the basic preconditions for a democratic post-migrant society.

PN 167: Memorialization, participation and self-representation. Remembering refugeedom in the Cypriot village of Achna

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This paper is positioned in a political studies approach towards participation, which allows defining participation as the equalisation of power relations. Moreover, participation is seen as always localized, contextualized by its grounding in particular field(s), and as object of political struggles about its intensity and outcomes.
The empirical focus of the paper is a memorial in a Cypriot village, Achna, which commemorates the displacement of the villagers in August 1974. Fleeing their village after the invasion of the Turkish Army, the villagers sought refuge in the nearby British base. Unable to return to their old village now located in the Buffer Zone, a new Achna was built. In the early 2000s, a memorial – a mixture of a refugee tent and a church – was built on the main square of the village. This memorial is one of the many that refer to the intense cultural trauma from the 1960s and 1970s, where a very large proportion of both Greek Cypriot and Turkish Cypriot populations became refugees in their own country. The Achna memorial is a communicative assemblage, which reminds villagers and visitors about the painful history of the new Achna, built several decades after a forced migration.
The paper will (after a theoretical and historical contextualization) focus on the participatory dimension of the construction of the memorial, where the community, represented by a committee, engaged in negotiations with the artist, Pampos Mihlis, and resisted the negative evaluations of the Cypriot Advisory Monuments' Committee. Here the question is how the community itself tried to represent its trauma through the work of the artist. Secondly, the paper will critically analyse the outcome of the participatory and self-representational process, in particular the choices that were made for a mimetic representation of the ›own‹ suffering, embedded in discourses of ethnicity, nation and religion, which are closely aligned with the

hegemonic representations of the Cyprus Problem. The conclusion will discuss how the participatory and self-representational process and outcome open-up and foreclose opportunities for conflict transformation in contemporary Cyprus.

PN 168: The Migrumpies – Exploring the potentials of film comedy for convivial civic culture

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The focus of this chapter is on the potential of film and film comedy, in particular, to address and intervene in the remediation of racist and colonial tropes, images and discourses in the Austrian public realm. This is contextualised in the broader question what media can do to make migrants feel being part of society, not being positioned as the other.

Film is discussed regarding its potential to crystallise and condense collective structures of feelings, to give insights in the banality of conviviality in everyday life, and to illustrate what can emerge from new, unexpected encounters. Each film genre offers different contributions, as will be illustrated with the films addressing issues of migration produced by Arash T. Riahi (Vienna). After documentary films like *Mama Illegal* (2011, Ed Moschitz), *Tomorrow you will leave* (2012, Martin Ngyuen), *Schwarzkopf* (2011, Arman T. Riahi), and the feature film *For a Moment, Freedom* (2009, written and directed by Arash T. Riahi), the film comedy *The Migrumpies* (Arash T. Riahi, 2017) is now exploring clichés about immigrants.

The analysis of the Austrian film *The Migrumpies* is grounded in a cartography of media and migration which explores the power relations expressed in the entanglement of regimes of representation and affects. On the one hand, the chapter will examine the ways in which the film deploys and undermines certain repertoires of media representations of migrants. On the other hand, a strong focus will be on the significant role that the imaginary and affects play since the dominant forms of power under contemporary conditions are performed through the modulation of affect. Additionally, public responses to the film comedy by film critics as well as in social media will be explored to get some insights in how the potential of the film gets actualised by the film audience.

CDE15 - The media and resistance to transnational populist and nativist discourses

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As anti-immigrant rhetoric has swept across Europe in the wake of the so-called 'migrant crisis', the media has often been identified as a catalyst - blamed for fanning the flames of populism and exacerbating Europe's slide towards illiberalism. Commentators have been quick to suggest that the undermining of regional and cosmopolitan ideas calls into question Europe's liberal consensus that emerged after the fall of communism (Mudde 2015, Krastev 2017). There is a growing body of evidence demonstrating how communitarian ideas have monopolised the public debate (Balch and Balabanova 2016), and other research showing the ways in which sensationalism, bias, poor quality reporting, and 'fake news' have dominated reporting of issues such as immigration, refugees, and free movement (Berry et al. 2015, Philo et al 2013). This panel adopts a different approach, exploring the resistance to transnational populist and nativist discourses and the ways in which they can be challenged.

We bring together a unique and interdisciplinary focus on the ways in which different forms of media, and media systems, can limit, reframe and reimagine such populist and anti-immigrant ideas. The panel's contributions come from a range of scholars and experts from all corners of the European space who share a concern over the deleterious effects of populist 'othering' of migrants. Together the panel offers an original combination of perspectives on a crucial area of research, bringing together insights from the fields of communication studies, politics, political theory, critical discourse analysis, and minority studies.

The five papers in our panel demonstrate how, despite the apparent collapse of European solidarity and seemingly relentless onslaught of nativist forces in the public debate, pockets of resistance remain (Balch and Balabanova). They explore how alternative strategies counter the hegemony of anti-migrant hysteria (Sukosd), the extent to which regulatory frameworks can protect the foundations of liberal democratic norms (Popova), how audiences engage with and challenge the messages they receive (Trandafoiu and Vathi), and how mainstream and alternative voices in the sending country seek to subvert and overturn the misconceptions and misrepresentations of anti-immigrant nativist discourses in the public spheres of the host countries (Madroane et al).

PN 204: Norm destruction and norm resilience: The media and Europe's 'Migrant Crisis'

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What does the migrant crisis mean for liberal democracy and the role of the media in Europe? The paper will present a theoretical and empirical analysis drawing from four case studies (the UK, Germany, Hungary and Bulgaria) to give a pan-European perspective on the quality and effects of media coverage of immigration, asylum and free movement during the 2015-2016 period.

The paper will explore and map how liberal ideas are enshrined and perceived in different European contexts, how media are implicated in transforming these perceptions, and how institutional settings play a role in the resistance to such changes. Our choice of countries allows us to examine relationships between political culture and media systems across different parts of Europe, and to test and challenge assumptions about East vs West, 'New' vs 'Old' Europe.

In methodological terms, our approach builds on work that developed an 'ethical framing' analysis that avoids the pro/anti-immigration binary and disaggregates the spectrum of justifications for restrictions on mobility, and the rights of non-citizens. The combination of media analysis and political theory produces a systematic evaluation of the prevalence and evolution of specific political ideas within public debates. The approach enables us to address how, in what ways, and to what extent, public debates over immigration and free movement in Europe have contravened liberal norms.

PN 205: EU nationals' reaction to public discourse around Brexit

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This paper examines the reactive feelings and political responses of EU nationals living in the North West of England to the result of the EU membership referendum, and especially media and public discourses during and after the campaign. Fifty interviews with a diverse sample EU nationals and key informants carried out in Liverpool (which voted Remain) and Southport (which marginally voted Remain but recently elected a pro-Leave MP), reveal various reactions and coping mechanisms. These range from EU nationals activating their transcultural capital to make plans for remigration, to strengthening family and community ties in preparation for a context in which their link to Europe could be significantly restricted. Such reactions reveal an attempt to bring back into the public domain and make visible values and psychological mechanisms that usually remain hidden. The paper also assesses the potential politicization of EU nationals, in their attempt to respond to and influence public discourse, which has so far been dominated by Eurosceptic and populist voices. In doing so, EU nationals begin to exhibit what Habermas calls 'constitutional patriotism' and a renewed rationality in relation to citizenship. Belonging thus becomes a more calculated trajectory, but also one that exhibits constitutional patriotism 'at work', which also has the potential to erode the current assumed dominance of populism in Europe.

PN 206: Journalists' engagement with nativist discourses on intra-EU labour migration: Mainstream and alternative media in the sending country

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In recent years, in contexts such as the economic recession or the Brexit referendum debate, European host countries have known a surge of populist and nativist discourses that identify Central and Eastern European labour migrants as the unwanted "Others", spreading a rhetoric of fear and crisis in the public space. These positionings, strategically used to legitimise, among other things, policies aimed at restraining intra-EU mobility rights, have triggered a response in the mainstream and alternative media of the sending countries. Romanian journalists have assumed a critical role and confronted foreign media, the authorities, and even the citizens of destination states over their allegedly 'unfair' treatment of Romanian labour migrants. Our contribution uses qualitative content analysis and discourse analysis to examine the emergence of counter-discourses in the Romanian mainstream and alternative media, in the period 2014-2017, when events involving Romanian migrants in France, Italy or the UK generated nativist stances in the public spheres of these countries. We consider the ways various Romanian media mobilised, within their specific dispositives and logics, particular formats and discursive strategies in order to challenge and deconstruct such nativist discourses. The journalists' engagement ranged from deliberation to more involved, advocacy-driven and often populist positions, and resulted in discourses that encouraged self-reflexive, interrogative postures, but, predominantly, reinforced essentialist identities ('bad' or 'good' Romanian migrants) and attributed blame to responsible parties, (re)producing power relations across

national and transnational scales. Important questions concern: (1) the journalists' role in speaking for and with the 'new' Romanian diaspora (approx. 3.5 million intra-EU labour migrants), from the perspective of a sending country where Romanians' second-class citizenship in the EU and Romania's marginal position in Europe have often been problematised in the public sphere; (2) the differences and similarities in the discursive mechanisms and positionings expressed by the Romanian mainstream and alternative media in this context; (3) the possibility that, while engaging with nativist discourses in host countries, the media of the sending country, whether mainstream or alternative, may produce nationalist stances and employ a populist style of communication. The study will address the implications of this final aspect against broader developments in the practices of political communication and political journalism in European democracies, in the current situation.

PN 207: Journalism strategies and media discourses confronting nativist populism and anti-migrant hysteria: Resistance to regime propaganda in Hungary

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Since 2010, Hungary has become the first competitive authoritarian hybrid regime within the European Union. A nativist-populist regime ideology, focusing on anti-migrant propaganda in the government-controlled media sector, has become a cornerstone of Viktor Orban's non-democratic system. This paper explores journalism strategies that provide alternatives to the official, hegemonic anti-migrant hysteria in Hungary. After a brief introduction into the Hungarian media system, the paper provides qualitative analyses of six strategies:
1. factual news reporting on migration-related events and trends in Hungary, Europe, and the world
2. journalism that presents migrants as sources
3. positive framing of contributions of immigrants to Hungary and other EU member states
4. humor – funny commentary as well as stand-up comedy and its media coverage
5. explicit criticism of the government's anti-migrant propaganda, based on principles of journalistic professionalism
6. the coverage of opposition parties' discourses regarding migrants, including political criticism of the government's nativist-populist discourses.

CDE16 - Media and democratization

PP 589: The role of information and communication technologies in Soviet dissident movement of 1960s-1970s

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Soviet dissident movement is one of the vivid examples of human rights social movements of 1960s-1970s, but, yet, it is not vastly presented in the social movement scholarship. It is one of the interesting cases of how group of people organised the movement under conditions of oppression and control with the help of the underground media outlet Samizdat. This research project offers conceptualisation of Soviet dissident movement through the prism of power, ideology, and civil society, puts it in social and historical context, and outlines the role of information and communication technologies in the underground activism of dissidents. Theoretical and empirical attention is focused on how dissidents used technology to connect with each other and engaged new participants, and how two communication channels, underground media outlet Samizdat and conventional media Radio Liberty, contributed to the fabrics of the movement. Both channels were used actively for dissemination of samizdat materials, in Soviet Russia and in the West, though, in very different ways. So, the focus here is on how available technologies contributed to mobilisation, organisation, logic, and dynamics of the dissident movement, and how the informal networks were built. It is suggested here that the concept of connective action offers a sufficient way to understand how technologies contributed to the movement outreach, organisational strategies, information dissemination and reception. It is argued that samizdat created neither resistant nor dominant but heterotopic space where new social and political realities were imagined. The project offers to explore Soviet dissident movement as a unique case of human rights social movements, and brings new perspective on the role of information and communication technologies in contemporary activism, with addressing question of what is new about new forms of collective action.

PP 590: A pluralist alternative to state TV? Political content on Russian YouTube during 2018 presidential elections

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Communication and Democracy

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Since the late 2000s, YouTube has developed from being just one of the popular video sharing platforms to a successful tool of political campaigning, in particular during the 2008 Obama election campaign (McKinney and Rill, 2009; Scherr, Reinemann and Jandura, 2015). Today, with growing commercialization (Bishop, 2018) and institutionalization (Kim, 2012) of the platform, we witness an increasing confrontation between the top-down and bottom-up communication flows on YouTube (Dylko et al. 2011; Shapiro and Park, 2018). Many studies have been conducted on the usage of YouTube in political communication, both by politicians (Gibson and McAllister, 2011; Gueorguieva, 2008), as well as by civil society actors (Ridout et al. 2015; Thorson et al. 2013). However, these studies have been largely focusing on the Western contexts, and by far almost no research has been done on the role of YouTube in political communication in authoritarian regimes.

Russia, where the nationwide TV channels are largely controlled by the state and/or state-affiliated actors, constitutes a perfect example for the study of the role of YouTube in an authoritarian context. In the recent five years, this video sharing platform has established itself as a kind of alternative television with high level of political content among trending videos, with viewership reaching millions of unique users. On the one hand, it obviously fulfils an empowering function in the society, with oppositional content prominently present in the top videos. On the other hand, the state has learned to co-opt social media (Deibert and Rohozinski, 2010) and effectively promotes its own agenda.

This study aims at mapping the Russian political YouTube during the final stage of the presidential campaign 2018, starting from the oppositional rallies on January 28, 2018 until one week after the elections, March 25, 2018. Preliminary research shows that the election campaign has manifested the existing political polarization on the Russian YouTube. Our study is based on qualitative content analysis of the most popular videos with political content collected daily in the 'Popular' section of the Russian YouTube. Alongside with a range of formal characteristics of videos, we code the political orientation of the content. We distinguish three types of popular political video content: professional, semi-professional, and amateur, and analyze how they correlate with political orientation of the videos. Our preliminary results show that oppositional content is prominently represented among the most popular videos of the Russian YouTube and that pro-state actors try to confront political opposition with sarcastic content and faked oppositional videos, made in amateur and semi-professional style. Drawing on our findings, we discuss the risks and benefits of the YouTube-publics for the Russian political regime.

PP 591: Can data-driven journalism be the driving force to democratization? A case study from Turkish newsrooms

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Since the beginning of the 21st century, big data and open society initiatives have fundamentally changed our cultures of governance and business and our societal norms. It is ineluctable for media institutions, especially for news media, to be part of this change. Although the use of data for journalistic purposes dates back to early 19th century, we owe the term "data journalism" to Wikileaks war logs released in 2010. Since then the idea of doing journalism by refining raw data, by transferring it into something meaningful (Baack, 2011) for the sake of transparency, democracy and for public service; became increasingly prevalent and discussable, among both professionals and scholars. The father of the Web, Tim-Berners Lee has even named data-driven journalism as the future of the profession (Arthur, 2010). There are several online-only news institutions dedicated to, and more and more mainstream media outlets interested in the use of data, to find hidden stories into it, to explain it or to enrich their stories by it, in the post-truth era (Rogers etal., 2017).

The academic interest in the US and Europe starts almost simultaneously with aforementioned leaks in 2010. Existing literature is focused on the definition of the term, the skills and tools required to do "good" data-driven journalism, challenges that data journalists face and expectations about the future of this practice (Gray et al., 2012; Howard, 2014). National newsroom case studies tend to be popular since 2014 (Applegren&Nygren, 2014; DeMaeyer et al., 2015; Borges-Rey, 2016).

In Turkey, however, the practice of data journalism is in a nascent condition, and the scholarly work on data-driven journalism is still very poor. Pioneer studies are mainly theoretical, empirical works are totally missing. But, for such a country having troubles in terms of free expression and transparency, the transformation of journalism with data-driven processes, hold the key to rebuilding trust with citizens, increasing citizen participation and democratization. Accepting data-driven journalism as an effective means to establish and enforce open society initiatives in the country, the study tends to portray the data-journalistic landscape of Turkey. Drawing on semi-structured interviews of data journalists, it looks how they

operate within the newsrooms. It also examines the barriers to the use of data and the challenges of the profession, with emphasis to two problematical legal issues: the right to information and the freedom of press.

PP 592: How media delegitimizes regimes: Comparing the role of the media in triggering transformation processes in Poland 1989 and Egypt 2011

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How can media trigger political transformation in authoritarian regimes? Research on massive upheavals, like the Islamic revolution in Iran in 1979, the fall of the Iron curtain in 1989, the color revolutions in Eastern Europe and Central Asia in the early 2000s and on the Arab uprisings in 2011 suggests that media publicly breaks taboos, mobilizes opposition and exerts pressure on non-democratic regimes (Voltmer, 2013). However, literature rarely addressed the evolution of the contesting media discourses and reciprocal agenda-building mechanisms before the regime collapse.

Adopting the comparative approach, this paper illustrates how media and civil society actors successfully challenge the legitimacy of the political order. Media and actors push certain issues from the "radical ghetto" (Downey & Fenton, 2003) of underground circles and alternative media to the surface of the controlled mass media. The paper argues that the success of de-legitimization processes depends on "context-sensitive" factors in a country (Mathes & Pfetsch, 1991), including the media system, political opportunity structures, actor constellations and their communicative strategies. Thus, the paper reconstructs the agenda-building processes and spillover effects from oppositional media into the semi-independent and official state-owned media. In addition, the paper traces changes in arguments and semantics during the course of the events. Based on empirical data during the beginnings of the transformation processes, this study compares the media coverage of police brutality in Poland before 1989 and in Egypt before 2011. A qualitative content analysis reconstructs the Polish and Egyptian media coverage of the cases of Jerzy Popiełuszko and Khaled Said respectively. In both countries, the media sample included three sets: a) official state-owned media, b) licensed media that are more independent and c) oppositional non-licensed alternative media. Findings show that the issue cycles of regime repression were high in both countries, but had different evolutions and stirred different regime responses. The Polish government's permitted official and even international coverage of the Popiełuszko's murder that publicly acknowledged the government's human right violations. In Egypt, the government initially ignored Khaled Said's murder, which caused a diffusion delay of attention, until the peripheral civil society actors successfully pushed the issue through decentralized media into the mainstream media. When state media changed their discourse concerning the legitimacy of the administrative actors' activities involved in both murders, they opened the public discourse for a fundamental questioning of the regime legitimacy. The paper interprets the issue cycle and semantics and argumentation within the contextual factors.

In line with the conference theme, this paper scrutinizes processes in media and democracy beyond the Western center Europe and North America. It advances research on media in transformation in Eastern Europe and the Arab world from a comparative perspective.

PP 593: Terrorism discourse and spheres of democratic discussion: A case of political talk shows in Pakistan

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Democratisation scholars suggest that liberalisation of media is essential to facilitate the process of democratic consolidation by creating spheres of discussion that are inclusive, diverse and where functions of information and accountability are performed freely. In reality, commercial media are often found to be functioning in a way that harms democracy instead of strengthening it. This contrast in the media practices is observed because of the pressure of multitude of forces in society. Such forces become more influential at the time of a security crisis like terrorism where media freedom is curtailed by the state and where media face additional challenges to perform their normative functions. Studies on the subject indicate that at the time of terrorism threat or attack, media in mature democracies often give up their freedom in the face of state pressure and exhibit pro administration bias by resorting to "cheerleading" for the state.

In context of media liberalisation and media freedom at the time of national security crisis, this study sought answer to the following question: In their discussions on domestic terrorism, what functions for democracy commercial television talk shows perform as compared to the state owned television talk shows? To answer this question, this study took theoretical guidance from Media Functions and Democratisation studies and selected Pakistan as a case.

Pakistan was selected as a case because of country's history of military regimes, persistently weak democracy and development of commercial news television in the last 15 years of transfer of power from the military regime. Additionally, Pakistan was selected because of the link of military regimes policies in the past to the domestic terrorism in the country at present.

Under the methodological framework of Critical Discourse Analysis, Qualitative Thematic Analysis was conducted on three television talk shows from state-owned and commercial television channels. The selected shows discussed a terrorist attack from Tahreek-e-Taliban Pakistan on an army administered school in 2014. The shows were purposively selected and multimodal transcripts of the shows were created for analysis. Data was coded through using MAXDA software.

The findings of this study indicated that, in their discussion of terrorism, both commercial and state-owned television talk shows in Pakistan do not create forums of discussion that are inclusive and diverse and the functions of accountability and information are not performed in a manner which may positively influence the democratisation process. Instead, commercial media terrorism discourses disfavor democratic leaders by establishing dominance of the military and security institutes on terrorism discourse. This is achieved through host control on the shows and through using the strategy of exclusion of military representatives from the sphere of discussion.

CDE17 - Public communication, technology and citizen engagement

PP 655: Hannah Arendt and the technological worldliness of 2010's

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In the paper, I consider Hannah Arendt's conception of *worldliness* in *The Human Condition* (HC) with respect to contemporary posthumanist approaches, focusing particularly on the mutual relationship between humans and technology. In Arendt's thinking, the question concerning technology as a part of the world fabricated by humans connects fundamentally with the question of politics as public action between the humans.

With *world* Arendt refers to a physical space that consists of human-made artefacts and simultaneously brings people together but also separates them. On the one hand, *world* is about the material structures and on the other hand, it is about a "with-world" (*Mitwelt*) which is publicly shared with others in communication. World in its materiality and communicative plurality is a necessary precondition of politics. In the HC Arendt proposes that modern age is characterized by *earth alienation* and *worldlessness* and, along with this, the disappearance of public space. According to Arendt, the era of bureaucracy, mass production and capitalist market economy spurred a development in which humans as public political actors are subjected to the human as a laboring biological organism, the primary human activity consisting of producing and consuming nutrition and commodities.

In the HC, Arendt also criticizes that human beings bound to earth are acting like residents of cosmos even though they cannot probably ever fully understand what they are able to accomplish. With this she means that the world is shaped by human actions, and at the same time, this shaping produces new conditions for human life on the planet. Today, human-made artefacts have reached a sophistication that even produce conditions fundamentally outside of our consciousness. With regard to approaching the potential of technology in the process of creating new public spaces, it is substantial to understand how the new micro level possibilities to participate entangle with the ownership and development of digitalised infrastructures, masses of voluntary and involuntary surveillance data, and commercial databases.

In my paper, I compare Arendt's concept of *worldliness* and its ultimate grounding in the biological processes of labor to the efforts of posthumanism, material media studies and critical software studies to conceptualize the relations between human beings and machines. The latter not only focus on the entwinements of humans and nonhumans but also open a perspective on technological organisms, like artificial intelligence and robots, as cognitive entities. The recognition that other beings and things than humans have cognitive capacities offers basis for re-examining the problem of the public in an age when sociotechnical couplings are shaped by information capitalism and increasingly structure the nature of worldliness. Indeed, it can be argued that, today, the humans as public actors are integrated as parts to non-cognitive assemblages I look into how technological development, critically assessed in material media theory, STS, and posthumanism from their diverse perspectives, transforms human actors' possibilities for public action and shapes their sense of public agency. The task is not to erase the human actor but to approach the question of agency as widely and sensitively as possible.

PP 656: Enabling policies? Culture, capabilities dend citizenship

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Media and cultural policies in Western democracies are motivated partly by the idea that audiences' engagement with expressive culture should enable them to function as citizens. Engagement with expressive culture should ideally stimulate political interest and knowledge, and forge social ties to the polity. Success or failure of a specific policy initiative is, however, often measured in exposure or access, asking how many watched a state-supported documentary movie or how many watched a specific TV-series.

This paper proposes a different take. It starts from Amartya Sen's (2004) capabilities approach, which proposes that public policies should be designed and measured in terms of what policies actually enable subjects to do. Further, the capabilities approach emphasizes the need to take into account what resources people have available to make use of what they are offered. Whereas the capabilities approach is already informing policy fields such as social and welfare policy, it is also emerging into discussions about how to motivate media and cultural policies (Hesmondhalgh, 2016; Moss, 2017).

In this paper we ask whether or not audiences make use of the expressive culture they are exposed to, to which extent this use enables them to function as citizens, and to what extent such enablement rely on the economic and cultural resources audiences possess. The analysis builds on a nationally representative survey of Norwegian citizens, undertaken in late 2017 (N=2050). The survey covers questions of media use, cultural preferences and habits, political interest and engagement, as well as a range of socio-demographic background variables. This data material facilitates the study of how Norwegians make use of expressive culture, how that use differs across socio-cultural groups, and thus which kind of resources appear important for such use.

By applying a capabilities approach to the study of cultural consumption, the aim of this paper is, first, to provide original empirical insight into how audience's use of expressive culture facilitate citizenship. Second, the aim is to renew discussions about how media and cultural policy should be designed in order to facilitate citizenship, and equal opportunities more generally, for all citizens.

PP 657: Approaching the structures of place: Identifying centres and peripheries in communicative spaces

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This paper revisits the notions of public sphere and communicative space against the double constellation of technologies and media practices including mobile devices, geolocative data and social media enabled citizen interactions. Moreover, it is concerned with the transformations of the political sphere including the challenging of institutionalised circuitries of political communication. First, it deals with the need of improvement of the notion of public sphere as an interface of political interaction. In this sense, the complex context of activity and technology trespasses the traditional notions of political communication and requires tools that help understand and identify the factors that shape democracy today.

Second, the paper presents empirical findings from a series of previous researches to further unfold an already existing analytical tool designed for the understanding of the complexity of communicative spaces. These projects on communicative spaces span from protests (e.g., #nuitdébout 2016 in France, protests over austerity measures in Madrid in 2012, protests against the Akademikerball 2014 in Austria) to urban festivals (Tramlines Festival Sheffield 2017). The tool combines a mix of methods of data collection and analysis that include qualitative and quantitative data generated by digital and (visual) ethnographic tools, interviews, mapping, and representational resources (e.g., social media images and texts). Previous research has shown ways of understanding the role of representations of place, but it has also made evident that this does not suffice to holistically approach the full features and the configurations of space. Thus, following a suggestion by Adams and Jansson (2012), we developed a four dimensional analytic tool that not only grasps the representations of place, but also the textures of place, structures of space, and connections of space. This paper takes all four dimensions into account but focuses on the exploration of the structures of space that establish conditions for the information flows and set priorities amongst communicative interactions.

The analysis of structures helps identifying centres and peripheries in the communication activity and highlights decisions, policies, or actions taken that effectively enable/disable communication. The dissection of material gathered by (visual) ethnography, mapping tools (gpx data), and interviews (with organizers) revealed three subcategories for the analysis of structures of space: barriers, shifts, and flows. They are defined by their roles in setting information flows and work across devices and across actual content. The three categories also deal with different kinds of structures: physical, virtual, symbolic, proprietary, or regulatory. Barriers (e.g., police cordons, exclusion zones) are mechanisms that stop the continuity of information flows and are fundamental in policing. Shifts are mechanisms that work as valves letting communication happen or not (e.g., passwords, press accreditations). Flows are the substance of information in action (e.g., physical queues or posts from the ground to social media). Also, the centres and

peripheries of activity can be easily identified through the simultaneous mapping of the social media activity overlapping with the geotracked itineraries of ethnographers.

PP 658: Lugano 2025 - A citizensourcing platform for citizen engagement: analyzing motivations to participate and communications between the public administration and citizens

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This study aimed at analyzing the renewed and power-balanced relationship between governments and citizens (Uldam & Kaun, 2017). In the context of crowdsourcing and (open) innovation in the public sector (De Lancer Julnes & Gibson, 2016; Chesbrough, 2006), the citizen feels the need to be included and empowered in the governmental decision-making and public-value creation (Lukensmeyer & Torres, 2008). The study is trying to determine managerial recommendations and the best practices for communication concerning citizen engagement (Uldam & Vestergaard, 2015) and the implementation of similar instruments in the future of the city.

The platform Lugano2025 was specifically developed for this study and aimed to engage the citizens of Lugano, inviting them to share their ideas and propositions for the city in the future, and at the same time, testing the actual implementation and public response of this sort of instrument. Lugano2025 was used in order to try investigating the relation occurring between participation (Carpentier, 2011) in a citizensourcing initiative and Public Service Motivation (PSM) (Park & Perry, 2008), as well as the current position of the city of Lugano stand in terms of citizen engagement and participation.

The research examined (firstly, through an online survey, N=184), the motivations of citizens to participate in a citizensourcing idea competition platform, as well as their motivations to serve the public sector and their overall impressions about the initiative. Later, the research compared these results with an interview with two spokespeople of the city about the role of citizen engagement and the use of communication to better encourage it.

The following research questions will guide this work:

RQ1: What relation occurs between participation in a citizensourcing initiative and PSM?

RQ2: Where does the city of Lugano stand in terms of citizen engagement and participation?

Results highlighted motives related to self-marketing to be the main drives for participation in Lugano2025 and in particular, users who actively contributed to the platform believed their idea to be useful for the city and other citizens and were willing to share it with other actors of the city, suggesting the greater value accorded to believing in the importance and implementation of the own ideas, compared to other potential incentives.

Practical and social implications of this study included that, when considering a citizensourcing initiative, the city could take into account the minimal influence of offering material prizes over participation, and rather concentrate their effort on incentivizing self-marketing and learning motives, by stimulating the conversation and the community management and encourage idea sharing. Moreover, the city could for example diversify the compensation by rewarding contributions with public transport tickets or free museum entries, which might additionally incentivize citizens to discover and experience the city's cultural offer and use its public transportation system. On a further note, interviewed citizens showed a general propensity towards participation and an interest in public life, society, and the community in general, and hypothetically towards a curiosity about new tools such as citizensourcing and the implementation of ICT to increase citizen engagement.

PP 659: Co-creating a new local public sphere: On the potential of action research for re-vitalizing public communication in a city's centre and its peripheries

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Public communication is fundamental for society: the public is the space in which topics with collective relevance emerge across different places, in which societal self-observation and discourses between different social groups take place. By the help of public communication citizens participate in a society beyond their everyday experiences in their immediate surroundings, i.e. 'the local'. At the same time, however, the local remains the place of living. As such it is also a communicative space that is shared with others and the basis of a (political) community that can be experienced in a direct way (Georgiou 2013).

In many cities and regions this local mediated public more and more comes into a crisis due to the decline in scope and relevance of local journalism (Nielsen 2015), an individualization of local media use (Hölig et al. 2016) as well as urban trends such as gentrification and segregation (Smith/Williams 2010). This crisis is highly ambivalent as it, for instance, encompasses contradictory developments like urbanization and a

strengthening of urban social movements (Denecke et al. 2016). In such research, digital media are associated with the potential to stabilize collectives and foster their inclusion in the local and regional public sphere (Motta/Georgiou 2017). However, such existing possibilities for a (re-)vitalisation of local public spheres are not sufficiently exploited, also because they continue to rely heavily on classical mass media and the participation of young people is not sufficiently successful.

We take these observations as a starting point for an experimental interdisciplinary action research: Combining media and communication studies methods with software engineering approaches to co-creative app development, we aim to ascertain how a local news and information app that is strictly oriented towards the users' needs should look like for one European mid-size city and its environs. More in detail, we triangulate:

- thirty in-depth interviews with professionals contributing to local public communication (e.g., editors of the local media, PR officials, politicians),
- twelve group discussions with potential users and local communities (e.g., citizens' initiatives, sports clubs, religious communities), and
- a representative survey among the city's inhabitants.

The empirical insights are then used in co-creation workshops in which app developers and representatives of the above-mentioned stakeholder groups together conceptualize scenarios for a local news app that helps re-vitalize the local public.

Based on this research we will give a three-step argument: firstly, we present a typology of 'ideal local public spheres' as they are imagined by the different interviewed actors (desired communication platforms; topics; represented groups, city districts, opinions; degree of individualization, etc.), demonstrate how these imaginations relate to different local media repertoires and – referring to the conference theme – show how they differ for actors from the city, i.e. the 'centre' of the local public, and its environs, i.e. the 'periphery'. Secondly, we will present the participants' ideas for a local news app that approaches these imaginations. Thirdly, we will reflect on this action research critically, comparing it with the usual practices and strategies for development and innovation in local news industries.

CDE18 - Media and contentious politics

PP 660: Silly citizenship and contentious politics in 'post-conflict' Northern Ireland: The case of Loyalists Against Democracy

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Social media enables citizens to engage with contentious political issues through the creation of humorous and irreverent content such as memes and parody accounts. These acts of 'silly citizenship' (Hartley, 2012) frequently mock politicians and challenge stereotypes of marginalised groups within both democratic and non-democratic states. Nearly two decades after the Belfast Agreement, parody accounts on sites such as Facebook and Twitter have emerged as a key focal point for the contestation of conflict-legacy issues and campaigns to lobby the devolved Stormont Executive to introduce the same equal marriage laws and access to abortion available to citizens elsewhere in the United Kingdom. Probably the most prominent parody group to emerge on social media during this period has been Loyalists Against Democracy (or LADFLEG), which was established to satirise loyalist flag protest pages in December 2012. Supporters praised LADFLEG for providing a voice for the 'silent majority' who were angered by the protests against the decision by Belfast City Council to introduce a new protocol on the flying of the union flag above City Hall, which would see it flown on 18 designated days rather than every day, as had previously been the case. Conversely, some media commentators condemned the group for using Facebook and Twitter to shame loyalists for their poor spelling and grammar, arguing they were perpetuating negative stereotypes of working-class communities. Yet, there remains very little empirical research exploring the content created and shared by LADFLEG on their social media accounts, or how they contributed to the debate over the aforementioned contentious political issues. This paper sets out to address this gap in the literature by exploring the content posted on social media by LADFLEG during this period. Text-mining software tool Discovertext (www.discovertext.com) was used to collect content from its Facebook (N=35,721) and Twitter accounts (N=3,587) between December 2012 and October 2013. The corpus was then manually coded by two researchers according to the six phases of thematic analysis proposed by Braun and Clarke (2013). This covered contentious episodes such as the protests and rioting prompted by the decision to alter the protocol on the flying of the union flag over Belfast City Hall, and the campaign to sack Health Minister Edwin Poots due to his refusal to overturn the ban on blood donation from gay and bisexual men. Results suggest that LADFLEG used social media for a variety of purposes, ranging from the shaming of loyalists for posting offensive hate speech online to holding elected representatives to account. By October 2013 the group was playing a prominent role in factchecking politicians such as Poots and increasing the

response rate for the petition to remove him from office. In particular, memes and other acts of silly citizenship, such as the photoshopping of press footage of frontline politicians, helped focus attention on the controversy surrounding the DUP's proposed Human Trafficking Bill. In this respect, LADFLEG appeared to have evolved from observer to active participant in contentious political issues in Northern Ireland.

PP 661: Hybridizations of journalism at the intersection with political activism: Two cases of alternative media and recent disruptive events in Spain

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This presentation will focus on two alternative media projects that were developed in association with disruptive events, namely Madrid 15M (associated to the 15M Movement) and Agencia UO (linked to the Catalan independence referendum in 2017), and address the following research questions: How are characteristics of journalistic practice and values of social movements reconciled in alternative media content? How does the organization of these alternative media groups, which are integrated into very specific struggles, challenge and even modify traditional journalistic practice? The analysis is framed by studies of journalism as practice (Zelizer, 2017), discourse and ideology (Deuze, 2005; Hall, 1978; van Dijk, 2005), and alternative and community media as political spaces (Downing, 2001; Harcup, 2015) of amplification of agendas that are often invisible in the mainstream media and that seek to generate social transformations (Rodriguez, 2001). This kind of performance is most evident in connection with events that break with the established social order, as happened in both 15M and the Catalan referendum. In those critical historical moments, alternative media, even peripheral ones, generally act as channels of counter-narratives, alternatively and/or in opposition to traditional media, which recurrently align with the view of official sources and established powers (Atton & Wickenden, 2005). The research offers an analysis of the content of productions of the two groups, identifying themes, sources of information and formats, both in text and in video materials through a multimodal approach (Machin & Mayr, 2012). Aspects related to the organization and production context are also examined, based on semi-structured (yet rather open-ended) interviews with members of both groups. The study aims to understand how the intersection between characteristics associated with journalism and social movements alters journalistic practice itself, and whether this hybridization ends up establishing patterns among alternative media. Moreover, it seeks to assess to what extent the organization of these alternative media, which is assumedly horizontal and based on collectives, contributes to pluralize the content diffused in the media environment. The study presents empirical research that can contribute to theoretical discussions about hybridity in journalism by evaluating the merging of values that are considered incompatible by normative definitions of the profession, such as political activism, on the one hand, and journalistic objectivity, neutrality and impartiality, on the other hand, while at the same time evidencing the appropriation of media tools by social movements as part of the very structure of the struggles in which they are involved. Preliminary analysis suggests that both media projects often replicate traditional journalistic aesthetics and formats. However, they challenge the journalistic practice through content, which is used for informational purposes but also creating emotional meanings and serving as a political platform.

PP 662: Communicating democracy in times of conflict: The role of media in transitional justice processes in Serbia and Kenya

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As the social process of "facing the past" (Golčevski et al. 2013), transitional justice broadly includes the "set of processes and mechanisms associated with a society's attempts to come to terms with a legacy of large-scale past abuse, in order to secure accountability, serve justice and reconciliation" (Annan 2004). However, these processes often mobilize divisions over the interpretation of historical events in the respective societies. They are hence one important type of democratization conflicts, defined as "communication events" that are triggered by and accompany transitions to, or demands for, a more democratic form of government and "crystallize around the interpretation of events, contested values and the legitimacy of power" (Voltmer and Kraetzschmar 2015). At the same time, public discourse on transitional justice processes can be seen as one crucial example of mediated collective or social memory work. Media and journalism can become a significant political player in the contestation over the interpretation of past human rights violations. However, their role in transitional justice processes is often neglected.

This study aims to fill this void by focusing on the media coverage of transitional justice processes and the negotiation of the societal past in two transitional countries: Serbia and Kenya. Serbia's transition to democracy was triggered by the arrest and extradition of the former Yugoslav president Slobodan Milošević to the International Criminal Tribunal for the former Yugoslavia (ICTY). Kenya's transition remains vulnerable to internal, often ethnic tensions and questions of justice and reconciliation surrounding the proceedings against Kenyan president Uhuru Kenyatta by the International Criminal Court (ICC).

Building on concepts of media memory and the role of media in societal polarization we will address the following research questions: How did media in Serbia and Kenya report the transitional justice processes in their countries – which journalistic narratives, diversity of opinions and biases existed? How do journalists explain these characteristics? And how can we interpret these in the view of mechanisms of societal polarization and characteristics of mediated social memory processes? Which conclusions can we draw for public debates on transitional justice processes, and, more broadly the (re-) negotiation and instrumentalization of the past by societal actors in and through media?

Empirically, the paper builds on research within a large-scale collaborative project drawing on results from quantitative content analysis of 1447 news stories published in Serbian and Kenyan print and broadcast media as well as 20 in-depth interviews with Serbian and Kenyan journalists who reported on the conflicts under focus here.

Results of content analysis reveal that news items were dominated by political and domestic actors as voices and main conflict parties, a present-orientation of coverage, frequent inclination towards one side of the conflict and somewhat biased, polarized and emotional reporting. These characteristics can be explained by journalists' accounts in interviews, revealing that reporting was shaped by overarching societal narratives, political interference and alignment, economic pressures, commercialized media logics, limited professionalism as well as personal motivations of journalists.

PP 663: International media assistance and journalistic roles perceptions in Serbia: The field theory approach

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Since the break-up of former Yugoslavia in the early 1990s, foreign assistance in the media sector in Serbia has been promoting liberal model of journalism aiming to foster media watchdog role in the new democracy, driven by the underlying paradigm that developed media would foster development of democracy. The international media assistance promotes freedom of expression, pluralism, development of normative and regulatory framework, and supports specific media outlets. To address perceptions of the impact of foreign media aid on journalism, the study looks at the media system concept (Hallin and Mancini, 2004), within which a semi-autonomous journalistic field (Bourdieu) and particular journalism cultures (Hanitzch et al, 2016) are shaped through interactions of the journalistic field with political, economic and cultural fields (Benson), and under the influence of supra-national framework of power (Reese and Shoemaker) and historical institutionalism (Perussko). Based on semi-structured interviews with media professionals and on the survey of journalists conducted in 2014 as a part of the Worlds of Journalism Study, the paper seeks to answer the question: Is there a difference in professional roles perception between those journalists who have been recipients of international media assistance, and those who have not? The results confirm statistically significant difference in role perception between the two groups. The study concludes that it is this interplay of power relations and path dependency that ultimately shape the impact of foreign aid on journalism in Serbia. Departing from normative approaches favouring western type of liberal media systems, or from the 'teleological transition' of the new European democracies (Jakubowicz and Sükösd) approach, empirical findings explained in the framework of the interplay of power relations stemming from different levels of influences, supra-national and national. The ambiguous journalism culture is based on the tension between different models of journalism that have historically influenced the development of the profession in the region.

PP 664: Cypriot Community Media's contribution to conflict transformation: Turning antagonism into agonism through victimhood representation

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Can community media in divided societies contribute to conflict transformation, by 'telling the story' of victimhood differently? Can community media provide the platform for the voicing of a more agonistic approach to, and dialectical understanding of, conflict? The aim of this paper is to explore these questions, by taking a look into how victimhood is discursively constructed, coded and represented in the context of six community media organisation case studies' published and broadcasted content. Focusing on the

divided island of Cyprus, the main question that drives this study is, what representations of victimhood community media generate, and how these media organizations contribute to a shift from antagonism to agonism, facilitating thus a non-violent transformation of the conflict, or what has come to be known as the (much stagnant) Cyprus Problem'. The theoretical backbone that informs the research is provided by the agonistic democratic model developed by Chantal Mouffe (2005), according to whom the transformation of conflict and the shift from antagonism to agonism requires the overcoming of the friend-enemy dichotomy, the acknowledgement of the humanity and the pain of the Other, as well as the development of democratic channels through which contest and difference can be expressed.

The paper summarizes the findings of a qualitative coding analysis (Saldaña, 2009; Silverman, 1994) conducted on Cypriot community media victimhood-related content, published or broadcasted between Jan 2013 – Sept. 2016. This content was methodologically selected from within six community media organization case-studies (Yin, 1994), selected from a total of 26 community media organizations that were identified through a nation-wide mapping research.

CDE19 - Beyond the general mass media: the variety of specialized publics and specialized media in communication research

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The seminal book of Habermas on *The Structural Transformation of the Public Sphere* (translated into English in 1989) has inspired a vein of scholarship on the characteristics and constitution of the public sphere in modern democracies. Since then, almost 400 papers have been published prominently referring to the concept of public sphere in well-established journals of our field (including e.g. *Journal of Communication*, *Communication Theory*). Many of these authors have acknowledged the increasing complexity of modern pluralistic democracies and have, thus, moved away from the idea of a singular public sphere to a multitude of different, overlapping, fragmented, and – even mini – public spheres (Breese, 2011; Fraser, 1992; Lunt and Livingston, 2013). However, the core of communication research has only looked at the performances of the mass media, especially the news media or – in recent years – of online social media platforms. Specialized public spheres and specialized media defined as all kinds of topic- or subject-specific publications used to release or receive specialized information or messages in professional contexts have been widely neglected and therefore set to the periphery within communication science (e.g., journals, specific online media platforms, or newsletters). This is surprising, considering the fact that they play such a crucial role in connecting and integrating people and organizations with shared interests, special skills, and knowledge in modern pluralistic and technically developed democracies. Furthermore, we believe that specialized public spheres and their media may serve as the manifold and comprehensive forecourt for the formation of a wider public discussion and opinion on certain issues.

The first contribution discusses and conceptualizes the meaning of specialized media and publics within the context of social differentiation theory and therefore, serves as the conceptual starting point of the panel The following papers analyze and compare the role, development, logic, and forms of specialized media and publics on the macro or societal level (contribution 2), on the meso or organizational level in the fields of political communication and organizational communication (contributions 3 & 4), and on the micro or individual level (contribution 5).

Thus, the aim of our panel is twofold: Theoretically, we strive to enhance the discussion on specialized media and specialized publics by focusing on the logic, formation, organization, and forms of specialized public media and publics on different levels of analysis. Empirically, we present research that looks at other forms of public forums as traditional mass media and to discuss their societal and political roles.

PN 268: Specialized publics and specialized media. A theoretical and conceptual perspective.

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Modern democracies have been shaped by various forms and degrees of social differentiation processes: A multitude of specialized organizations and actors have been developed in order to render services for society in varying societal subsystems such as the economic system, the regulatory system of law or the more life-world systems of culture or sports. As predominant and highly relevant source of information concerning current political and/or societal events in nonetheless highly pluralistic and differentiated

societies, the mass media's main task is to foster social integration, inclusion and participation (Strömback, 2008). Thus, the mass media to a large extent constructs – that is decides and selects - what part of (political) reality most members of a society perceive as relevant and discuss accordingly in various arenas (McCombs and Shaw, 1977; Luhmann, 2004). In order to fulfill this task properly, the mass media generally have formed special units such as editorial departments that provide information targeted to a wider, more generalizable public. These units are typically backed by professional journalistic rules and standards, and publishing companies that allocate financial resources.

Consequently, the general mass media have been the focus of mass communication research for many decades due to their societal importance. However, what has been mainly overlooked by social and communication science research is the fact that special and even very special media perform highly relevant communicative and discursive services in differentiated societies as well: They transfer specialized knowledge, connect people with specialized interests and serve as arenas of discussion concerning (highly) specialized topics. One could perhaps go as far as to say, that specialized as well as very specialized media act as a discursive forecourt for– at times latently political – (specialized) issues that might bear larger-scale societal relevance, even before being picked up on by the general mass media as aggregated information. Specialized media are, hence, not necessarily produced by professional journalists (in the traditional sense) within the context of a publishing company but rather by members with specialized or expert knowledge and skills.

The aim of this contribution is to trace the signification of specialized media, specialized publics and the development of media-systems and, further, to relate the linkage between these entities to processes of social differentiation. This overarching contribution, therefore, further serves as the theoretical and conceptual foundation for the following contributions of this panel.

PN 269: Mapping traditional specialized media. The development and differentiation of the magazine market in Germany and Switzerland

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In modern pluralistic and complex societies, the mass media no longer has the capacity to serve as the general or sole platform for the exchange and distribution of information and ideas. Consequently, in societies that experience social differentiation – i.e. the emergence of multiple, diverse public spheres, which exist simultaneously – the general mass media, has ceased to be the main addressee of the need for social integration (Barassi, 2013; Nassehi, 2004; Schimank, 2010). Instead, we argue that mainly specialized media – such as magazines – perform the task of social integration by offering (highly) specialized data, arguments, information and knowledge for almost all kinds of topics and issues – often even using a special terminology and language (Davidson, 2012). Specialized media inform and connect (and are in turn grounded by) specialized publics that rely on focussed communication within a particular network of relevant actors (Jentges et al. 2013; 2012).

Following this argument, we hypothesize that the magazine market mirrors the social differentiation process: The more complex and heterogeneous society is, the more diverse the magazine market will become to fulfil its social members need for integration and information exchange with like-minded others.

Aim of this paper is to analyse and compare the development of the magazine market in Germany and in Switzerland. Within the scope of a quantitative structural analysis of the magazines, we collect their following structural characteristics diachronically:
- Variety of topics
- Issue/Topic of the magazine (Politics & Society, Economics & Finances/Trade/Industry, Religion, Lifestyle, Art etc.)
- Level of public sphere (Very Specialized, Specialized and General Public)
- Target group (age and gender)
- Publisher (media company/press, club/union, business)
- Aim/Goal of publication (internal/external communication etc.)

We gather the relevant data from a representative random sample of magazines in a two-year rhythm from 1975 to 2016. The basis for our sample are comprehensive lists of magazine-titles rendered by the respective national "audit bureaus of circulation". The main goal of this contribution is to assess the scope of differentiation within the magazine market and discuss the results in light of social differentiation and social integration.

PN 270: Specialized media and publics in political communication

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Communication and Democracy

Political communication does not only take place in the general mass media (like newspapers or the TV news) and in the public sphere: Especially in the phase of transforming political interests in programs or draft legislation, specialized media are of importance. Wolfe, Jones, and Baumgartner (2013, p. 182) emphasize their relevance „in marshaling analyses and communicating them among members of a specialized policy community" as well as in „mobiliz[ing] policy communities, resulting in access to the relevant policy subsystem either directly or as a link to mass media". Our contribution builds on this idea by presenting a heuristic approach that aims to localize specialized media and specialized publics. Within political communication, they must be distinguished not only from the general mass media and the public sphere, but also from policy networks or communities. Actors like professional experts, members of policy communities, or specialized journalists together constitute specialized publics as thematically - centered interaction systems. These specialized publics may have the form of institutionalized organizations (like policy forums, see Fischer & Leifeld, 2015) or spontaneous forms of communicative arenas.

The contribution addresses three points: Firstly, we present a framework that differentiates between the general public, specialized publics and policy networks (according to Sabatier, 1993; Sabatier & Weible, 2007). This differentiation follows six criteria: concerns and reference systems, prerequisites for attending, addressees and participants, participants' relations, relevance and capabilities, and orientation toward media. In conclusion, specialized publics can be located between the general public and policy networks. Secondly, we propose a theoretical framework that differentiates three forms of specialized publics on the meso - or organizational level: Specialized publics within policy networks, between them, and linkages between the networks and other parts of the society like the economy, journalism/mass media, politics/administration or science. Thirdly, we will discuss empirical relevance of both theoretical frameworks and derive hypotheses for further research. One of these hypotheses comprises that specialized media may fulfill either the function of bonding or of bridging (Putnam, 1999) policy communities. Our assumption is that these functions are often neglected in political communication research since the general focus is usually on the general mass media and the public sphere.

PN 271: Specialized media and publics in organizational communication

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This paper focuses on the question of the consequences of the rise of specialized publics and specialized media for organizational communication. Specialization in organizational communication is not a new phenomenon, because after all, addressing specific publics has always been part of the DNA of organizational communication. The standard repertoire of organizational communication usually includes two strategies: addressing the general public through the mass media and addressing specific internal and external organizational stakeholders through specialized media.

There is, however, a crucial difference between conventional and new approaches in addressing publics: Addressing publics within the framework of an established media landscape enables organizations to reach their publics with a relatively manageable effort. Organizations are able to define and decide which publics they wanted to reach, and which channels they should use to reach them.

Today's profound fragmentation and specialization of the public sphere represents a new context for organizational communication. The mass media lost their gatekeeper-function that organizational communication had to take into account in order to get their messages through to reach a broader public. At the same time, the possible channels and media that organizations can use for their own purposes are multiplying, but they have also become more complex. This multiplication and specialization of the media leads to changes in organizational communication which have not yet been sufficiently understood and examined.

Against this background, this paper discusses three interrelated points: First, it will investigate possible reactions of organizations to the changing media environment. It will be argued that basically there are two ways of dealing with this change: Either organizations respond with an internal differentiation of their communication in order to reflect the specialized media landscape, or they adhere to a consistent communication strategy and try to disseminate their core messages through as many channels as possible (Christensen & Cornelissen, 2011). Second, the enthusiastic adoption of new forms of publics and media engagement with organizational messages in large parts of communication practice will be contrasted with the reluctance to give up control over communication processes (Danesh, 2017). How does research explain that organizations are constantly looking for new ways to reach and to engage specialized publics while maintaining the dominant, sender-oriented model of strategic communication? Third, the above leads to the question how successful and how ethical these forms of engaging specialized publics and specialized media can actually be (Taiminen, Luoma-aho & Tolvanen, 2015). Suggestions for further research on these questions will be outlined.

PN 272: Unclear publicness: How usual is the unusual?

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Publics are usually conceived of as social spaces or collective phenomena in some of the most influential sociological theories (e.g., Habermas 1989; see Dahlberg 2014). This macro theoretical perspective distracts from how publics emerge from individual behavior. Furthermore, it blurs the variety of communication situations which publics are based on. Therefore, the concept of publics being located on a societal level should be complemented by a microanalytic perspective. Especially in the light of contemporary online communication, a closer view of the varieties of individual behavior is necessary to overcome too simplistic conceptualizations (Papacharissi 2009: 244). This is the aim of the contribution: to present a theoretical and an empirical approach to analyzing public related everyday behavior.

To bridge the gap between individual behavior and societal outcomes, the paper focuses on the publicness of communication situations, which are the minimal building blocks of social life. Starting with a definition of the publicness of communication situations, the behavioral aspects of publics are discussed. By differentiating the three simple criteria (a) addressing, (b) accessibility, and (c) attention, different types of unclear publicness come into play. Four types of unclear publicness and different subtypes are derived from these criteria. For example, unrequested publicness occurs when a message is publicly accessible on the internet, but not addressed to all the potential readers.

Such situations lie between clearly public and non-public situations and appear unusual at first. But, by unfolding the theory of unclear publicness it becomes evident that unclear publicness is the normal mode of communication. The resulting complexity is managed by regulating behavior (e.g., Altman 1975: 13; Goffman 2008: 154). From this point of view, publics consist of a variety of individual communicative behavior, embedded in social situations, with different shapes of publicness. Instead of forming a general mass, publics are heterogeneous by design. This theoretical argument is backed up by results of a group discussion study and an experimental study. These studies demonstrate how online and offline-situations, as on Social Network Sites or at a bus stop, can be compared in terms of their publicness and regulating behavior. In addition, they highlight how publicness is embedded in usual everyday behavior.

CDE20 - Media and political knowledge

PP 736: Communication of political content in children's TV-news: A European comparison

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Media are an important part of children's daily life. They play a significant role in the socialization process besides other agents like parents, peers and school (Süß, 2004). News media are often the main source for political information. They offer orientation by contextualizing complex political issues to the living environment of children (Lemish, 2015). Since children are 'citizens' in the making' (Buckingham, 2003) it is necessary that they develop a democratic understanding early on in life. News shows designed for children have the "potential to enable them as citizens and empower them to develop an ongoing interest in the world" (Carter, 2013, 255).

As media play an important part in the political socialization the question is how children's news shows facilitate political learning and participation in the context of a complex foreign affair topic. Therefore, a content analysis was conducted (n=1158) of the German news show *logo!*, the British format *newsround* and the Dutch program *Jeugdjournaal*. The programs were chosen because of their pioneering role in TV-kids news. To ensure comparability, a topic was chosen which is of relevance to all three countries: the US-election/campaign 2016. It was compared of what importance the US-election is within the political media coverage of the three shows (RQ1), how content is made intelligible to its young viewers (RQ2) and to what extent an active participation is possible (RQ3).

In order to answer RQ1 variables like the *topic* (e.g. politics, science, human interest) of the news item (r_u=0.84) and *policy specification* (e.g. national, European, international topic) (r_u=1.0) were assessed. To measure how content is made intelligible (RQ2) variables like *existence of introductory moderation* (r_u=1.0)/*closing remarks* (rH=0.84) or *presentation style* (e.g. video news item, interview) (r_u=0.77) were applied. In order to answer RQ3, inter alia, variables like *existence of children* (r_u=0.92)/*teenagers as protagonists* (r_u=0.93) or *existence of opinions of children* ($_u$=0.92)/*teenagers* (r_u=1.0) were assessed.

In our period of study (09/20/16-11/30/16) all three programs facilitate political learning by presenting relevant events and background information linked to the US-election within the political coverage. However, it is striking that in *newsround* the coverage of the US-election goes at the expense of other political topics. In the other formats the election is one of many political issues discussed. Other relevant differences did occur regarding RQ2 and RQ3. While *logo!* focuses on imparting factual and background

knowledge, *newsround*, foremost, provides a platform for children to express their opinions. *Jeugdjournaal* concentrates mostly on the presentation of factual knowledge. Summarized it can be said that all three programs recognize their responsibility as socializing agent, even though they choose slightly different approaches to communicate political content.

PP 737: The era of fake news: Digital storytelling as a promotion of civic cultures and critical reading

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The audiences consumption of decontextualized and disaggregated information mediated by digital technologies has increased exponentially. As consequence, digital democracy and civic cultures (Dahlgren, 2009) are at risk of losing prominence. Users consume information on social media platforms whose algorithms define the relevance of issues, as well as on streaming of information indexed semantically and, therefore, often decontextualized (Amaral, 2016), claiming for critical data literacies (Brites et al, 2018). There are several definitions of 'fake news' whose fundamentals are the incorporation of deliberately misleading elements into the content (Berkowitz & Schwartz, 2016, Wardle, 2017, Bakir & McStay, 2017) and their online propagation (Bounegru et al., 2017).

'Alternative facts' and the 'post-truth era' are a threat to the sovereignty of democracy and civic cultures, often based on daily life issues, conducted by anonymous citizens with all types of media literacy skills. The production and consumption of 'fake news' derived from the speed of transmission, the lack of news literacy of the audience, but also from the lack of practical routines of information verification by information professionals. As we observe the evolution of the digital public space, the relevance of the media literacy and education for professions medium becomes evident. This paper assumes this context and is framed within the scope of an European action research project, MIA - Media In Action (LC00632803), which involves educators, academics and journalists, in order to produce support materials for teachers and learning facilitators in a converging perspective of the trio of media literacy, news and civic literacy and digital storytelling.

What are the reflections that arise when connecting digital storytelling in the context civic cultures and digital democracy, in training with children and young people teachers'? The proposal of this paper is to develop a theoretical approach to the incorporation of these three dimensions in the training of educators that work directly with children and young people with the aim of promoting news literacy (Ohler, 2013) by integrating different digital mechanisms that empower producers and consumers into a constant interaction. The promotion of news literacy within the school curricula can enhance citizen empowerment and civic competencies to deal critically with information. As Alexander emphasises, "creating and consuming digital stories is seen as appealing to digitally immersed students" (2011, p. 214). Jenkins argues that digital storytelling may provide a "a context for helping students to think across media platforms and to understand how they are interacting with each other in ever more complex ways" (2011, p. 943). Assuming that the media contribute to the social construction of reality (Rose, 2012), hybrid narratives expand content across multiple platforms and allow the audience to play an active role (Scolari, 2013; Sora, 2015). Therefore, the prevention of digital disinformation phenomenon can be approached from the perspective of digital storytelling as a method to integrate the paradigm of immersive narratives into to the learning process (Skouge & Rao, 2009; Ohler, 2013; Yuksel, Robin, & McNeil, 2011), contributing to foster civic cultures and particularly digital democracy.

PP 738: Is distrust in the media undermining democracy? An explorative interview study on the implications of media skepticism

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Reliable and trustworthy news media play an important role in the functioning of modern democracies (e.g., Blöbaum 2014, Craig 2004, Swanson & Mancini 1996). Research indicating that mainstream media are increasingly distrusted by certain parts of their audience (Schultz et al. 2017) suggests that established media outlets and journalists are struggling to fulfill this role. In this sense, distrust in mainstream media, also coined as media skepticism (Tsfati 2003), could possibly impede journalism from facilitating public deliberation and debate. It is therefore most urgent to investigate media skepticism and its implications for society and democracy.

Such investigation was done by means of semi-structured interviews with 26 German media skeptics that were conducted shortly before and after the 2017 German federal election. Findings reveal that media skepticism and political distrust often condition each other: When criticizing media and their coverage, many

skeptics do not only refer to mainstream media but also disparage specific politicians, parties, or a vaguely defined political establishment in the same breath. This observation is in line with research suggesting that political distrust and distrust in the media are interrelated (Ariely 2015). Correspondingly, most criticisms pertain to the perception that media reporting is too partial. Skeptics frequently accuse journalists of lacking political objectivity and omitting facts intentionally. Meanwhile, interviewees often relate these shortcomings to the presumed influence of politicians on journalists. Several participants view German mainstream media as the mouthpiece of the federal government. In accordance with that, remarks such as "I think the mainstream media only reproduce the opinions of the ruling elite" are not infrequent.

Negative evaluations of media outlets often lead to negative emotional reactions, which, in turn, may facilitate changes in media usage and communication behavior concerning media criticism. While some skeptics do not report any changes in their media usage (6) or use additional information sources (4), others avoid media (8) – especially public service and private broadcast, quality press, and the German tabloid newspaper *BILD*. Certain skeptics indicated a significant change in their media repertoire (8): Some of them altered their media diets according to their political attitude and some tend to use foreign media. Beyond that, analyses show that only few interviewees address their criticisms directly to the media. The majority prefers to discuss media skepticism in their social environment.

To conclude, media skepticism and political skepticism often appear to translate into each other: Skeptics relate perceived failures of the media (e.g., partiality, subjectivity) to political processes and the other way around. In consequence, some turn away from mainstream media and start using alternative information sources – some of which are affiliated with extreme political positions. Extreme or unbalanced news media diets, however, appear to pose a risk to independent political opinion formation. In this respect, this study suggests that media skepticism should indeed be conceived as a threat to the functioning of democracy. Meanwhile, it should also be argued that media skepticism can be healthy to some extent since it encourages journalists to be reflective of their role in democracy.

PP 739: Youth at the center of the information maelstrom

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Numerous studies (i.e. Van Damme, Kobbernagel & Schrøder 2017; Reuters Institute *Digital News Report 2017*) have documented over the past decades that patterns of information are changing profoundly across the population and that in particular young people confer to digital sources for a broad variation of news, background information, and entertainment.

Worries about the consequences of this development for the information level and critical reflexivity among young citizens are often expressed across sectors in society that deal with informed citizenship, debate, engagement and transformations of the foundations of democracy is. One of the concerns is that young people lack the ability to contextualize the random bits of fake news that they happen to stumble upon in smart phone facilitated social media filter bubbles, where they spend the major part of their time, while the echoes of voices that repeat the same stupid bits of random, not-validated information fill up the space. Public, academic ((Amnå & Ekman 2014; Bastedo 2014), and even youth cultural (Stald 2017) discourses repeat and promote these concerns. These are sad and worrying perspectives if we consider coherent, deep information, informed debates, and critical reflexivity to establish the cornerstone of democracy.

New data, however, from three consecutive, annual surveys conducted among Danes from age 16+ nuances these perspectives and contest the quite simplified and unilateral representation of the development.

The data does indeed verify, across all three years, that young Danes increasingly find their information via social media; that traditional media play an increasingly limited role; and that young Danes happen to see news stories when they are doing something else online; that is, they do not very often, compared to older generations, intentionally look for serious news and information.

However, the data also tells that relatively many young Danes trust traditional media more than online /social media even if they seldom sit down with the newspaper, or in front of the TV or the radio. They are even more sceptical towards the trustworthiness of news that they find online than older generations with less use of online media are. But, what is really interesting is, that young Danes relatively often look for additional information when they – quite often – encounter stories online that they doubt. In short, the majority of young Danes often think critically about the online content they find.

As a researcher with a focus on informed citizenship and the role of media in democratic processes, I find that especially two things are worrying about young peoples' dive into the information maelstrom: they do indeed lack the inputs to establish coherent, perhaps even ideological, understanding of social, political and democratic processes. And, they lack a confidence in being able to connect the dots and exploit the present critical thinking that many apply to use of online content.

The argument in the paper draws on three Gallup surveys about insights into Danish Information practices in 2015 (1593); 2016 (1233) and 2017 (1550). The surveys were conducted as a resource for the research network DECIDIS.

CDE21 - Discursive struggles in national and European media

PP 740: The Europeanisation of public spheres: Matching EU policy with national politics in the TTIP debate

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Despite the long crisis and the efforts of civil society and European institutions, the European public sphere remains fragmented. This does not mean that it there is interest for the EU: every national election in the long electoral cycle going from the 2016 Brexit referendum to the 2017 German elections has seen headlines in the reference media of each country in a framing and priming that emphasised how crucial each of these elections were for Europe. However, this increased interest for the politics of other member states does not by itself fulfil the functions of a democratic public sphere: there is still a disconnection between national politics and EU policy, between public debates and EU-oriented public programmes. The above mentioned elections are an example of this disconnection: there is growing concern about the future of Europe, but little debate on alternatives to its current form.

This situation contrasts with the debate around the negotiations of the Transatlantic Trade and Investment Partnership (TTIP), which triggered an unprecedented level of protest in the European Union (EU), particularly in Western European countries. Rather than emerging a Europe-wide public sphere, TTIP became a matter of domestic politics in different countries, in a process that fits well with the Europeanisation of public spheres (Risse 2010, 2014). The present paper will tackle an empirical research question and a normative one: *(1) How did the Europeanisation of public spheres in Spain, France and the UK occur in the case of TTIP? (2) What are the implications for the democratic legitimacy of the EU?* The paper will be based on a framing analysis of the content published in nine online newspapers from three different countries (three per country), Spain, France and the UK. The main argument put forward is that there has been a Europeanisation of national public spheres in the case of TTIP that can be explained on the basis of agonistic conflict (Mouffe 2013). Rather than leading towards a 'constraining dissensus' (Hooghe and Marks 2009), where the contestation of the EU encourages the spread of Euroskeptic ideas at the national level, agonistic conflict in the EU policy-making can lead to an 'empowering dissensus' (Bouza and Oleart 2018), where the EU becomes normalised as a polity. This approach does not entail the emergence of a European public sphere, but rather the entrance of EU policies into diverse national political environments in a way that the European project as a whole is not questioned, but its policies are scrutinised and discussed.

PP 741: "The struggles of public television information in Spain: Analysis of the information treatment of the Catalan independence"

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Public ownership media are institutions that should work and operate independently of the interests and agendas of the governmental institutions and organizations in order to ensure that the citizenship receives as impartial contents as possible, specially regarding the information contents. Information objectivity on television is fundamental due to the fact that it is one of the preferred sources of information of the citizenship.

Nowadays Spain is living in a very complex situation: On the 10th of October 2017, the Catalan president, Carles Puigdemont, declared Catalonia an independent republic that the central Spanish government declared as illegitimate, using the constitution to install the central government ruling the region. Television is such an important part for the society that one of the first measures that the central government wanted to apply was to control the autonomical television, TV3, even though finally, and thanks to the pressure of different organizations and the citizenship, the government decided to leave the production routines unaltered.

The local television Televisió de Catalunya (TV3) has been accused of "indoctrination" and having a pro-independence message, that is the reason why the central government wanted to control the routines of production of the regional television. But not only Televisió de Catalunya has been put under the spotlight, the public national television, Televisión Española (TVE), receives a lot of criticism by different groups such as the opposing parties of the Spanish congress or journalists associations, accusing the public channel to be a governmental tool and to answer to the interests of Partido Popular, the ruling party in Spain

nowadays, eluding uncomfortable informations for the government or criticizing aspects from the contrary governmental parties.

This research aims to analyze, from the framing perspective, which is the narrative and information treatment used by both media in their prime time TV news, given the importance of this television programmes. Analysis on both institutions is interesting due to the accusations that both of them receive, and because they allegedly answer to confronted agendas: the local Catalan television is accused of supporting the independent agenda while the public Spanish television supports the central government message.

The method used in this investigation is content analysis using the framing perspective. Specifically, the research will use the categories of Conflict frame, Human interest frame, Economic consequence frame, Morality frame and Responsibility frame, frames used to broadcast a piece of information from very different perspectives. These categories, presented by academics such as Semetko, Valkenburg (2000) and Neuman et al. (1992) will be used to analyze one week of prime time television news in both channels, in order to obtain the different perspectives in which the channels provide information to the viewers. These framing categories aim to underline the different perspectives, pro-independence, neutral and favorable to the central government position, used in television news in public channels from Spain and Catalonia and therefore will be useful to conclude which are the intentions of the respective public institutions when informing their audience.

PP 742: Analysing discourses on populism in media, academia and politics. How and to what ends is the concept 'populism' used in coverage of the European Elections of 2014?

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Despite much talk about the rise of 'populism' as a framework for analysing contemporary politics, and some critical reflections on this, there is remarkably little systematic empirical research that studies how the meaning of 'populism' has been constructed, and how this could be explained. As Stavrakakis (2017, p. 4) states: "When we study populism, we talk about populism (…) and language is never innocent." That is why we should not only ask "what are populist politics", but also "what are the politics of the signifier 'populism'?".

Based on a thorough literature review of existing meta-analyses of discourses about 'populism', this paper argues that we need systematic empirical analysis of discourses about populism in different contexts, and it proposes discourse theory (see Laclau & Mouffe, 1985) as the most suitable framework for such an analysis. It argues that this analysis needs to take into account at least two major dimensions: 1) How are negative, neutral and positive discourses about populism structured, who produces such discourses, and how do they relate to broader political struggles and ideologies?, and 2) What do the complex and multidirectional relations between discourses about populism in politics, media, and academia look like?

This paper presents the results of an exploratory discourse-theoretical analysis (Carpentier & De Cleen, 2007) of discourses on populism in the context of the European elections of 2014. Local (Flemish) and international news outlets will be analysed, alongside academic articles and speeches by European politicians. The intensity of discourses about populism, both in its left-wing and right-wing forms, in combination with the national-transnational dynamics of European elections make the 2014 European elections a suitable case study to examine both dimensions outlined above. It allows us to study how different definitions of populism travel across academia, media and political spheres. How do academics, journalists and politicians use the notion of populism to discuss the European elections? Is populism explicitly defined in news articles, and if not, what is it assumed to be? Which academics are quoted, or misquoted, by journalists and politicians and what role do they play in the public debate? How does the signifier 'populism' acquire meaning in relation to other signifiers (such as democracy, nationalism, extremism, etc.)? And how does all of this contribute to the legitimization and delegitimization of populism, both on the Left and the Right?

By answering these questions, the paper contributes to broader insights in the dynamics between the political, media, and academic fields. It helps to understand the nature and consequences of the different uses of 'populism' for wider public debate about populism and its relation to democratic politics.

CDE PS - Poster Session

PS 03: Framing of the 2017 #rezist Protests in Romania

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Communication and Democracy

The Romanian #rezist protests started when the Romanian Ministry of Justice announced that the new Government had adopted an emergency ordinance (OUG13) meant to amend the penal code. Several politicians prosecuted for corruption, including the leader of the main governmental party, who had been accused of electoral fraud, would have benefited from this bill. Mass rallies continued on a daily basis, reaching a peak on February 5 when almost one million people assembled across the country. Under the constant pressure of the people gathering in the main squares of Romanian cities, the Minister of Justice resigned and the government eventually repealed the contested executive order. Unlike the previous protests in Romania, the #rezist protest brought a change of the offline site. The protesters occupied the Victoria Square, the place where the Romanian Government is located, and this symbolic move may imply both a statement of intention and proximity to those in power (Lilleker, Adi, 2017, p. 5). Created by the declic.ro online community, the #rezist hashtag was conceived as its contribution to the collective effort of change in Romania and it has become the main symbol of this uprising period.

Networked gatekeeping has changed the status of elite and as Meraz and Papacharissi (2013) suggest, there is "a new symbiotic interrelationship between the influential and the ordinary in a manner that elevates the actions of nonelites as active participants in the realization of what is newsworthy" (p. 160). Kristina Sedereviciute and Chiara Valentini (2011) make a plea for assessing stakeholders in terms of online connectivity and relationships and propose a holistic stakeholder mapping model. Using K. Sedereviciute and Ch. Valentini's typology of stakeholders (unconcerned lurkers, concerned lurkers, unconcerned influencers, concerned influencers), we will assess the degree of interaction among the online #rezist users. Using the theory on framing processes (Snow and Benford, 1988) and frame alignment (Benford and Snow, 2000), we will apply the framing processes and alignment strategies to analyze the Twitter users' discourse during the #rezist civic uprising in Romania.

The data will consist of the 2233 #rezist Tweets generated from February 2-27, 2017. Using network analysis (NodeXL Pro) and content analysis (QDA miner 5), this study has a threefold focus: (1) to determine the prominent influencers of the #rezist hashtag and their interaction (the density and the number of groups formed), (2) to identify the co-occurrence of the instances of diagnostic, prognostic and motivational framing, (3) to determine the consistency of alignment between the frames produced by the most prominent #rezist influencers.

1160 users took part in the #rezist protests on Twitter and 319 groups by cluster were formed, but interaction among users was present in only 58 groups. While corruption was the most prevailing diagnostic frame evidenced in the #rezist tweets, solidarity and resignation prevailed as prognostic framing. *Frame bridging* can be observed in the #rezist tweets that linked issues surrounding this protest to other similar events that took place in Romania, the most relevant example being the connection forged with the 1989 Romanian revolution.

PS 04: The role of media in the perceptions of democracy across Europe

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Media have been widely discussed as one of the significant forces affecting the democracy in modern countries (Schultz, 1998). Media have often been heralded as an institution that helps to control the government by voicing critique towards the governmental decisions and processes or by disseminating information concerning diverse socio-political issues. Based on their influence, media have been widely labeled as a "watchdogs of democracy". However, there is also a rising skepticism concerning the role of media. For instance, the information provided by media might be biased (Entman, 2007; Street, 2010) and, sometimes, media can be seen as even anti-democratic in their influence and effects (McChesney, 2015). This skepticism has not been formulated only on the level of academic debate, but it has pertained also to wider public. However, this skepticism – and consequentially the view on the role of media in democracy - can vary across public with different background and socio-political perspectives. Therefore, the aim of our study is to investigate the public perceptions of the role of media in relation to the views on democracy. Specifically, we ask how are the perceptions of media associated with the general views on democracy as well as the assessment of current state of democracy by European citizens. Moreover, our aim is to examine the inter-individual differences as well as possible cross-cultural differences which may moderate the link between the perception of media and the views on democracy.

To fulfill these goals, we utilize data from the European Social Survey (ESS). ESS is a cross-sectional survey on representative samples of population aged 15 and over. Specifically, we use data from the year 2012 (Round 6), in which 29 European countries (N=54,673) participated and a module focused on citizens' perceptions of diverse elements of democracy was employed. We focus on the items capturing perceived importance of media for democracy and the function of the media within the country of residence. Specifically, we examine the extent to which people perceive media as "watchdogs" of the government, and people's perceptions of the ability of media to provide reliable information to judge the government. In our analysis, we employ multilevel regression approach to link the perceptions of media with citizens' views on

democracy. Moreover, our analysis considers several individual-level predictors, including demographics, trust in institutions, and socio-political orientations. Finally, we examine the cross-country differences and cross-level interactions; that is whether the effect of individual variables systematically differs across countries based on the country-level of the moderators (citizens' values and political culture).

PS 05: Multimodal framing of inclusion in education: Visual and verbal representation of students with disabilities

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Since 2009, the signatory states of the *Convention on the Rights of Persons with Disabilities* by the United Nations are obligated to build an inclusive educational system. This means that children with special educational needs should be able to attend regular schools, and not have to learn separately in special schools. In Germany, the inclusion rate is currently about 30 percent. The discourse in Germany is shaped by different points of views – respectively frames. One position describes inclusion as a successful project in which students both with and without disabilities benefit. The other position depicts inclusion as problematic in terms of the shortage of funds, inappropriate school buildings, overburdened teachers and concerned parents. Subsequently, some political parties and interest groups advocate the preservation of special schools for students with special educational needs. Media reporting may strengthen these frames in discourse and reinforce stereotypical ideas about persons with disabilities in society.

Case studies found that the coverage about disability and inclusion tends to reduce persons with disabilities (PWDS) to their disability. Scholars agree, that media coverage has the power, among other factors, to affect peoples' beliefs and thereby can shape negative attitudes against PWDS. This is especially important, as most people form their opinions about PWDS not on the basis of personal contacts but on the reception of mass media. Therefore, it is important to examine how mass media reflect on issues related to PWDS. Pictorial images play a crucial role in this process: images are processed faster and are perceived more directly and true to life than verbal media content. Hence, images attract attention and have a huge potential to evoke emotions and cause framing effects.

In order to take into account the multimodal character of media, a complex content analysis (with qualitative and quantitative parts) of online journalistic articles (710 articles and 695 images) was conducted. Results show that the analysis of verbal texts alone draws a shortened view of the topic. The visual depictions focus on the representation of children in wheelchairs and with Down's syndrome. Other types of disability are represented visually less frequently than they appear in texts. Thus, the visual image of inclusion is strongly influenced by physical and mental disabilities, although the actual problems are mainly related to learning difficulties. Visual framing devices such as *camera angle* and *character constellation* are used to create negative tendencies. A typical motif in this context is a single child sitting in a wheelchair and depicted from a view below and from behind. This motif reinforces a frame that fears the isolation of students with disabilities through inclusive education. Conversely, images of children playing, laughing, and learning together reinforce frames that advocate inclusion.

This study not only shows which actors are represented verbally and visually, but also analyses the publicly visible arguments for or against a full inclusion of students with disabilities in the education system and thus focuses on the role of journalistic mass media in the struggle for social participation and rights of PWDS.

Communication History

PP 036: Transgressing governmental discourse hegemony: When media reporting changed established communication rules in communist Poland and Hungary

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Until the end of the 1980s, Communist governments of Central and Eastern European States subordinated mass media organisations to the political system. They were organised as a transition belt system and more or less strictly controlled (Goban-Klas, 1997). In addition, a certain binding force of ideology was at work, the idea of overcoming traditional social order for the development of a more equal "society of new men" (Riegel, 2005). Accordingly, political communication in the mass media was characterized by a complex jargon (the so-called Leninist Aesopian Language) aimed at disarming opposition to Communist ideology (Behrends 2006, 13ff). From the communication scientific point of view, the definitive changing of this controlled political discourse can be considered as a most interesting and important element of the overall political transformation in Central and Easter Europe. Today, we have scientific knowledge about the role of journalism in the political transformation of Communist states (Aumente 1999; Curry, 1990) and the change of the mass media systems (Goban-Klas, 1994; Mc Nair, 1991) as well as post-communist changes within public discourse in these countries (Galasinska 2009). However, it is not well investigated yet, how, during the beginning transformation and before the change of the systems, ideologically tabooed issues of contradicting life reality and their interpretation from oppositional actors transcended from the intellectual margins of public discourse into the centre of the official public sphere.

To fill this gap, I identified from research literature those historical events at the beginning of the political transformation in Poland and Hungary, when the legitimacy of the Communist governments came under public scrutiny within mass media reporting. I hypothesised on a system theoretical basis that in these moments mass media organisations, despite being controlled, when gaining a certain autonomy started displaying conflict in society, thus, facilitating an alternative public sphere. The selected cases are (1) Jerzy Popiełuszko, a Catholic priest of the lower clergy that supported the Solidarność movement during the times of martial law who was later murdered by the secret police; and (2) the reappraisal of the 1956 events and the then ruling government with Prime Minister Imre Nagy in Hungary.

In my presentation, I will discuss the findings from the theory-based comparative single case studies, including qualitative content analyses (following Kukartz, 2014). I will present the issue cycle within the party newspapers, the most oppositional but nonetheless elite communist newspapers, and oppositional newspapers as well as their different presentation of the selected cases. Furthermore, I will analyse the discovered relevant changes in the reporting of the established, ambivalent communist terminology (Demaitre, 1966) and semantic structures (Klein, 2016), opening the floor not only for the critical discussion of hitherto concealed conflicts but also the legitimacy of the political system. Finally, in view of my findings, I want to discuss at the conference in detail about the function of mass media for political transformation.

PP 037: How revolutionary can journalism be? The PREC period (1974-75) in Portugal and the role of investigative reporting in democracy building

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This paper analyzes the role of reportage and investigative reporting in the Portuguese television public channel (RTP) in the aftermath of the revolutionary coup of April 1974. The television was one of the main targets of the rebels, suffered an immediate seize and remained under military administration from 1974 until 1977. We will focus our programming analysis in the period ranging from April 1974 to November 1975, following a historic delimitation among Portuguese scholars that, due to the intense radicalization of political and civil struggle, consensually refer to that period as PREC (Ongoing Revolutionary Process). Television management and programming were one of the key tasks to be performed in order to achieve the revolution political and social goals. The history of RTP shows how the military delegates, the politicians, the journalists and the public formed an unpredictable community to re-invent a new television "for the people". After 40 years of dictatorship and severe governmental control of television through internal censorship, there was no previous experience of how television could support democracy in Portugal. At the same time, all the media, and television, in particular, was being the object of increasing power dispute and content manipulation among the political actors. Within this context, we will focus on the journalistic response regarding RTP future role in Portuguese society. The television image and content changed immediately after the coup. Informal talks and debates replaced former solemn transmission of public events. Political criticism took the place of consent and laudatory governmental pieces. A department titled "Political and Social Programmes" was created to discover, through investigative reporting, the "real

country" and the "real people". As the democratic process demanded an inexistent democratic culture, television provided knowledge about basic democratic procedures in the new republic: how to form a popular assembly, how to make a proposal, how to vote. Although there are several historical grounding works about the media and revolution (Cádima:1996; Gomes, Castanheira:2006; Mesquita, Rebelo: 1994; Rezola: 2007; Soares dos Reis:2009), our research is innovative and will dig into television archives, seeking to categorize and interpret the audiovisual materials according to several categories: thematic, journalistic genres, protagonists, visual narratives, sources of information. The goal is to identify and characterize the Portuguese "journalistic thinking" about television informative content and, in a broader sense, to establish links with other international research concerning the role of the media in revolutionary and transitional historical momentums.

PP 038: Social democracy and media policy. The role of loosely party-affiliated intellectuals in the press reform debate in early 20th century Germany

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Our study addresses ECREA's "Centres and Peripheries" theme from a historical and media political perspective. It studies the press reform debate in early 20th century Germany, more precisely, the main protagonists of this debate as well as the non-involvement of Social Democratic Party (SPD). The press reform debate, largely an initiative of several political peripheries in German Empire, revolved around the perception of bias and sensation in press caused by commercialization, especially by advertisement. Authors demanded statutory regulation and suggested the nationalization of newspaper advertising and the socialization of the entire daily press (Roegele 1965).

Although it had every reason to do so, SPD did not participate in this debate. This is surprising because its criticism of commercial press was as old as social democracy. Moreover, the party had a long-standing problem with its own public visibility. From its foundation in 1875, it had been complaining about how "capitalist press" lied about social democracy. The perception of being combated by the press runs through history like a consistent thread (Hirsch 1876; Eisner 1919[1914]). The press reform debate, peaking in the change from monarchy to democracy 1918/19, was an opportunity to deal with this communication problem.

This contribution seeks to understand the party's non-involvement and pursues the following hypothesis: Central authors in this debate, loosely party-affiliated, engaged in place and dealt with the visibility problem of social democracy. To prove this hypothesis we studied the party and three influential intellectuals, who sympathized with but remained independent of SPD (Karl Bücher, the founder of the first German institute for press research; the journalist Erich Schairer; the editor and politician Wolfgang Schumann).

Theoretically, we draw on discursive institutionalism (Schmidt 2008) which focuses on ideas, discursive processes, and institutional contexts. Institutional contexts (internalized structural factors) help to understand which problem definitions and solutions are appropriate and acceptable for actors. Discursive institutionalism guided our qualitative content and document analysis of political journals, brochures, party conference minutes, newspapers, (auto-)biographical sources, archive material in the period from 1908 (political system dealt with advertising) until 1920 (end of socialization plans).

Our findings show that Bücher, Schairer, and Schumann focused on press bias in their problem definition and concerned themselves with social democratic communication problems. Their regulatory solutions aimed at the entire press and at an alternative to capitalistic press. Their biographies, academic, economic and cultural milieus as well as their access to the state "allowed" and encouraged them to engage in the debate. By contrast, SPD exclusively focused on its own press trying to solve its visibility problem. Reasons were increasing advertising revenues of social democratic newspapers, internal cleavage and the party's role in government during and after November Revolution. Having been suppressed for more than a decade, any kind of state intervention into the press was barely tolerable within the party. Instead, its concern was press freedom from the state. In sum, this study sheds light on an early period of modern (mass) media policy and the consequences of mass press for social actors from peripheries.

PP 039: Political leadership and the media – a media-biographical and historical approach

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Political communication and the media-relations of leading political figures have always been central topics in communication research. Especially now, as world-leaders like Trump, Erdogan or Putin either use the media to further their own agenda or openly attack the freedom of the press, researching the relationship between politics, especially heads of government, and the media seems more pressing than ever. While

much of this research is based on assumptions that this relationship has evolved over time, historical studies in the proper sense are rare.

In our contribution, we will present an ongoing research project investigating the media biographies of the eight German post-World-War II-chancellors from Konrad Adenauer to Angela Merkel as the central political figures of their respective era. We assume, that the way political leaders treat the media in office is interconnected with their media biography and earlier experiences with the media. In particular, we will reflect on our theoretically informed historical approach based on methodological triangulation and its potential to complement the current perspective on media-politics-relations.

Based on Bourdieu's field theory which postulates the (relative) persistence of ones acquired habitus, we are taking a biographical and historical perspective (including processes of mediatization) to reconstruct the chancellors' understanding of the media and provide an explanation of their actions based on the historical context as well as personal (media) socialization. We focus on three central aspects: Firstly, the media biography before their time in office, including early influences in the parental home and possible own experiences in journalism. Secondly, the chancellors' interplay with the media during their time in office and possible changes in their attitudes, (media) strategies and media policy. Lastly, the chancellors' perception of the changing media environment and how they might have contributed to it themselves by their media policy.

While for example, Willy Brandt and Helmut Schmidt had journalistic experiences before their political career, Helmut Kohl had little experience interacting with the media before taking office and failed to understand why journalists he connected to on a personal level did not in turn cover him favorably, which led to a rather hostile view towards certain media outlets. However, unlike other chancellors, he contributed strongly to shaping the German media system with his role in the establishment of private broadcasting.

We combine established methods from political science, media and communication research as well as historiography in order to analyze different sources from a historically-interpretative perspective. We carefully reconstruct the historical context of the chancellors' lifespan, their social background and the structures of the respective media system. Our analysis is mainly based on the interpretation of archive files, speeches, media pieces and interviews with contemporary witnesses.

With our project and its broad methodological approach, we would like to contribute to a better and more detailed understanding of the complex relations between political elites and the media and provide a model for further research in other countries.

PP 040: Dichotomy of 'us versus them' as a means of ideological struggle between authoritarian and democratic media discourses.

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The dichotomy of 'us – them' displays the struggle between ideologies of oppositional forces in a society and involves a conflict of values. My paper departs from the concept of ideology as represented by Teun van Dijk (1998), which interprets the representation of 'us and them' as social groups, as a key function of ideologies. Ideologies also reflect fundamental social, economic, political or cultural interests of social groups, and the conflicts between 'us and them'. The dichotomy is a way of constructing internal barriers between the groups in a society (e.g. along the lines of ethnicity or class), legitimizing power (e.g. creating an inclusion and consensus framework – "all of us") or constructing internal and external enemy discourses (esp. during the Cold War period).

Taking Estonia as an example, this paper demonstrates how the 'us – them' dichotomy can be equally used for constructing the ideological discourse of an authoritarian regime as well as a discourse of resistance to this regime. Both discourses existed in parallel on different levels of the hierarchy of the Soviet Estonian media.

In Estonia, suppressing and destroying national identity was an important task of the Soviet ideology and respectively, the official mass media. The conflict between 'us and them' was largely a conflict between nationalism of an oppressed nation and communist 'internationalism' of the Communist Party. The 'us – them' dichotomy was effectively used in Estonian newspaper texts for the legitimisation and strengthening the Soviet power during its first year in Estonia (1940-1941) and during the post WWII decades. With references to the political and social contexts of particular periods in the Estonian history, the paper demonstrates how the 'us – them' dichotomy divided the world for Estonian people. In the reality and minds of Estonians the opposite parties of conflict were the alien (Soviet) superpower as them, and the world of the oppressed nation as us.

The discourse of resistance existed more or less covertly in the Estonian official media throughout the Soviet regime. During the years of the independence movement of 1987-1990 the opposition of the two discourses became explicit in the media texts. The 'us' and 'them' dichotomy now appeared in quite an opposite function – undermining the hegemony and legitimacy of the Soviet rule. It was used as a means of restoring Estonian national identity and democratic political discourse.

Discourse analysis of Estonian newspaper texts of the early 1940s and late 1980s is the method of this research paper.

COH02 - Journalism, facts and manipulation

PP 117: Conference journalism and "open diplomacy": The League of Nations communication concept as an epistemic project

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As the League of Nations (LoN) will celebrate its 100th Birthday in 2019, its communication history remains widely unknown. We present findings of a research project on transnational conference journalism in the context of the LoN concept of "open diplomacy". Regarding the *normative goal* of transparency in public communication the Information Section of the LoN stated: "The League works in public – that is to say, in the presence of and with the press" (Information Section 1928: 7; cf. Ranshofen-Wertheimer 1945: 202ff.). The aim of *open diplomacy* and transparent relationships between the LoN and press representatives became what we will call an *epistemic project* to better public communication in inter- and transnational relations. If the LoN in fact reached to build up an "epistemic community" (Tworek 2010: 23; cf. Haas 1992) around concepts of international cooperation and peace-building (cf. Lange 1991) encompassing LoN staff *and* related journalists yet remains to be researched. National interests are *not* spared out in transnational communication (cf. Douglas/Bömer 1932). Journalists accredited at Geneva switched between the relatively new conference journalism and the interests of their newspaper organisations at home.
We reconstruct **a)** the institutional and professional sphere of Geneva Journalists and the LoN PR officers based on a document analysis of LoN Information Sections files and the collective biographies of **b)** information officers and **c)** accredited journalists at LoN Assemblies. We are able to characterize – for Germany and GB – the collective of Geneva journalists by the dimensions of *generation*, *gender*, *professional status, working experience, academic background*, *millieu, groups or parties*, *national background* by *representing certain newspapers embedded in a national media and political culture*. We have created a database allowing us to recognize patterns of LoN correspondents. Enriched by *focus-biographies* related to the journalistic work of single actors (for example: Feder 1971; Withaker 1937), we are able to show whether individuals may indeed be seen as representors of the *epistemic project* of transnational open diplomacy. Even if there are hints of strong nationalistic partisanships among LoN journalists, they participated in the overall evolution of the *epistemic project* of *transnational journalism.* The project was pushed by an actors constellation in Geneva, established and developed over the years not least by the journalists struggle for more autonomy from the LoN, and institutionalized in the "International Association of Journalists Accredited to the League of Nations" in 1920.

PP 118: Journalism on its way to a profession? Structure, requirements, and gender relations 1900-1933

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This study examines the professionalization of journalism by analyzing aspirants' features as well as the requirements to enter the vocation in the early 20th century giving particular consideration to gender relations. For this purpose, a quantitative content analysis of both job offers and applications for the German press issued in the contemporary magazine *Zeitungs-Verlag* in the period from 1900 to 1933 is carried out. As the official publication of the German newspaper publishers' organization *Verein Deutscher Zeitungsverleger*, the weekly *Zeitungs-Verlag* was the most important medium for the journalistic job market. The period investigated covers the emergence of modern journalism in Germany until the National Socialist regime gained control over the access to the vocation. Drawing on the theory of professionalization, the evolution of journalism in Germany in the early 20th century can be regarded as an informal professionalization as a result of the differentiation of the press market. Although this process did not lead to the establishment of a full profession, journalists developed a homogenous self-conception. In this sense, especially the establishment of specific requirements to enter the vocation hints towards a professionalization of journalism. The study tackles numerous important aspects linked to the question of professionalization of journalism such as the accessibility of the field for women, the journalists' social situation and the differentiation of journalistic roles and therefore specific profiles of requirements. While the professionalization of journalism is widely discussed among communication scholars, longitudinal studies examining structural aspects in a historical perspective are scarce. Consequently, research still has to rely on contemporary studies covering only few years. To fill this gap in research on the history of journalism, the study addresses the following research questions:

RQ1: To which requirements do job offers for journalists of German newspapers refer between 1900 and 1933?

RQ2: By which features do journalists promote themselves in job applications for German newspapers between 1900 and 1933?

RQ3: Which differences occur with respect to aspirants' gender in both job offers and applications for journalists of German newspapers between 1900 and 1933?

In line with the theoretical assumptions, the advertisements are analyzed regarding the aspirant's (expected) age, gender, political and religious belief, location, parental background, personal traits, education, journalistic and non-journalistic experience, technical skills, language skills, expert knowledge, specification with respect to the journalistic role and department, payment as well as the hiring newspaper's circulation, periodicity, place of publication and political tendency. The findings are discussed in view of the historical context, especially the media change, the impact of the First World War, and the following change of regime as well as the changes of the economic basic conditions. By providing a huge and unique dataset of journalists across the German Empire and the Weimar Republic, the analysis opens a rich area for future research in communication history. The coding is still ongoing and will be finished until the conference.

PP 119: Foreign correspondents in the Cold War: Politics and everyday life of East German journalists abroad

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This paper examines the role of foreign correspondents as political and cultural agents in the Cold War. Recent scholarship has explored the activities of western correspondents reporting from the Communist world (Metger 2016, Fengler 2007, Thiemeyer 2005). Little, however, is known about eastern correspondents in the West (Mükke 2014). Drawing on the rarely studied files on East German foreign correspondents held by the Deutsches Rundfunkarchiv, the paper argues that the GDR reporters in the west composed an important part of the state's campaign to assert itself on the international stage after the Basic Treaty of 1972. The paper thus moves beyond the traditional focus on media content to analyse the daily practices and symbolic significance of foreign correspondents (Bösch and Geppert 2008, Domeier and Happel 2014). It demonstrates that the journalists reporting from the west were deployed not merely as newsmen, but also as intelligence officers providing reports, for instance, on the attitudes towards the GDR abroad. However, the paper also provides detailed insights into the everyday life of East Germany's foreign correspondents. It shows how journalists navigated security issues, production norms, and technical challenges of foreign reporting before the digital revolution thoroughly altered the working conditions. The paper thus illustrates the benefits of moving beyond media content analysis and viewing foreign correspondents as political actors. It contributes to the growing historical research on foreign correspondents and media in East Germany and beyond.

PP 120: Fake news? Nothing new under the sun: Historical precedents of news manipulation for political or economic gain

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"Fake news" became a buzzword that continues to dominate public discourse in the aftermath of the presidential victory of Donald Trump. Leading social media corporations 'volunteered' to monitor their newsfeeds, many U.S. public schools introduced programs that teach their pupils to recognize "fake news". But aren't we giving too much credit to one relatively simple-minded man for contriving such a powerful weapon? Aside from the fact that all news is inherently biased, manipulative and therefore potentially "fake" – Walter Lippmann told us that a century ago – there are many precedents in modern Western history alone where news flows were deliberately manipulated in order to achieve a tangible political, military or economic advantage.

In 1401, after news reached Venice that an important trading ship was lost in a storm on its way from Tana, a Florentine merchant warned his colleagues that there was "too much lying and false information" of this kind for the sake of manipulating the prices of basic commodities. In 1499 the Florentines themselves were accused of spreading false rumors about the insolvency of Venetian bankers, a diplomatic retribution that ultimately crushed three out of four leading Venetian banking houses. Almost simultaneously, Portuguese ships began circumnavigating Africa and diverted the spice trade, so the Mamluk sultan from Cairo unleashed his own international disinformation campaign in order to incite European merchant galleys to sail to his empire's Middle Eastern ports, keeping their business afloat.

The fifteenth century saw the birth of modern diplomacy and dissimulation soon became a key strategy in the playbook of an effective Renaissance ambassador who would often deploy newsletters (*avisi*) with "fake

news" in order to provoke his adversaries to make an unexpected move and inadvertently disclose their cards. When these early handwritten newsletters were replaced by printed newspapers, the game reached a completely new level. In 1706, England desperately needed to sign a union treaty with Scotland, but popular opinion among the Scots was not favorable. Therefore, the queen's chief minister, Robert Harley, dispatched his best propagandist, Daniel Defoe, under a fake identity to Scotland on a secret mission: to start a temporary newspaper that trumpeted the advantages of the union and ultimately swayed Scottish public opinion to support it. A decade later Defoe was scandalized by observing a similar deception practiced by London stock brokers in Exchange Alley. A month before the first big European stock market crash - the bursting of the South Sea Bubble in 1720 - Defoe published a pamphlet disclosing how fake news was used by brokers in order to manipulate stock values. The crown jewel of all trading scams, the fabricated capture in Italy of the pretender to the English throne, was described by Defoe as an "exquisite fraud" with fake news reports written simultaneously from Rome, Leghorn (Livorno), Genoa, Turin and Paris and "executed in such a manner as to cheat not the town only [i.e., London], but all Europe."

PP 121: Facts and fiction in risqué and sensationalist weeklies in early 20th century Prague

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The establishment and development of the Central European modern printed mass media and their popular content was led by entrepreneurs, who tried to modify successful Western media patterns to suit the beliefs, values and desires of the local metropolitan audience. Whereas publishers in Vienna or Berlin took inspiration from France, the United Kingdom or the United States, their counterparts in the smaller cities of the Habsburg monarchy such as Prague, Lemberg or Cracow tried to copy the media of Vienna or Berlin with a characteristic time delay as well as changes in content.

At the turn of the 20th century, the emergence of the sensationalist pictorial press was related to the formation of new urban areas, and especially to the rapid growth of metropolitan centres in Central Europe. During the period of the most rapid urbanisation, a substantial stream of newcomers from rural areas came to the cities seeking better places to live. Migrants found themselves torn between their traditional, rural mindset and the explicit modernity of the city. The new urban media audience was thus not interested in the production format of the established literary elite and as a consequence emerging cultural industries had to offer them a new format, an amalgamation of both traditions.

My research was inspired by Lennard J. Davis' study about early English novels (1983). According to him, the success of the new genre was based on the reconciliation of the difference between the facts and the fiction in the propagated novelty and the truth as requested by the readers. Based on my own primary source content analysis, I am going to demonstrate, that Czech publishers of popular press output had repeatedly fused journalistic genres merging factuality with fictional content. It appeared that the average reader in Prague did not feel the need for a distinction between fact and fiction. Not only did they like fictional facts and fictions that were close to reality, but they did not mind mixing them either. Spooky and fantastical stories in the format of news articles were offered by the publisher of *Prager Illustrierte Extrablatt* as early as the 1870s and the same approach was shown by publishers of a new successful format of several Prague-based pictorial magazines in the 1910s. A number of risqué and sensationalist metropolitan weeklies most likely substituted the non-existent format of the so-called 'yellow' (or boulevard) press similar to the Berlin *B.Z. am Mittag* or the Viennese *Illustrierte Kronen Zeitung*. In Prague, small-scale entrepreneurs replaced the lack of actual sensational metropolitan news by translating fictional risqué stories from foreign magazines and serving them to the city's readers as reports of actual sensational events. Hereby, they helped creating the idea of an imaginary, immoral metropolis that their readers had expected, but which the reality of the Prague environment did not offer. The attractiveness of the subject and being in alignment with readers' ideas and values was more important than keeping news stories factual.

COH03 - Media networks: business and trade

PP 200: An ideational analysis on the impact of the first printing house in the Ottoman society: Ibrahim Muteferrika as an 'idea entrepreneur'

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The foundation of the first printing house by Ibrahim Muteferrika in the Ottoman Empire in the 18th century influenced a series of transformative societal changes in the Ottoman society. This foundation is not only an 'innovation' in which a printing machine appears for the first time, but it functions as a substratum of several succeeding events such as the development of a 'scientific approach' in the society, and the processes of modernization. The spearheading booklet Muteferrika wrote and sent to the Sultan prior to the

establishment of the printing house is recognized as a 'reform program' by some historians because the new direction of the consciousness that the first printing house generated later influenced the modernization processes of other Muslim countries. (Sabev, 2016: 156)

Considering the underexplored effects of the first printing house in the Ottoman society, this research takes Muteferrika as an *idea entrepreneur*, a new theoretical tool to frame this research based on the new institutionalists' arguments on *ideational analysis*. *Idea entrepreneur* is someone who initiates new ideas, reframes existing ideas and disseminates them. The significance of an idea entrepreneur appears also in their impact on the course of events and in influencing the way we think about the world. (Kilic Aslan, 2016)

The research asks how the first printing house transformed the Ottoman/Turkish society. The following supplementary questions come to fore: Which factors are considered as 'socially transformative' and why? How 'traceable' are Muteferrika's ideas? What are the methodological difficulties in tracking Muteferrika's impact on the society? Under which circumstances is the establishment of the first printing house in the Ottoman society comparable to the other countries' printing house experiences? How does this study contribute to the comparative studies of *book history*? Finally, and especially considering the fact that the *ideational analysis* the new institutionalists have been enhancing is relatively a new area, what are the methodological difficulties in doing ideational analysis?

This research is significant in mainly two respects: i.) contributing to the understudied issue of book history in Turkey, ii.) handling the subject within the new frame of idea entrepreneurship and thus contributing to the existing historical studies with a new perspective of ideational analysis.

I employ process tracing in this historical case study since I "analyze data on the causal mechanisms, or processes, events, actions, expectations, and other intervening variables," -but not causal effects- and map out "one or more potential causal paths that are consistent with the outcome and the process tracing evidence in a single case". (Bennett and George, 1997: 5, 6) Therefore, I focus on Muteferrika through archival document analysis on his writings, the books he printed, the books he possessed, his correspondence with the Sultan and bureaucrats, and the reactions to these correspondence, his memoirs, and his personal networks.

PP 201: Developing a media history of trade and retailing through the case of historical mail order

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Scholars of media and communication history still focus much attention on mass media institutions and the texts produced within them. Commercial infrastructure aspects, from the shipping of goods to advertising history, are still underdeveloped. The economic historians, on the other hand, investigate a myriad of trade and retailing processes and phenomena throughout history, but seldom take an interest in mediation perspectives. As the economic historian turned media historian Harold A. Innis argued many decades ago, the history of trade and retailing is naturally permeated by media and infrastructure aspects. It has generated many important media technologies – from money, freight systems, mail order and e-commerce, to shop windows, automatic restaurants, self-service check outs and shopping apps. Through the case of early 20ᵗ century Swedish mail order, the conference paper will put forward an argument for examining intersections between media and trade. A hitherto marginal research field might prove essential to understanding both historical and future mediated trade phenomena and technologies.

The project examines the media technologies of mail order in early 20ᵗ century Sweden, to provide insights into how mail order retailing formed a historically specific media infrastructure and in what ways the everyday social and cultural world was defined and modified by the introduction of the mail order around the turn of the century. Theoretically, the study takes inspiration from Innis and James W. Carey, as well as John Durham Peters and Sybille Krämer. Marketing and administrative material from one of the most prominent Swedish mail order firms is thematically analyzed. Crucial are also ethnological archive material recounting everyday media and retailing experiences in the early 20ᵗ century.

By the means of media infrastructure, such as post, railway and advertising, mail order enabled individuals to communicate with each other and to sell/buy everyday life products without having to leave home. The project investigates three key mail order media technologies or forms: advertising/commercial activities, catalogues and local sales agents. To use Marshall McLuhan's term, each of these mediations functioned as extensions of the mail order companies. However, as the analysis will show, they were not empty communication channels but carried historically specific meanings and possibilities for the individuals that came in contact and interacted with them.

Being a country of vast distances, mail order retailing was very important for the millions of Swedes that lived in the countryside. Also in other infrastructurally developed countries with similar geography, such as Germany, Australia and the US, mail order was a crucial retailing form on the road to late modern consumer society. Today, e-commerce is thriving over the globe. Meaning-making in distance-shopping remains an important – and from a media perspective highly overlooked – empirical research area, to which the project is intended to contribute.

PP 202: Mapping telecommunications, mapping power: a comparative analysis of telegraphic, radiotelegraphic and internet global infrastructures

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The paper addresses from a *long durée* perspective two main issues; on the one hand, it analyses the history of infrastructural network of telecommunications looking at how these network s have changed during the last century; on the other hand, the paper aims to compare three main network's infrastructures (electric telegraphy, radiotelegraphy, and internet) so as to critically scrutinize how nodes and strategic hubs create specific hierarchical structure in terms of information distribution and control.

.As a main source of information, we compare and analyze three maps made by the International Telecommunication Union: the maps of electric telegraph (1900), radiotelegraphy (1927), and the ITU interactive transmission map (based on the information of 28 September 2017). The analysis also included supplementary data, such as correspondence letters, statistics and international conventions proceedings, containing information about the creation and the history of these maps.

We approach the maps through the critical research on media infrastructure (Holt & Vonderau, 2014; Parks, 2013) and science and technology studies (Badenoch, 2010; Plaiss, 2012). Both of them considerably rethought the work of J.B. Harley (1989) approaching the maps as not just a report of facts but as a representation of beliefs and ideologies. Maps are socially constructed form of knowledge: they do not only represent the physical relations of the objects, but they also select, articulate, frame, structure, bound, name them. Not only they are politically engaged, but they also create the vision of the network as coherent and efficient space.

We seek to tackle several important issues by comparing these maps. Firstly, the maps allow tracing the focal points of each media infrastructure. Secondly, the relations between centre and peripheries are also analysed; for instance the power relations between the European empires and their colonies was well represented by the arrow drawn from Paris to Dakar on a radiotelegraphic map of 1927 and the U.S. contemporary dominance in digital data transmission is strongly highlighted by the U.S. cables connected to Europe and Asia. Thirdly, we trace whether some geographical locations have changed their dominant communication routes. Overall, a critical analysis of different maps related to strategic media infrastructures in different time lapses would allow us to better understand how global communication strategies, networking structures, and the distribution of information, thus of power, has changed until now.

PP 203: Connecting nodes – From computer networks to social networks

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In its early days, the Internet was perceived as being predominantly a technological tool to foster both economic prosperity and the comfort of everyday life. The responsibility for this technology was clearly addressed to engineers (and politicians). The Internet was not yet perceived as being part of the media system rather than as some kind of infrastructure facility. In the cases when media had become an issue, the Internet was understood mostly as a new transmission channel for traditional media companies, like radio and television once being new media technologies as well.

Thus, media and communication studies firstly focused on media use, especially since the Internet has been seen as providing new channels of distribution for traditional media (Albarran 2010). Using the term "convergence" (cf. Jenkins 2006) from the middle of the last decade onwards, both the traditional media industry and mainstream communication studies have held on to the idea of simply adapting old media systems through the use of new technology in order to combat the erosion of traditional media. The seemingly boundless success of *Facebook* and *Twitter* has been a vital part of this process. Moreover, the emergence of social network sites spotlighted the phenomenon of the network as a whole. Manuel Castells (2001) already claimed in 2001 that "the Internet is the technological basis" and the network "the organizational form of the Information Age".

The history of the Internet undoubtedly is also the history of a technical infrastructure, which today is understood as the fundament of our information society. But how did all this start? The history and stories about the ARPANET and the origins of the Internet are mostly well known (cf. Abbate 2000). However, these are US-American traces, so what about developments of European networks?

Given that the Internet was established by connecting nodes of local networks and standardizing protocols, this paper takes a closer look at a national endeavor in this field as an example of the interplay of technical innovations, economic interests, organizational frameworks, and individual commitment.

PP 204: Self-made entrepreneurs: Recoletos as a unique case of media groups in 1980s Spain

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After the hectic years of the transition to democracy in the late 1970s, the next decade witnessed the birth and first development of a number of media groups in Spain, thus following the Western Europe trend (Humphreys 1996). Leaving aside the largest state-owned conglomerate inherited from the Franco dictatorship, only a couple of small-size news media groups existed during the transition.

A favorable political and economic environment of the 1980s encouraged some news media organizations to take a leap toward more ambitious goals in the mass media market. They took advantage of new broadcasting opportunities in radio and television such as licenses for FM radio stations and commercial TV channels. Besides, twenty state-owned newspapers were sold to private individuals or companies by public auction in 1984. The entry of Spain into the EEC (European Economic Community) in 1986 opened the market to foreign investors (Barrera 2006).

The case of Recoletos Group became unique because of its founders and main shareholders. In 1977, a few editors and reporters of *Actualidad Económica*, weekly magazine specialized in financial news, purchased the publication from the publishing company. Some years later, they also acquired a fashion magazine (*Telva*) and the sports daily newspaper *Marca*, the latter in the abovementioned public auction. In 1986, Punto Editorial (the original company's name) launched *Expansión*, a new financial newspaper to compete with the other existing at that time. Soon, almost all these publications became leaders in their respective market niches. Given its profitability, foreign investors showed their interest in participating, and Pearson became shareholder of the corporation in 1988. A holding company, named Recoletos, was created in 1992 to bring all its businesses under the same brand (Arrese 2008).

As self-made publishers, Recoletos founders differed from the conventional managers running media groups, such those in charge of national (*El País*, *ABC*, *La Vanguardia*, *Diario 16*) or regional (Correo, Prensa Ibérica, Zeta) circulation newspapers. Most of them also invested on broadcasting media to become bigger and more profitable. On its part, Punto Editorial (later Recoletos) focused on exploiting specific markets such as financial, fashion and sports publications.

We aim to underline its distinctive journalistic culture, based on the on-the-ground professional experience as journalists, a clear understanding of readership's needs, and the careful selection of their investments, all of which turned Recoletos into one of the most important media groups in the Spain of the 1980s and 1990s.

Along with the use of various bibliographic sources, we take advantage of the personal archive of Juan Pablo Villanueva, who was the company's undisputed leader since the beginnings. In a period of growing polarized, partisan media (Hallin & Mancini 2004), Recoletos avoided to participate in the journalistic battlefields partly because of the nature of its publications but also by strategy. Polarization, which is usually considered an essential component of media systems in Mediterranean countries, might also be discussed and nuanced through cases like this.

COH04 - Media and memory construction

PP 278: Fragmented revolution: Memory narratives about 1917 in Russian authoritarian publics
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In recent decades, researchers have been increasingly focusing on the engagement with – and usage of – the past in particular non-democratic contexts (see, for instance, Blacker, Etkind & Fedor, 2013; Gustafsson, 2017; Miller & Lipman, 2012; Salmenkari, 2017). However, most existing theories of memory seek to explain the processes of recollection in Western democracies (for example, Assmann, 2006; Erll, 2011; Garde-Hansen, Hoskins & Reading, 2009; Hirsch, 2012; Landsberg, 2004; Nora, 1989). This paper at the intersection of memory studies and media studies is a contribution to the under-theorised field of research on collective memory in authoritarian regimes.

Designed as a single "revelatory case study" (Yin, 2014: 51), with a focus on Russia, this study analyses the various memory narratives used by Russian media to talk about the 100th anniversary of the Russian Revolution of 1917. This specific case is of interest because the events of 1917 have not been incorporated into the authoritarian state's politics of memory, which resulted in the fragmentation of memory narratives about the event conveyed by Russian media. Our analysis is based on Florian Toepfl's (forthcoming 2018) theory of authoritarian publics and develops the latter in relation to collective memory. Drawing on a qualitative content analysis of 297 information units from nine leading media in Russia, gathered in the period from October 25 to November 7, 2017, we explore narratives about the Revolution in three types of publics, as described by Toepfl: 1) uncritical publics; 2) policy-critical publics; 3) leadership-critical publics. Our results show that each type of public is dominated by a specific pattern of memory narratives about 1917. The crucial difference between these narrative patterns consists in the extent in which they link the events of 1917 to Russia's present. Uncritical publics, for example, tolerate and, at times, flirt with nostalgia for the Revolution as the founding event of the USSR, while at the same time stressing the impermissibility

of revolution as a type of political action in today's Russia. Policy-critical publics, in turn, demonstrate ambivalent interpretations of the Revolution, but seek to avoid any links with the Russian present. Finally, for leadership-critical publics, the main focus of recollecting the Revolution is making the connection with the current status quo in Russia, with one extreme example of a memory narrative drawing parallels between the Russian protests of 2011-2013 and the Revolution of 1905-1907 and consequently, comparing the current state of affairs in the country to the pre-1917 revolutionary situation.

Drawing on these findings, we relate Toepfl's theory of authoritarian publics to the engagement with the past and collective memory in non-democratic contexts. We show that the recollection of an event that has not been incorporated into an authoritarian state's memory politics assumes different patterns in this state's multiple public sphere (Breese, 2011; Lunt & Livingstone, 2013). This, we argue, affords particular opportunities for leadership-critical publics formed by oppositional groups, which results in their attempts to instrumentalise the event for their own political purposes.

PP 279: Mediating a restless past: Journalism, memory and history

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Commemorations and crises sometimes bring the past back into the political and media arena and revive old quarrels. Nevertheless, although going through challenging times, the Portuguese celebrations of the 40ᵗʰ anniversary of the 25 of April 1974 (a coup d'état that overthrew the dictatorship that ruled the country for almost half a century) and of the 1976 constitution (which established the new democratic order) managed to convey the image of a country reconciled with its past. The long dictatorship (1926-1974) and the revolutionary crisis (1974-1975) are mainly perceived as historical events and it is very difficult to activate them politically. Apparently, Portuguese democracy built an official memory of rejection of fascism and visions of the past are consolidated.

To what extent were the media important or even responsible for this reconciliation with the past? How do they influence the way we look at our recent past? Which is their role in historical knowledge and in the construction of collective memory? What representations of the dictatorial past are offered by the media and through the use of the media? How is the past used in media? These are some of the questions this paper deals with, focusing on the period of the commemorations of the 40 years of the fall of the dictatorship. We will explore these general issues through analysis of the presentation of historical accounts in newspapers, radio and television programmes. Although in a non-exhaustive way, we will outline an overview of the versions of the dictatorial past displayed in the social media, mainly in blogs, Facebook and Web sites.

The focus upon media's relation with history is fairly recent (e.g. Zelizer 1998; Zelizer and Allan 2002; Cannadine 2004) and although, over the last decades, *Memory Studies* have emerged powerfully in academic agenda, it is not common to discuss how history, memory and media have encountered. It is our goal to contribute to enriching the debate, bringing new perspectives to this research field.

PP 280: The limits of an open past: Memory work on Wikipedia and the downing of flight MH17

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This paper theorizes memory work on Wikipedia through a critical discourse analysis of the talk pages of the wiki on the downing of Malaysian Airlines flight MH17. On July 17, 2014, in the midst of the ongoing conflict in Ukraine, this airplane was shot down over Hrabove, Donetsk. All 283 passengers and 15 crew members were killed, making it the deadliest case of a commercial airliner being shot down in history. In the wake of the tragedy, political disputes between, mainly, EU countries and Russia flared up. These disputes were fueled by contradictory explanations in the media about what caused the crash and who was responsible. Against this backdrop of political tension and dubious information, a Wikipedia editor with the nickname "Reedy" started the Wikipedia page "Malaysia Airlines Flight 17". We argue that this English-language page not only became an important information hub concerning the event, averaging over 2,000 page views per day, but also actively shaped public memory of this contentious event. It transfers specific knowledge, experiences, and understanding of the past into the present and future.

We conceptualize Wikipedia as a "global memory place" (Pentzold, 2009). Following an "ideology of openness" (Tkacz, 2015), editors with different national backgrounds can collaboratively write entries (wikis) on historical events. In a wiki's 'talk page'—a forum for editors working on the wiki—editors comment on and challenge each other's contributions. Therefore, argues Pentzold (2009, p. 264), the creation of articles on historical events "represents a small-scale model of the discursive construction of the past." This paper examines how memory work—the interpretation, reflection, negotiation and, ultimately, representation of the past in the present—is organized on Wikipedia and how this shapes our

understanding of the past. We argue that memory work here involves the practices of gathering, re-assembling, combining, paraphrasing, critiquing, and quoting sources on a given topic, using mediated, second-hand material. These practices are guided by the platform's rules and guidelines. Moreover, they are enforced and interpreted by editors high up on Wikipedia's hierarchical ladder, who can also prevent others from editing by restrictive technologies.

Results show that editors debated fiercely what the wiki should contain, what correct ways of editing are, and, generally, if and how Wikipedia should function as a place to represent the past. These debates were settled by a small group of highly influential editors, who are experts on Wikipedia's rules, rather than the topic at hand. This makes these editors relatively new, yet important agents of memory. It shows that, despite its promises, Wikipedia is not produced by crowds, but by in-crowds. Hence, this paper demonstrates the limits of an 'open' past.

PP 281: What happens with refugees' stories and memories when they come to European immigration countries?

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In 2016, Philip Marfleet stated: "The experiences of refugees–their 'voices' and memories–have routinely been excluded from the historical record". There are rare exceptions, but–broadly speaking–"refugees are absent from mainstream history". The proposal for a conference on 'centres and peripheries' takes the statement as a starting point and asks: What kind of story-telling projects have been developed since the so-called 'refugee crisis' in Europe? What can we learn from initiatives that aim at refugees' experiences in the past and their memories? Do such projects attract attention and is there an interest to such stories of the 'strangers at our door' as Zygmunt Bauman said? Do Europeans encourage refugees to tell their memories – people who come from the so-called 'periphery' to what can no longer be referred to as the centre?

An important strand of research so far has dealt with narratives that are offered by the media of the host countries. It struggles with the results on how the media negotiate the new situation in various European countries. Sometimes studies explore the needs of refugees in the domain of media communication and reveal the chances to participate especially within community media (e.g. COMMIT report 'Spaces of Inclusion', released on 28 February 2018). But there are only a few articles which tackle questions of story-telling and memory-building, self-representation and hegemonic discourses in mnemonic processes (e.g. Horsti 2016; Aberra 2016).

That's why the empirical basis for the proposal at hand has been researched by an in-depth and systematic search for story-telling projects in Europe. The body of projects range from professional to non-professional initiatives, from examples launched by NGOs or media producers to refugee-organised and refugee-produced content, e.g. Storytelling UNHCR, Two Billion Miles (Channel Four TV Cooperation), Tell me your story (Goethe-Institute, Istanbul).

The paper offers a two-step-approach. Firstly, a methodological set will be put forward for discussion. It is developed from the concept of 'communicative figurations' and focuses on the actor constellation, the thematic relevance, and the communicative practices within the changing media environment in times of deep mediatization (Hepp 2017). Secondly, selected examples from the body will be presented according to this methodological approach. With this approach I aim to answer the research questions mentioned above and to analyse a core aspect of ongoing processes of community- and identity-building. Actually it will be an inventory, but it will also try to give some well-grounded recommendations to the actors in the field of commemorative culture.

My research explicitly focuses on memories, and therefore matches primarily the section of communication history. I want to make both a methodological and an empirical contribution to the research field 'current cohesion and communication about the past'.

PP 282: Applying a revised concept of historical media events: The case of an airship landing 1919

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Historical media events challenge the original conceptualization of "media event" by Dayan & Katz (1992), which focused on broadcasted synchronized events. This focus limited the application of the concept to the post war era and to particular types of events. In a recent issue of *Media, Culture & Society*, commemorating the 25 year anniversary of the publication of Dayan & Katz' original book, Espen Ytreberg (2017) proposes a revised framework for analysing historical media events, in which he combines the English language tradition established by Dayan & Katz with German approaches (Hamm 1996) that propose much broader definitions.

The current paper presents a test of the analytical value of Ytrebergs' reconceptualization against the case of an airship landing in Stockholm 1919 and discusses the framework in relation to other historical applications of the media event concept (Wilke 2010, Ytreberg 2014, Harvard 2018). The airship landing displays many of the properties specified by Ytreberg as typical for a historical media event: It was pre-planned to insure large crowds at the landing spot and extensive media coverage, it made extensive use of synchronization media technologies such as the telegraph, and it also displayed strong tendencies of mediatisation, almost to the point of constituting a "pseudo-event".

The analysis reveals that the approach advocated by Ytreberg, despite its broader scope, serves as a useful categorization tool, specifying the properties separating historical "media events" from historical events covered by the media in general. However, the analysis also reveals a weakness in the model. While the categorization of different properties of mediatised historical events helps organize empirical observations, it presents a weaker framework for providing explanations. A case in point is strategic actor intent. Organising large-scale synchronized events with the intent of obtaining real-time media coverage and public participation, has historically often been made with specific strategic communicative intentions.

The planned media coverage of the airship visit was intended to rouse interest in the upcoming establishment of a commercial airship transport route. The paper discusses the dimension of strategic actor intent as an indicator of the limitations in the explanatory value of the model, against the case of the airship landing as well as some other illustrative examples.

Through the application and critical discussion of the revised model of historical media events, the paper contributes to theoretical development and our understanding of how historically developing media formats and structures have changed the preconditions for media involvement in large-scale public events over time.

COH05 - Speaking to the air: Radio, TV and the internet

PP 353: "Not only in a professional, but also in a personal sense..." Re-entangling transnational histories of women in broadcasting.

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Scholarship over the last two decades has demonstrated both the ways in which a focus on women's roles reveals vital new elements of broadcasting history, adding critical perspectives on institutional, aesthetic, communicatory and participatory narratives of the media. Recently, broadcasting history has increasingly become seen as a vital source for women's and feminist history more broadly. Like broadcasting more generally, however, such scholarship has broadly remained within national boundaries – not least as it has been based on the archives of broadcasting institutions.

This paper derives from work done on the early years of the International Association of Women in Radio and Television (IAWRT), as read from the correspondence of one of the organization's founders, Lilian Posthumus-van der Goot (1897-1989), held in the collection of the Archives of the International Women's Movement in Amsterdam – an institution she also co-founded. Founded in the early 1950s at the start of the Cold War, the organization's early correspondence reverberates with the twin tensions of women and radio on the world stage: between conceptions of women and radio as both 'private' and 'public'; between universalist conceptions of both women and media technology and social divisions of nation and class; between visions of global geopolitics between the universal ambitions of UNESCO and the increasingly polarized Cold War blocs.

Addressing the themes of this year's ECREA conference, and building in Sreberny's (2001) suggestion that transnational feminist media studies should not be too media-centric, it asks: what happens if we stop looking at the stories of women in broadcasting as 'media history'? What other interpretive lenses and disciplinary traditions might we draw on, and how might we insert media fruitfully within them? The paper builds on the IAWRT example to develop a series of methodological considerations for writing entangled transnational histories of gender and broadcasting. In particular, it elaborates on three points: first, it places such histories within studies of gender and international expert organizations, from international feminists to diplomats and engineers. Second, it considers the entangled history of gender and media from a perspective of transnational generation formation, exploring how parallel socializations within media and social landscapes shaped transborder networks and communities of women. Third, it considers the archival landscape for developing such histories, both considering what archives beyond broadcasting institutions are relevant for such histories, as well as how the emerging sphere of digital heritage might create suitable environments and tools for exploring these entanglements.

Communication History

PP 354: Conflicting scripts and shortwave listeners. Radio Berlin International (RBI) and its Swedish audience in the autumn of 1989

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This paper approaches the East German so-called peaceful revolution of 1989 from the perspective of transnational radio and its audiences. It focuses on the international broadcaster Radio Berlin International (RBI) and more specifically its Swedish language broadcasts. Through an investigation of the written manuscripts from the Swedish broadcasts from August through December 1989, housed at DRA Potsdam-Babelsberg, it is possible to analyse the turbulence of the times in a different way, revealing some of the predicaments that the radio hosts encountered when trying to combine an old script of socialist state propaganda with a new sensitivity for what was happening in the world – while at the same time addressing an audience on the other side of the crumbling Iron Curtain. Particularly the programme 'The letterbox' (*Briefkasten/Brevlådan*) with Swedish listeners' letters to the studio in Berlin testifies as to how the RBI hosts already before the fall of the Berlin wall challenged the standard procedures of state socialist broadcasting and included a disapproval of the SED government. During these October and November weeks, a new and conflicting RBI script was in the making. And from a distance, the neutral Swedes were listening and actively commenting its arrival.

In the paper, the analysis of the Swedish language broadcasts is placed in the context of the close Sweden–GDR political and cultural relationship in the 1980s (Abraham 2007; Almgren 2009), but also in the broader research context of the cultural Cold War and the history of shortwave listening (Wasburn 1992; Johnson 2010; Ribeiro & Seul 2015). Without denying the obvious propagandistic agenda of the RBI broadcasts I argue, in line with for example Badenoch, Fickers & Henrich-Franke (2014), that an all-too dominant 'battle on the airways' approach to the history of Cold War broadcasting runs the risk of hiding other possible stories – those of East-West interaction and entangled media cultures. The fact that Cold War international broadcasters such as RBI were at times able to connect and shape transnational media audiences is an important perspective in any study of how the events of 1989 was made sense of in the European communication space. Although methodologically challenging to research, these multi-voiced manuscripts from the RBI 'Letterbox' programme in Swedish remain as testimonies of an East-West everyday dialogue about a reordering moment in European history.

PP 355: Anticipating the audience of early radio, television and the internet: The neglected role of public discourses about new media

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One of the basic insights of communication history is that the emergence of a new medium is always accompanied by both euphoric and pessimistic views on its societal uses and effects (Bösch, 2011, pp. 233-234; Butsch, 2011; Dicken-Garcia, 1998; Drotner, 1999; Faulstich, 2000, 2006; Fisher and Wright, 2001; Mander, 1988; Ribeiro, 2015; Schmidt, 2012; Schönbach, 2001; Stöber, 2004, 2013). However, research falls short in specifying where these views were published and by whom they were raised. Scholars often refer to *public* debates about new media – without actually analyzing them. A few years ago, some scholars became aware of the fact that we actually know little of "how mass media provide symbolic models of behavior and cultivate beliefs on technology use" (Wirth et al., 2008, p. 610; see also Neuberger, 2005). So, paradoxically, public discourses about new media seem to be part of the center of historical knowledge while also being at the periphery of actual research.

In recent years, a small body of literature has been published investigating how news media report on and evaluate new media technologies (Arceneaux and Schmitz Weiss, 2010; Klotz, 2010; Magin et al., 2013; Oggolder, 2013; Rössler, 2001; Schulte, 2013). These scholars assume that media coverage influences people's perceptions and potential adoption of a new medium. Another field of research, originating from cultural and audience history as well as sociology, indicates that public discourses not only deal with the supposed functions and effects of new media, but also contain specific statements about their usage, diffusion and typical users (Bartz, 2003; Flichy, 2004; Lenk, 1997; Schneider, 2012; Selwyn, 2003). These studies show that as soon as public discourses about a new medium emerged, its users as well as societal usage were made a subject of discussion, even at a time when that medium was not yet widely established. This paper draws on these recent insights and aims to further develop them. It is based on a comprehensive analysis of a wide range of research literature across various disciplines and countries, dealing with early discourses about radio, television and the internet. Available research literature, including its respective references, was carefully examined with respect to whether statements actually relate to *public* discourses. This analysis also included general works in media history which do not deal with public discourses specifically but contain isolated clues that were used for further search of scientific papers and media reports.

The comprehensive analysis reveals that public discourses about early radio, television and internet are characterized by very similar patterns of audience representations, including estimated user numbers, claims of general popularity and the emergence of a national community, assumed high usage and vulnerability of particular groups as well as specific reactions of and effects on the audience. While relying on audience numbers based on dubious techniques and influenced by vested interests, journalists, politicians as well as corporate actors contributed to a public discourse about the current and future diffusion of new media and played a significant role in shaping social norms of participation.

PP 356: Machines of deception: Joseph Weizenbaum, artificial intelligence and the Eliza Effect

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In the 1960s, research at the MIT Artificial Intelligence Lab was supported by big government and military grants aimed at the development of new interactive, time-sharing computer systems, within the auspices of Project MAC. As scholars such as Wendy Chun (2013) and Lori Emerson (2014) have shown, this project relied on the powerful vision of constructing a symbiosis between humans and computers, and would pave the way for the emergence of the rhetoric of user friendliness that dominated the personal computer industry since the 1980s. Yet, in this context, a very different perspective on the interaction between humans and machines also emerged, which was based not on symbiosis but rather on the possibility that computers might deceive humans into attributing intelligence to them. This perspective was embodied by ELIZA, a program designed at MIT by Joseph Weizenbaum between 1964 and 1966. ELIZA was designed to engage in conversations to users of the MAC time-sharing system at MIT, similar to bots in contemporary messaging services or online chatrooms. The program simulated a psychotherapist employing the Rogerian method – a type of non-directive therapy by which the therapist reacts to the patient's talk mainly by redirecting it back to the patient, often in the form of further questions. The choice of this role was crucial to ELIZA's success: the dynamics of the therapy allowed the program to sustain a conversation while adding little, if anything, to it. Weizenbaum was adamant in his contention that ELIZA exhibited not intelligence, but the illusion of it. Rather than demonstrating symbiosis between humans and machines, he professed to have shown that a program of limited complexity could trick humans into believing they were speaking with an intelligent being. ELIZA would demonstrate, in contrast with the vision of user-friendliness that would develop from the MAC project, that humans are vulnerable to deception in interactions with computers. Drawing on Weizenbaum's writings, on computer science literature, and on journalistic reports about Eliza, this paper discusses the programme's reception within computer science and AI research as well as in the popular sphere. As ELIZA's alleged capacity to talk attracted the attention of wide audiences in the United States and the world, and Weizenbaum's book *Computer Power and Human Reasons* (1976) became a popular success transcending the boundaries of the discipline, his creation presented AI in ways that sharply contrast with the vision of human-machine symbiosis that have dominated computer science since the 1960s. The chapter will argue that the impact of this alternative vision was not without consequence, guiding the development of critical approaches to digital media as well as actual technologies and pragmatic strategies within AI research aimed at exploiting humans' liability for deception in their interaction with machines.

PP 357: Researching the new past - Digital literacy to cope with the challenges, chances and changes of communication history in the digital era

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Digital Humanities is the buzzword for new research programs and studies. The meaning behind this expression is wide and can mean a lot: digitalization of documents, digital academic writing and communication, digital research and/or interpretation methods, digital tools, coding, digital publishing, etc. In communication history the digitalization is still beginning and not as advanced as in other fields of research. Digitalization has an impact on all stages of the research process and induce challenges on different levels: access to digital sources, bias due to digitalization, capability of digital research methods. It is not enough to wait for the next generation who might have studied a specialized degree program, the needs of communication history have to be shaped now. We suggest possible answers to three challenges: digital divides among scholars, data submergence and data blindness.
The main challenge won't only be the fast acquisition of skills in order to adapt research questions to the skills. The possibilities are too much, the tools are too many and coding requires a lot of time. In order to gain and maintain high standards in digital literacy for communication historiography we need to change the perspective of research. Individual research is now common, but we need to collaborate and rely on the

colleagues' expertise. By trying to stay in individual research perspectives in the digital era we risk to widen digital divides among the scholars or to not finish our research projects thanks to the immense amount of easily available documents and data.

How to deal with the massive available data for communication history research? With more and more documents and information available we need to be trained in data literally in order to be able to categorize and analyze the sources. Without the knowledge of the digitalization process there is a high risk of blind spots in the research. The reasons for (not) digitalizing a historical newspaper, for example, are variegated. It might have political, financial, practical or scientific reasons. We need to know why and how a newspaper is digitally accessible. Or when applying text mining tools on historical newspapers we might get biased answers when not knowing that ocr is not always trustworthy. We therefore need a new way of data critique to complement traditional source critique. New tools are not enough, we need a model of data literacy for the practice of communication history in digital contexts.

Potential and perils are closely entangled in communication history. With all the advantages we must not forget the actual research object. Methods of distant reading, for example, conduct our research perspective and shape the way we perceive newspapers (as txt-documents, not as printed newspapers). And simple effects like an erroneous ocr or different spelling of words in a former century might distort the interpretation. We still additionally need the traditional approaches (like close reading) to conduct research in communication history. Political or economical contexts, details in language, ironic writing, withheld information, for example, cannot be identified only with digital approaches.

COH06 - Print, inovation and change

PP 436: Adam Smith, Aristotle, Artha Sashtra and Atharva Veda, all in the same breath - The means and ends of the Telugu Encyclopedia.

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The native intelligentsia of the late colonial India grappled with the idea of vernacular modernity, their disposition at the time was not just to embrace colonial modernity but to consciously attempt their own version of modernity and books written in the vernacular provided a way to communicate these ideas. An important consequence of this attempt was to legitimise the traditional Indian knowledge systems by juxtaposing them with the Western.

The Britannica Encyclopedia from the Metropolis inspired several versions in colonial India in languages like Bengali, Marathi and Telugu. The creation of a Telugu*** version of the Encyclopedia in late colonial Madras Presidency region of India was also inspired from the Britannica. It was not a translation, but had emulated the form of the Britannica while the content was an amalgamation of the Indian and the Western. Three Volumes of the Telugu Encyclopedia were published by *Vignana Chandrika Mandali*, a publishing house based out of colonial Madras in the years between 1913-1916. The three volumes had treatises and articles, all starting with the first letter of the Telugu alphabet 'అ'.

The paper's central argument is that though it is true that the knowledge flow was from the centre (Metropolis) to the periphery(Colony) in the late colonial period, it was not an imitative, but a creative and deliberative negotiation that transpired between the centre and the periphery, resulting in media like the Telugu Encyclopedia. The paper will engage with the complex ways in which the editor and authors of the Telugu Encyclopaedia formulated the content. For instance, there are quite a few treatises which explain both the Indian conception of the word in question followed by the western version. A couple of examples in this category are the words – Artha Shastra (Political Economy), Anumanamu (Reasoning). The paper will also critique the very conception of the Encyclopaedia, its form and content, while also looking into the circumstances of production of these volumes.

 *Artha Sashtra – The Sanskrit word for Political Economy. The treatise on this subject appears in Volume 3 of the Telugu Encyclopaedia.

**Atharva Veda – The fourth Vedic scripture of Hinduism. The treatise on this subject appears in Volume 2 of the Telugu Encyclopaedia.

***Telugu – Telugu is the mother tongue of approximately 70 million people, a majority of whom reside in the two states Telangana and Andhra Pradesh in the southern part of India.

PP 437: Crossing the border-lands: The emergence of literary journalism as a communicative type in the professional press in Germany and the United States around 1900

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Journalism is *the* textual system of modernity. However, the dominant information-oriented model of journalism may not suffice one of its primary ends: the mediation of an increasingly complex reality. Today, alternative forms of journalism, namely those that employ narrative strategies, are appropriated to report on what Jürgen Habermas coined as the New Obscurity of Modernity. Many names have been given to such alternative forms of journalistic reporting: the most prominent is literary journalism (Roiland 2015).

Historical research on the varied forms of literary journalism in Germany and the USA has been predominantly focused on prominent historical figures in a national literary context. In the United States Stephen Crane, Jack London, or Frank Norris are often named as predecessor of Wolfe, Mailer, and Thompson (Hartsock 2000). In Germany the emergence of literary journalism traditionally begins with Egon Erwin Kisch (Siegel 1977; Haas 1987). Predating Kisch, the generic roots have recently been traced further back to Heine's correspondences for the *Allgemeine Zeitung* and feuilletons in the Viennese press around 1850 (Pöttker 2000; Eberwein 2015).

The aim of this study is to identify, distinguish and detail the historical arch of literary journalism beyond the oeuvre of great literary-journalistic leading figures because such an approach risks confinement to a normative-ontological discourse about the essence of literary journalism. For this purpose, the genre is analyzed as a communicative type to extend the scope of scientific research. Communicative types are generic strategies that establish formalized solutions to prevailing communicative problems in society (Schmidt/Weischenberg 1994). The concept provides an analytical framework to compare the distinguished narrative forms and cultural practices of literary journalism with respect to varied institutional settings and overall differences of the media systems in Germany and the USA between 1880 and 1914.

It can be argued that literary journalism as a result of greater societal changes was more tightly connected to the rise of a professional press, its routines, norms and practices, than has been formerly acknowledged by scholars. Connery has identified the story-telling abilities by which the turn-of-the-century press represented a new pluralistic, ethnic, and urban world as *cultural reporting*: "Real people, real events, real places, all depicted through use of varied literary techniques and from material based on observation, interviews, and immersion" (Connery 2011: 208).

Following these observations two case studies can exemplify the implementation and diversification of literary journalism as a part of expanding feuilleton writing and local reporting in the professional press. The *New York World* and the *Berliner Morgenpost*, both leading papers of their time with respect to size of editorial staff, range and circulation (Wilke 2008), are analyzed to showcase how literary journalism as a communicative type affected the exploration of journalistic methods, the tendency to increase coverage of social issues, and the impact of the adversarial role of the writer-journalists within the heterogeneous field of cultural production in the United States and Germany, which consequently provided the footing for a later generations of great reporters like Kisch.

PP 438: Searching for the roots of constructive journalism on the cover of the newsmagazines

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The hybrid nature of newsmagazines, mixing characteristics of newspapers and magazines, puts this sector of the press between journalism and seduction (Cardoso, 2015). This fact provides a strong argument to investigate newsmagazines as a logic field to find roots of what is now called the constructive journalism (Haagerup, 2014; Gyldensted, 2015). In this article, we go back to 2009, the year after the peak of the world economic crises, to find out which were the narratives that newsmagazines have chosen to create on their covers from January to December. We are going to analyse 307 covers from six different titles, from three countries: *Newsweek* and *Time* (EUA); *L'Express* and *Le Nouvel Observateur* (France); *Sábado* and *Visão* (Portugal).

Being the most important page of a magazine (Holmes, 2000; McLoughlin, 2000; Morrish, 2005; Johnson e Prijatel, 2007; Charon, 2008; Whittaker, 2008; Scalzo, 2011), the cover is also its most enduring element, capable of becoming part of the collective and social memory, as was the case with the one of the special edition of *Time* magazine after September 11, for example.

In 2009, Europe and America knew that the economic crisis was a reality and were suffering its consequences. How did the six newsmagazines deal with this? Was the economic crisis frequently presented as the main subject on the covers' narratives? If so, what were the approaches to it? Did newsmagazines focus on negative aspects or on finding solutions? What about the covers that did not relate to the economic crisis, did they choose problems or engage in positive stories? And, in the end, what was the picture of 2009 drawn by the 307 covers?

We argue that even in a year like 2009, newsmagazines' covers found the space to develop constructive journalism, choosing solutions instead of problems so as to engage audiences. Content analysis, applied to all the covers in order to find patterns that cross the six different titles, and semiotics case studies are the methodologies chosen to obtain answers.

Communication History

PP 439: Remediation of sports coverage: The discourse about football and television in Dutch newspapers between 1950 and 1980

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This paper studies the often hypothesized but rarely empirically researched process of remediation between television and newspapers. It asks whether and how the latter anticipated the advent of the new medium of television in the 1950s and 1960s. Our analysis focuses on sports journalism, especially the coverage of football, because it offers a frequent, habitual and "intensely trans-media" form of coverage. More than the coverage of day-to-day news, it revolves around the excitement and involvement of the audience, which eagerly wants to know the results of matches. Television's affordances of immediacy, liveness and conveying the experience of being there are particularly relevant here. As such, sports reporting on television forced newspapers to position themselves vis-à-vis this new medium, while reconsidering their own role.

On 3 April 1950, Dutch tech company Philips had its first experiment with broadcasting a football match on Dutch television. Surprisingly, the quality was better than anyone imagined. Reporters who were present moved between excited disbelief and enthusiasm. But to what extent were they also aware of the possible negative consequences of the emergence of television? Research into media history typically suggests that television quickly offered strong competition for newspapers. Already in 1964, McLuhan wrote that new media are always received with distrust and rejection. In addition, Bolter and Grusin (2000) coined the term remediation to outline a process where new media (initially) have clear characteristics of existing media but gradually develop conventions of their own. "Old" media subsequently need to adapt in order to survive in the media landscape.

These theoretical perspectives support the idea that newspapers felt threatened by the growing popularity of television sports coverage. Did the initial enthusiasm about the new medium disappear when newspapers realized that television could cost them subscribers and advertisers? Although a plausible hypothesis, empirical research into the way the burgeoning sports coverage on television affected newspapers is lacking.

This paper therefore studies how Dutch newspapers responded to the introduction and rise of television in sports journalism. Grounded in a qualitative analysis of the newspaper discourse on football and television in Dutch national and regional dailies between 1950 and 1980 (N= 750 articles), this paper analyses how newspapers responded to sports coverage on the new medium. Our findings suggest that the press was actually not afraid that television would threaten its position. Newspapers positioned themselves, somewhat surprisingly, as great supporters of televised football coverage. They even clearly advocated the interest of the football viewer when the Dutch football association wanted to restrict the live coverage of matches on national television.

COH PS - Poster Session

PS 06: Historical perspective upon the Romanian advertising communication

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The history of advertising can be traced back centuries, even thousands of years ago, its appearance and development being differently outlined according to the cultural area it sprang from.

The present paper intends to present the history of advertising born within the Romanian landscape to which I belong. On the one hand, it will thus complete the world advertising creation with specific Romanian details which may help further researchers; on the other hand, it will justify my wish to make a correct positioning of the Romanian advertising within the large, general world advertising creation, with a view to identifying the real evolution and achievements of the former.

My paper is made up of five parts: an introduction, theoretical framework, methodology, results and last, but not least, conclusions, limitations and recommendations. The theoretical framework is an investigation of the recent advertising studies meant to analyse the advertising phenomenon both in Romania and abroad, in terms of building a successful pitch by creatives (copy-writers and art directors), and also in terms of identifying certain types of consumers (according to their life style) by planners. In point of methodology, I used qualitative research methods (case study). The results of my research led me to a classification of the Romanian advertising into three distinct periods, which I will prove in my paper. I was mainly interested in underlining the evolution of the Romanian advertising in terms of the persuasive strategies, and of the relationship established between the iconic message and the discourse-textual one. Lots of elements had thus to be taken into account, among which: the presence and nature of the

guarantee, the relationship between the interlocutors (advertiser and consumer), the perspectives upon time and space, the discourse cohesion of the message, the advertising theory applied in building the respective message. Taking into consideration that advertising offers us one of the most representative samples of colloquial talk, I thought it right to use pragmatics concepts and principles in analysing the selected advertisements (as pragmatics is that linguistic science focused on every-day language), namely: the deictic elements (of time and space), the theory of verbal acts, the pragmatic act, the type of verbal interaction, the principles of communication. The last part of my paper also contains conclusions, limitations and recommendations.

PS 07: Theories in a shadow: Shedding light upon Russian approach to the storytelling

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Concerning recent situation with the increasing number of information wars and mediatization of essential parts of human life (such as politics, collective action or childhood), storytelling as the communication technique to transfer meanings recently became an object of attentive research for the scholars of communication and media studies. The following paper provides an attempt to widen the perception of storytelling as a theoretical conception by turning to the theories from the "periphery": these are notions of Russian and Soviet scholars of XIX-XX centuries, commonly unrevealed by international academic society in the communication field.

The research is dedicated to the idea of so-called "migrating plots" (or "wandering plots"), developed in Russian literary studies. Observing the place and role of narrative in current communication and media studies in Russia (S. Shomova, T. Grinberg) and abroad (F. Mayer, A. Miskimmon, S. Natale), the author incorporates this particular kind of narrative constructions into current communication academic field through the historical and cross-disciplinary analysis. The undertaken review includes: 1) Russian and Soviet literary studies (A. Veselovsky, V. Propp, O. Freidenberg) to emphasize some specific features of "wandering plots" and their concern to the framework of "shared narratives"; 2) the theory of collective unconscious (C. G. Jung, J. Campbell, M. L. von Franz) to draw a parallel between "typical situation" and the elements of "wandering plots"; 3) the notion of Homo Narrans (W. L. Bennett, C. M. Condit, M. Edelman, W. R. Fisher, J. L. Lucaites) to provide insight into the role and function of "wandering plots" in the context of new media ecology.

Specifically, there is still no legal status of communication studies in modern Russia. However, speaking about the storytelling, we should take into account the particular situation of Soviet science, which acknowledged the social orientation of any academic field. Analyzing Russian and literary studies from the standpoint of communication research, we reveal that the idea to investigate literary writings as the mirror of social reality at any stage of the social development brought Soviet scholars to the "genetical approach" to the narratives. This approach stood out from the European school of A. Aarne and then S. Thompson, who tried to combine a list of motifs through the empirical analysis.

Further research of the topic deepens the understanding of storytelling, its tools and effects. The results of the research may contribute to the mechanisms of deconstruction of political and social manipulations, debunking of fake-news, as well as for improving the guidelines for the courses of media and news literacy.

PS 08: Communist propaganda and ideologized visual representations in Romania. The Minerva press photo archive (1965 - 1989)

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The current research is based on the 30.000 photographs belonging to the photo archives of two communist local newspapers – Făclia and Igazság. The roll films were recently retrieved and digitized due to the joint efforts of the Minerva Cultural Association, the Art and Design University, and Romania One Foundation[1]. This rich visual corpus throws valuable spotlights on the communist era, due to the fact that the archive contains the complete roll films, not only the images that were carefully chosen to be published in the communist newspapers.

The present paper proposes a quantitative analysis of the tag words assigned to the photos from the digital archives, but it mainly aims to perform a qualitative analysis, in order to provide an interpretation framework for the ideologized visual memories, by explaining the technical production context of the photographs and linking it to the historical context of the message production, and by applying the compositional, iconographic and iconological analysis.

Both ideology and propaganda were organically connected to the functioning of the communist system in Romania, thus the press photographs accurately reflect the key elements of the regime`s propaganda. The images of forced industrialization, that started in the 1960`, appear in series of photos proving the success

of the economic policies implemented by the Communist Party, and the national enthusiasm in fulfilling the work plans. In the 1970's, the intensifying cult of personality of Nicolae Ceaușescu, elected in 1965 as secretary general of the Party, resulted in the increased number of photos taken during his visits in agricultural or economic units. Simultaneously, the Party meetings, popular gatherings and festivities were meant to reflect the leading personality of Ceaușescu and the unity of the Romanian people in building the socialist society. The parades organized to celebrate the Labor Day on May 1 or the Liberation Day on August 23 were visually constructed to emphasize the popular support towards the Communist Party and its leader.

The preliminary analysis confirms that the images found on the roll films accurately reflect the main dimensions of the communist ideology: the fast-developing Romanian society, the growing Romanian industry and culture, the egalitarian social system, the efficient educational system.

[1] http://www.photoarchive.minerva.org.ro/about-the-project

PS 09: The perceptions of the British Sixties in Italy: The gatekeeping effect of media through time and space.

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This paper provides a rich resource in how perception of period-specific country of origin evolves across subsequent historical periods. We demonstrate how temporal dynamism functions as we discuss how the British "Swinging Sixties" perceptions have changed through time among Italians. This detailed context-specific study of historical and contemporary sources enriches and roots in tangible evidence the relevance of the country of origin effect. Country-of- origin (COO) effect is derived from consumer perceptions of a country's identity, which means that products and brands from these country gain benefits from their mere association with it, thus being recognized worldwide as unique, excellent, and typical (Al Sulaiti and Baker, 1998; Cattin et al., 1982; Häubl, 1996). In turn, these results form that country's culture, tradition, and heritage (e.g., Johansson, 1989). To illustrate, "Made-in- Italy" is traditionally associated with sectors in which creativity, style and taste are key, such as fashion and food, as those values characterizing such sectors are also the values that are perceived by many as typical of Italians, traditionally supporting Italian exports (Sanderson, 2011). Conversely, "Made-in- Switzerland" is traditionally associated with sector where precision and mechanics are key, such as watches. Such values are also those that, predominantly, best describe "Swiss". We note these are perceptions and read resonances from them through time and space via our sources. How these perceptions have formed through time? They are often regarded as immutable and almost atemporal as much as they are not perceived to be anchored in any given time period, but endure as expressions of a deeply rooted identity. We question this atemporality via the "Made in Britain" example.

This article adopts historical and contemporary perspectives and run an in-depth study of how COO values typical of a country in a specific period are first constructed and then perceived in a) other places and b) other times, and how they may shape consumers' brand preferences. We investigate the ways in which the "Swinging Sixties" shaped perceptions of "Made-in- Britain" and COO values in Italy between 1965 and 1985. This has been carried out mainly through an in-depth analysis of fashion and music Italian magazines. It also analyses how far those values continue to exercise traction today, even among Italian who were not yet born during that era.

The literature, data and consequent discussions enrich understanding of the roles of history and authenticity in branding, building on the concepts of temporality and omni-temporality. Theorists now have a stimulus to look at the past to understand how the main elements associated with a country have evolved over decades in the international scenario. This will enable them to discern the potential for further evolution, to suggest routes for selecting qualities of distinctiveness in succeeding periods, and understand the resonance of those qualities for contemporary audiences. To achieve relevance we propose that more attention needs to be paid to two key issues: time/temporality and authenticity/heritage, embedding both these issues in a particular context, as we have done for this study.

PS 10: Communication strategies against a populist-far right party 1932: Sergej Chakotin's "Three Arrows campaign" against the NSDAP and its press coverage

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A once by the NS-State banned book had a revival in 2017: Sergej Chakotin's (1883–1973) *Rape of the Masses. The Psychology of Totalitarian Political Propaganda* had been republished in the *Routledge Revivals*-serial – without scientific introduction. Few introductions into the work and thinking of Chakotin exist (e.g. Albrecht 1986, Vöhringer 2011, Author 3 2017); to sum up: Referring to the NS-propaganda, this book, first edited in 1939 in French, draws a propaganda-theory based on behaviorism, psychoanalysis and cultural philosophy. The "mass" is raped by mechanisms of communication embedded in social contexts, fears and hopes of the addressees. Beyond this book, together with the social democratic politician and public relations officer Carlo Mierendorff (1897–1943), Chakotin developed a campaign for the German Social Democratic Party (SPD). Our paper is focusing on this cross media communication campaign which included: a manual to plan effective anti-national-socialist campaigns (Tschachotin/Mierendorff 1932), the development of an icon ("Three Arrows" created by Chakotin, used till today by the Austrian socialists: https://rotbewegt.at/epoche/einst-jetzt/artikel/spo-logos), the organization and choreography of street demonstrations (http://www.spiegel.de/fotostrecke/vater-und-soehne-drama-um-den-urnengang-fotostrecke-58014-2.html), the distribution of textual and graphical material.

The SPD implemented the arrows-symbol to the header of its leading daily *Vorwärts*. Based on a source-critical historical-hermeneutical approach and qualitative content analysis we present our so far unpublished findings on the unknown role of the *Vorwärts* (148 articles analyzed; 1931: circulation of 76.000) in the 1932 anti-NS campaign and compare it with the press coverage of the liberal daily *Vossische Zeitung* (26 articles analyzed; 1932: circulation of 68.240). The articles had been chosen based on a 'bottom-up' keyword search in digitized newspaper archives (Nicholson 2013). How did the newspapers cover and participate in the campaign? We are able to show press coverage on four levels: a *descriptive* (with relation to mass rallies, riots, violence committed by the Nazis, reactions and adaption of the "Three Arrows" by the audience, the manifestation of the symbol in everyday life as well as its transnationalization), a *normative* (regarding partisanship as well as cultural pessimism towards the campaign), an *analytical* (explaining reactions of the public, political parties, not at least the NSDAP and assessing the effectiveness of the "Three Arrows") and a *visual* one (comprising photographs and illustrations). In general, both periodicals supported Chakotin's campaign. Our analysis is a step to contextualize Chakotin's propaganda theory into its contemporary political-cultural context.

PS 11: The German economic weekly magazine „Die Wirtschaft" and its position on the Czech media scene during the interwar period

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The main structure of the periodical press in Czechoslovakia during the interwar period had been constituted in the end of the 19th century. The major part of it was made up of the party press where large part of the political newspapers had already existed before the First World War. Also some unpolitical journals and other magazines survived the war period but in general after the First World War the magazine market started to develop more dynamically and new (mainly unconventional) periodicals were founded. Similar pattern could have been observed also on the market with the German newspapers during the First republic of Czechoslovakia. On the one hand, there was segment of newspapers with the long tradition such as „*Prager Tagblatt*", or „*Deutsche Zeitung Bohemia*", on the other hand, after the collapse of Austro-Hungarian empire the Germans in the Czechoslovakia as well as their periodicals got into a rather specific situation and had to reflect it. As an example of such a reaction, this article focuses on the weekly German magazine "*Die Wirtschaft*".

The first issue of "*Die Wirtschaft*" was published in Prague on the 14th of June 1919. The position of this magazine was particular and peripheral in more senses, which may be inferred already from its main goals declared in the first issue. These goals were to provide *"a tribune to the German industry, trade and agriculture in the Czechoslovakia"* and to promote world economic trends, free trade, and the "*expulsion of the economy from the war spirit*" and "*from the spirit of national hatred*". Its main public was therefore considered to be Germans living in the newly constituted Czechoslovakia who could be interested in economic and agricultural issues. This group was very specific indeed. First of all, Germans living in Czechoslovakia after the collapse of Austro-Hungarian Empire were facing a very confusing (and even frustrating) situation. Enjoying privileged position for centuries, they were suddenly declared to be just a minority although they represented around 30 % of the inhabitants in the Czech area. Secondly, the topical focus of the magazine was aimed rather at an influential but not so numerous group of German businessmen and intellectuals interested in recent development of the markets and economic policies. The article aims to explain this unique position more in depth through analyzing the content of the magazine, compare it with the supporting materials and existing knowledge about the era. Research is methodologically anchored in the narrative analysis where the detailed story of the weekly magazine "*Die Wirtschaft*" is told. Its articles serve as the main source of the analysis and the necessary context is then provided mainly by professional publications, archive materials and the articles in other periodicals.

CLP01 - Public service media at a policy crossroad

PP 103: Public service broadcasters in Europe: Exploring the input-impact-relations and their implications for media politics

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Public service broadcasting has traditionally played a pivotal role in the communication sector. But in many countries its central market position eroded in course of the liberalization of broadcasting markets, the advent of the Internet, and the success of online information and entertainment services. Additionally, public service media have increasingly come under pressure by political initiatives that question and oppose the traditional public funding models that form the economic fundament for most public service media (e.g., Switzerland, Denmark). The past decade has seen the introduction of regulatory reforms on public broadcasting in order to comply with the EU's state aid requirements and a continuing debate about public remits, the "public value" of public service media and its social relevance. Altogether, however, there are heterogeneous ideas and expectations about the performance, the benefits and the effectiveness of public service media and how these can be assessed.

The proposed paper contributes to the debate about the assessment of performance of public service media by exploring its *input-impact-relation*. By means of literature reviews and database investigations, the authors compile key figures that display and quantify economic and audience-related dimensions of public service media in 17 European countries. These key figures encompass the models and relative amount of funding of public service broadcasting across countries (input) as well as data on reception and audience appreciation as measured by audience share, preferred news sources, and trust in public service media (impact).

This composition of key figures makes it possible to explore the effects of (public) funding on audience performance from a comparative perspective. The results of the analyses show that the financial potential of the different broadcasters is realized with varying efficiency regarding audience performance. Most notably, the results of regression analyses demonstrate that the input in terms of funding has a direct effect on the impact of public service media audience performance. Public service media with stronger public income reach higher market shares and stronger relevance as an information source.

The key figures derive from a secondary analysis of disposable empirical data (e.g. official statistics, broadcasters' annual reports, comparative audience research) in 17 European countries altogether: Austria, Croatia, the Czech Republic, Finland, France, Germany, Hungary, Ireland, Italy, Latvia, Norway, Poland, Portugal, Spain, Sweden, Switzerland, and the United Kingdom. The country selection covers different journalism cultures and media systems along the classic typology by Hallin/Mancini (2004), but also represents different sizes of the media markets (see e.g. Puppis et al. 2009).

The paper presents a practical tool for comparing central aspects of the performance of public service broadcasters in varying cultural settings that broadens the scientific perspective and promises practical relevance for media managers and policy makers. The solid pool of comparative data provides an empirical contribution to the current media policy debates about license fees, public value and the future of public service broadcasting.

PP 104: Proposal of an efficiency indicator on the funding of Public Service Media

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This communication will show the results of an on-going research around the development of an efficiency synthetic indicator on the funding of Public Service Media (PSM) in the European Union countries, balancing their public and commercial income against both their audience data and the assessments on their independence, through the Eurobarometer and the Media Pluralism Monitor (MPM), both studies from 2016. The resulting construct was subjected to the TOPIS (Technique for Order Preference by Similarity to Ideal Solution) multicriteria analysis proposed by Hwang & Yoon (1981), and is then presented as an efficiency indicator for the different funding sources (direct subsidy, licence fee and commercial income such as advertisement and sales) for PSM organizations.

The main objective of this work is to have an evaluating system that provides comparative and value elements on the budgetary systems of PSM funding models, at one point when this is open to revision, reform, reduction or legitimacy questioning in Denmark, Germany, Ireland, Sweden and Switzerland, in addition to other Mediterranean and Eastern European countries that suffered the consequences of the economic adjustment and the pressures from governments of different political hues, thus limiting PSM's

autonomy, independence and capability to respond to the positioning challenges of the new digital ecosystem.

The debate about the PSM funding system revolves around the traditional and new operators competing for the advertising market, as well as around the obsolescence of the regulation and the legitimacy of the licence fee on household televisions, as many citizens already access to content through computers, tablets or smartphones and are just willing to pay for the personalized streaming services of digital platforms they use. A third problem is the PSM incapability to re-legitimize the need and sustainability of its social public and its public service, that must remain in the modern democratic societies.

This has forced the States to change their household licence fees either for other media fees applicable to all devices or for direct, personal and progressive taxes on the rent of the citizens, as implanted in Finland (2013) and are expected to be introduced in Denmark, Sweden and France. However, the greatest pressure can be found in those countries where populism forced a referendum (Switzerland, March 4 2018) against the licence fee ("No Billag") or campaigns for the suppression of the PSM system (the German *Alternative für Deutschland*). Ireland has the reform of RTE/TG4's funding pending, and the problem also persists in those countries that suffered the most the economic recession (Spain, Portugal, Greece, Cyprus or Italy), where PSM budget cutbacks reached the 30% in the past five years.

In order to assess the sources of economic sustainability that PSM organizations require to fulfill two essential components of its mission (independence and universal access), different efficiency indicators for public and mixed funding are developed, considering audience data and the results of the Eurobarometer (citizen's opinion) and MPM (pluralism assessment), until the achievement of an integrated model, the IDIFISAP (General Comparative Indicator on the efficiency of funding on audience + Eurobarometer 2016 + MPM 2016).

PP 105: Narrowly in favor of Public Service Broadcasting: How popular votes shape the future of Swiss media policy

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Digitization raises questions regarding the legitimacy and remit of public service broadcasting (PSB). Fierce debates began regarding PSB's role in society and whether it should evolve from a traditional broadcaster into a public service media organization (d'Haenens et al., 2008; Iosifidis, 2010; Lowe & Bardoel, 2007). All over Europe PSB's entitlement to serve citizens with a broad range of programming on all platforms and its public funding are increasingly being contested (Herzog & Karppinen, 2014; Lowe & Berg, 2013). Switzerland is no exception: The public broadcaster SRG is under increasing public scrutiny. Different to other countries, the Swiss political system allows for popular votes. The conflict over PSB recently culminated in popular votes on a law revision involving a change from a license fee to a household levy in June 2015 ("RTVA referendum") and on the abolishment of public funding for PSB in March 2018 ("No-Billag initiative"). Given that such popular votes lead to extensive debates about the issues at hand, this allows for a broad analysis that promises to be insightful beyond Switzerland. However, research on these popular votes is still missing. In this paper we ask the questions of which topics dominated the debates and which arguments regarding the necessity and role of PSB in today's society were raised by which actors. For the analysis, a stage-based approach to the policy-making process offers a valuable heuristic (e.g., Anderson, 1975; Windhoff-Héritier, 1987). In Switzerland, two forms of policy-making exist. First, as in other countries, the regular legislative process starts with a government proposal and ends with a parliamentary decision. Yet in Switzerland it involves an intense consultation procedure before sending the bill to parliament and the possibility to demand a referendum on the act before it enters into force (Sciarini, 2007). This was the case with the "RTVA referendum". Second, it is possible to start a popular petition leading to a binding popular vote (Linder, 2002) like it was done with the "No-Billag initiative". Methodologically, the analysis made use of qualitative document analysis. All the documents submitted during the public consultation on the revised RTVA, the parliamentary debates on the RTVA and the initiative as well as all documents by the campaign committees were collected, critically assessed and analyzed using a method of deductive content categorization (Nawratil & Schönhagen, 2009; Reh, 1995).

Preliminary results show that during the consultation, parliamentary debates and the campaigns only a small minority of actors supported the two popular votes. However, even opponents voiced severe criticism of the SRG. Moreover, while both votes formally concerned the funding mode, the public debates went way beyond the issue at hand and focused on the necessity and desirability of PSB. With the first popular vote narrowly in favor of the new funding system (50.1%) and the second vote expected to come out against the abolishment of public funding, the supporters of PSB kept the upper hand. Yet it is already certain that a reform of the SRG and a serious debate about its remit has become unavoidable.

PP 106: Public service in the austerity era: Effects on the Portuguese public broadcasting

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Public spending cuts were imposed to Portugal in order to meet the terms of the country's bailout deal, signed in 2011. This affected several public services in Portugal, and Public Broadcasting was not exempted from this pattern. This paper tracks down the changes produced in the Portuguese public broadcasting during the period of foreign intervention (known in Portugal as the "Troika period"), assessing the public image of PBS conveyed by mediated speeches of public officials and the relevance of PBS to the audience.

The governmental intervention in Portuguese PBS affected two critical components: funding mechanisms and organizational model. On one hand, and considering that the funding of public service media is more than just an economic option solely, but mainly a matter of value and values, this article will look at the underlying rationale of the changes in order to determine implicit predominant social value of PBS conveyed in the public space. Public speeches and media interventions made by public officials (namely the minister of the Media Affairs) will be assessed to determine the reasons behind changes in the funding model (which main feature was the end of direct subsidies). Annual reports of the PBS (from 2010, just before the "Troika period", to 2015, after the bailout deal was over) will also be analysed in order to determine the influence of the changes in terms of revenues and in terms of impact on operational costs.

On the other hand, the new organizational model imposed to the Portuguese PBS (the creation of an independent body to oversee the decisions of board) also introduced substantive changes in the way independence and PBS remit is perceived, thus adding another pressure to the perceived social value of the public service.

The paper will, finally, evaluate how the changes introduced in these two aspects of the Portuguese PBS administration impacted the value attributed by citizens, namely through the assessment of the evolution of PBS ratings.

CLP02 - Platforms, data and the internet: policies and regulations

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PP 192: About hackers, pirates and a digital agenda: The emergence of the Internet policy field in Germany

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Over the last decades, it has become obvious that the digital transformation is steered and shaped not simply by technology but by many actors at the national and transnational level. Public authorities develop new expertise and competences to understand the technical change and to adapt their regulatory repertoire. Similarly, an expanding network of non-governmental actors from civil society and the private sector engage in public discourse about the socio-technical and economic developments related to digitalisation and propose effective policy options. These state and non-state actors share a concern for the political and societal challenges of digitalisation yet they constantly struggle over discursive power, legitimate problem perceptions and public policies. Focussing on the Internet policy environment at the national level, the paper proposes to analyse the increasingly stable constellation of actors, institutions, discourses, conflicts and policies that emerge around Internet-related issues as a new policy field. At the core of this field, actors are driven by the belief that the Internet and digitalisation are fundamentally different from other policy areas and therefore need a distinct regulatory repertoire. At the same time, others try to subordinate Internet-related policy questions to existing policy logics, such as media policy, economic policy or security policy.

The paper outlines the emergence and evolution of the Internet policy field in Germany since its first origins in the 1980s until today. Instead of focussing on specific policy issues such as cyber security or net neutrality - as it is usually done in Internet policy research - the policy field perspective allows us to consider the different elements that emerged around Internet-related policy issues as interrelated, thereby providing a holistic view on the history of the Internet policy field in Germany.

The paper proceeds in three steps: It first introduces the conceptual framework developed for analysing the emergence of policy fields, which combines elements of field theory (Bourdieu, Bernhard, Gorski), discursive institutionalism (Schmidt, Hay, Kjær and Pedersen) and interpretive policy analysis (Hajer, Gottweis, Yanow). Second, the paper presents the empirical findings based on a qualitative-interpretive analysis that triangulates data sources such as expert interviews, policy documents, organisational charts, media coverage and others. In this main part, the paper retraces the evolution of the German Internet policy field by dividing its history into five phases. Each phase is marked by a specific constellation of actors and characterizing policy events or policy-related conflicts that have resulted in particular institutional settings. In

addition, we identify for each phase a particular "enjeu" (Bourdieu), meaning an emblematic issue that summarizes the stakes and discursive conflicts characterizing the field-constituting developments observed during this phase. In its third and last part, the paper reflects on the field's degrees of autonomy that have changed over the history of Internet policy in Germany. Going beyond the German case, the conclusions explains why it matters whether we consider Internet-related questions as elements of a relatively autonomous policy field rather than a cross-cutting issue that is shaped by the rationale of established policy fields.

PP 193: Data policies: Regulatory approaches for data-driven platforms

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Social media platforms, cloud services and the so-called 'sharing economy' increasingly regulate our online interactions as they provide (or limit) access to online services, make decisions on what content is fit to be published, shared, and found, and collect a vast range of user data. The regulation of these platforms has therefore become a key concern. In particular, attention has been drawn to policies regarding the collection, analysis and monetization of user data as those affect the main business model of (commercial) platforms. This paper will review several recent cases of policy reform that affects data use by platforms, assess their effectiveness and shortcomings, and provide proposals for policy innovation. It will focus on the United Kingdom as a jurisdiction where new laws – the Investigatory Powers Act (2016) and the Digital Economy Act (2017) – have changed the regulatory environment for platforms, and on the regional context of the European Union where a significant new policy – the General Data Protection Regulation (GDPR) – will come into effect this year. Complementing this analysis of policy change, it will explore emerging concepts that provide new avenues for rethinking data regulation, such as data sovereignty, community data ownership and group privacy.
Thus the paper will address the following research questions:
- In what way does recent policy reform in the UK and the EU transform the regulatory environment for platforms?
- What alternative policy approaches are needed, and emerging, to regulate the data-based activities of platforms and protect digital citizens?
The paper will present findings from extensive empirical research on this subject that is currently (2017-18) conducted as part of an international collaborative project on 'Policy Frameworks for Digital Platforms'. Research for this project is currently conducted through the following methods:
- A systematic review of both academic and public literature on data regulation as it pertains to platforms.
- Interviews with members of diverse stakeholder communities: a) business (platform operators and data brokers), b) policy (members of government and parliament), c) security (police, intelligence agencies), d) digital rights advocacy and campaign organisations.
- Policy Hackathon: a workshop (to be held in May 2018) that brings together policy scholars, policymakers and civil society.
Analysing key debates, policy approaches, and policy shortcomings, the paper will identify cornerstones for future policy frameworks and ideas for policy innovation. As the project will be completed in November 2018, the ECREA conference is perfectly placed to offer a summary of research results and discuss them in the context of the broader debate on platforms and datafication.

PP 194: Revealing the loopholes: YouTube and audiovisual media regulation

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Due to technological and infrastructural advances, established regulatory frameworks on broadcasting and telecommunications are challenged by global services and platforms such as Facebook, Snapchat, Twitter, YouTube and Spotify. These challenges have dimensions that both belong to the 'macro' spheres of global internet governance, cultural industries and supranational bodies; the 'meso' spheres of nation states and national and local regulations and policies; as well as the 'micro' spheres of citizens. This paper will include these three perspectives and will take a point of departure in the celebrated platform YouTube. The reason for this is that YouTube challenges established regulatory frameworks by being a hybrid platform that facilitates convergences between broadcasting, narrowcasting, distribution patterns, different semiotic expressions, and production and consumption patterns. The user-generated content which is daily produced and distributed on YouTube reveals loopholes in current regulation. These challenge established notions on transmission, content, jurisdiction, producer, consumer, user, audience, platform, as well as private and public communications. This paper discusses these challenges and relates them concretely to some of the established roles of media and communication policy.

The aim of this paper is therefore to study YouTube as prominent global cultural institution/platform and some of the concrete challenges it inflicts upon national and supranational audiovisual regulation. In order to account for these YouTube will be discussed as a platform of techno-cultural constructs and as socioeconomic structures. What this entails is to be attentive to YouTube as technology, its user-manoeuvrability, its content production and consumption patterns, as well as issues that closely relate to ownership structures, governance and business models (van Dijck 2013). Furthermore, this paper is interested in perceiving YouTube and regulatory challenges from the viewpoint of algorithmic cultures (Gillespie 2014; Striphas 2015; Beer 2017; Kitchin 2017; Seaver 2017), i.e. to relate some of the challenges of researching and understanding the wider cultural implications of YouTube's algorithms to audiovisual production and consumption of citizens.

In terms of governance, particular attention will be given to the discourses put forward in YouTube's terms of service, statements of rights and responsibilities and data policy and inspect how these contractual agreements relate to concrete regulation, with the EU's Audiovisual Service Media directive (and its amendments) serving as the main case. The analysis will make use of Norman Fairclough's (1992, 2003) critical discourse analysis as this method is useful in inspecting intertextual and interdiscursive textual relations, orders of discourse, and how these relate to processes of hegemony, power and ideology at a social practice level.

PP 195: Net neutrality in developing nations: A comparative media systems approach

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The United States has heretofore monopolized the global conversation over network neutrality. The American regulator's current hostility to an open internet and public procedures has garnered intense media scrutiny and public outcry. But there is more to network neutrality than the developments in American regulation. Indeed, many countries are beginning (or ending) their own respective conversations and consultations about if, and how, to promote an open internet. This paper examines three such cases: India, which enacted strong network neutrality regulations in 2016; Argentina, which has legal protections for net neutrality but whose enforcement is suspect; and Uganda, which has no protections and which has recently embraced Facebook's FreeBasics program. FreeBasics is a recent addition to the net neutrality debate, one that brings the question of zero-rating to the forefront. These two practices – FreeBasics and zero-rating – represent an important area of commonality between the countries in our study. This stands in contrast to the United States where network neutrality has been largely confined to issues of direct blocking and throttling by Internet Service Providers (ISPs). Zero-rating and FreeBasics represent an important, and under-considered, dynamic for network neutrality in developing nations. Using a comparative media systems approach, this paper explores the complex dynamics of network neutrality in India, Uganda, and Argentina, focusing specifically on the issues of zero-rating and FreeBasics. Drawing on three workshops held in the aforementioned countries with ICT stakeholders ranging from graduate students to activists, journalists, regulators, researchers, and industry watchers, we argue that despite the global dominance of the American iteration of network neutrality, the issue is considerably more complex elsewhere in the world. These complexities need to be recognized and understood, both in and of themselves, and in a comparative context. This research contributes to the growing body of literature on both global internet governance and domestic internet policymaking, underscoring the need to place these on a continuum rather than position them as static opposites.

CLP03 - Pluralism and diversity as a policy issues in the age of algorithms

PP 431: On the democratic role of news recommenders

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Are news recommenders a threat to the democratic role of the media? Or are they an opportunity, and if so, how would they need to look like to advance values and goals that we consider essential in a democratic society. These are central questions in the ongoing academic and policy debate about the likely implications from data analytics and machine learning for the democratic role of the media, as we know them, and the shift from traditional mass-media modes of distribution towards more personalised news and platforms. The main argument that this article will make is that ultimately the answer about the possible (anti)democratic role of personalised news recommendations very much depends on the perspective of the democratic tradition one follows, and the different values that one wishes to bring to the fore.

Many of the concerns around news recommenders revolve in particular around concerns about the diversity that people encounter in the digital environment, particularly those for whom personalised websites are the main source of information. Media diversity is considered instrumental in realising a whole range of goals that we value in a democratic society: from stimulating informed citizens and open mindedness, to tolerance and inclusiveness (Valcke, 2004; Karppinen 2013a). The digital media play a pivotal role as platform and communicator of diverse media content (Haim, Graefe, and Brosius 2017). Accordingly, an important task for news editors was, and still is, to make a selection of contents to present to users. How do news recommenders fit in this task?

The objective of this article is to offer a conceptual framework for assessing the threats and opportunities for the democratic role of news recommenders. The article departs from the premise that such a conceptual framework needs to build on the role of the media a democratic society, and the goals and values we hope to achieve, which again are strongly related to our notions of democracy and the role of the media, and of news consuming citizens in that context (Helberger, Karppinen, and D'acunto 2018; Natali Helberger 2011, 441-469). In so doing, the article also hopes to move the debate about news recommenders beyond rather linear and simplistic statements that recommenders are a potential threat, or an opportunity for diversity and democracy, and offer the ground for a more differentiated discussion of recommenders, platforms, and filterbubbles, but also the role of information law and policy in furthering the potential democratic role of news recommenders.

PP 432: Algorithmic selection and media governance: Revising the concept to account for effects of algorithmic reality construction

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Digitalization and algorithms are changing the way people use media. Data from the World Internet Project 2017 show that using search engines, reading news and participating in social networks are among the most popular online activities. Despite the fact that the internet has become the main media source of information, results also highlight that skepticism about the credibility of online content is growing. As a result, people are increasingly inclined to feel disconnected from the information society, while at the same time doubting the democratic benefits of online activities.

Additionally, media production and distribution are also changing. New intermediaries such as Google, Facebook, etc., do not only provide the entry gate to online contents and manage distribution (Puppis, Schenk, & Hofstetter, 2017). By making individually tailored recommendations and selections, their algorithms also assume gatekeeper, agenda-setting and framing functions, potentially evoking polarizing and segregating effects such as fake news, echo chambers and filter bubbles (Zuiderveen Borgesius et al., 2016; Pariser, 2011; Sunstein, 2009). Altogether, algorithmic selection is changing the mechanisms how media construct social reality, thereby promoting individualization, commercialization, inequalities and deterritorialization (Just & Latzer, 2017).

The personalization function of algorithms, their ubiquity and opacity as well as their relevance for social cohesion and the functioning of democratic systems raise questions with regard to the governance of those new intermediaries that provide news selection and distribution and their algorithms whose selection criteria follow a commercial logic rather than satisfying journalistic or democratic demands. In order to guarantee a comprehensive media offering that meets democratic demands in terms of access, diversity and quality, this paper investigates what a holistic revision of the media governance definition should incorporate which considers effects from algorithmic selection and personalization on reality construction.

The concept of media governance allows for an integral view of the structures, processes and involved actors in the fields of media production, media distribution and media consumption on the one hand, as well as media policy and media regulation on the other, from which suggestions for future media and communication policy can be derived (Puppis, 2010). With new intermediaries influencing media distribution through algorithmic selection processes and thus playing an active role in shaping opinions, questions arise regarding their accountability for selections and choices made by their algorithms (Wassmer & Jarren, 2012). For media producers, the financing and monetization of their offerings is a major challenge. The rise of the new intermediaries also contributes to increasing the distance to their audience. In order to preserve media diversity, a revision of the public service definition for the digital era is required, which accounts for algorithmic selection. In the field of media literacy, an approach is needed that goes beyond the operation of technical equipment and the competent use of journalistic services and empowers media consumers to use online media for successful participation in society.

By considering the effects of algorithmic selection, this paper will contribute to the discussion on the regulation of algorithms and new media intermediaries and provides suggestions for a modern media policy.

PP 433: Understanding media developments through cultural imaginaries of journalism. The Hungarian case

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Media freedom and pluralism, essential pillars of constitutional values such as freedom of expression and the right to information, remain prominent issues in European and national public debates. Hence, not surprisingly, the 2011 reform of the media law in Hungary has generated much debate and criticism on how in a EU member state these values are increasingly under threat. Several legal analyses have highlighted problematic aspects of the reformed media law, e.g. allowing to impose fines for imbalanced news coverage. With this paper however, our aim is to provide a deeper, historically informed and holistic account of transformations in the Hungarian media market and encompassing policies.

We want to assess and increase understanding of the role of longer-term processes in terms of existing social imaginaries of what journalism is, should be, and can be according to Hungarian stakeholders involved. In short, we seek to find out how key journalistic values are perceived by stakeholders, and how these stakeholders assess contemporary developments in the Hungarian media market. Stakeholders – including media regulators, newspapers, commercial and public television companies, independent journalism projects, professional associations, support mechanisms, government and political parties, academics, consumer associations and other relevant groups – are asked in expert interviews to reflect on the following issues: What is independence and freedom of the press and why does it matter?; What does impartiality mean, and when would one say things are not impartial or objective?; How would the stakeholders define pluralism and diversity?; What is quality journalism and how is fake news and click-driven journalism affecting quality?; and How do respondents think media companies are / should contributing / contribute to society?

On the basis of 13 semi-structured expert interviews held in April 2017, we argue the developments in the Hungarian media sphere – problematic as they may be – have not happened overnight, are certainly not exclusively related to the Orban regime, and are deeply embedded culturally and historically in Hungarian society. Core values associated with journalism and the above-mentioned issues are defined quite specifically and are embedded in the specific Hungarian context and media practice, which explains to some extent how traditional and theoretical notions of journalism have been undermined (if they have existed at all). Seen from these context-specific imaginaries and practices, current developments in Hungary can be more thoroughly analyzed and interpreted, going beyond merely the porosity of the media law, and including as diverse and subtle developments such as changes in editorial approaches of newspapers, disillusion and resignation of journalists, political pressure through government advertising or changing structures of existing media aligned to ruling party interests. In turn such an in-depth analysis may provide more context-embedded ideas and suggestions for reform. This paper aims to contribute to the ongoing "debate about the possibilities of universality and context-dependence of journalistic fact-finding" (Godler & Reich, 2017, p. 666).

PP 434: "Being seventy is not a sin": The paradoxical transformations in Israeli media law and policy as the State turns seventy

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Dramatic changes came into force in Israeli media on the country's 70th year of independence: The colonialist Press Ordinance of 1933 was abolished, eliminating the need for newspaper licenses; the Broadcasting Authority Law was replaced by the Israeli Broadcasting Corporation Law, establishing a new entity with a novel corporate structure and funding scheme; and commercial television took on a new structure, splitting commercial television channel 2 into two separate channels, and bringing under the wings of the commercial television regulator an unspecified number of cable and satellite channels, until then regulated by a designated cable and satellite regulator. At the same time, unregulated and purportedly under the regulatory radar, six unlicensed Over the Top audiovisual service operators entered the market, attracting hundreds of thousands of subscribers abandoning the traditional multichannel operators of cable and satellite. This paper describes these changes, sets them in a historical and legal context, and analyzes them in comparison with the previous media regulatory regime. Indeed, the emerging new structure of the Israeli media map is paradoxical – it conveys at the same time both liberalization of the industry and more potential government intervention, and it carries within it both promise and peril. The addition of new media outlets both weakens existing players and potentially diversifies the landscape, yet proliferation of deregulated commercial entities and multichannel providers may lead to further commercialization, trivialization and superficialization of content. The projected drop in income of audiovisual service providers also bears with it a danger to the local creative industries. The discussion of these changes scrutinizes Israel's media map as it enters a new and unknown stage, all under the cloud of a criminal investigation in

which the prime minister is implicated as meddling with the media industries in return for favorable coverage, further questioning the logic behind this dramatic restructuring of the field. Indeed, in line with previous research regarding transitions in Israeli media in the past decade, in particular with regard to the transformation to digital terrestrial television, these recent changes may be seen as another (blatant) step in the transition from a bureaucratic led neo-liberal policy to a politician-populist led clientilist policy logic.

PP 435: The characteristics of external pluralism in the Nordic media system

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This paper presents an empirical overview of the Scandinavian digital media system. The aim of the analysis is to ascertain the extent to which the hyperlinked infrastructure of digital journalism reflects the external features of the analogue era, or whether, and in that case how, the digital media system alters the dynamics of the editorial industries. The main research question is: to what extent does the digital news realm in Scandinavia display characteristics of external media pluralism?

External pluralism refers to the pluralism of media systems as a whole. In a structural media analysis, the question is to what extent the framework features of the media system enable a diverse range of media outlets. External features comprise the legal, professional, technological, economic and cultural framework conditions that shape and regulate media industries. In the Scandinavian context, these features have been mapped and analysed for legacy news media. What is missing, however, is a comprehensive overview of the external properties of the digital media systems of the region. As Democratic Corporatist media systems, Denmark, Norway and Sweden's journalistic spheres are characterized by external pluralism with a mixed commercial/public model of funding; and interventionist state policy. These conditions, however, are characteristics of legacy media systems. In order to properly regulate digital media infrastructures, it is necessary to analyse to what extent these features are equally conditional for the digital realm, or whether other structural features play larger roles in shaping media pluralism.

The extent to which the online media system can be said to attain external pluralism is therefore here analysed according to the framework conditions of the digital media sphere, including its regulation; its scope in terms of the number of actors; the audience reach and share of each player; their social media presence; and their position in the hyperlinked network. Based on industry data and hyperlink network analysis, the overview presents a comprehensive picture of the number and types of players in the digital editorial industries; their ownerships; their geographies; and their network positions, rendering an analysis of external pluralism levels in the Scandinavian countries. Included in the mapping are all editorial online players, including news organisations (radio, newspapers, television and pureplayers); the trade press; NGOs and interest groups; political parties and public information services.

The analysis contributes to the field of media systems theory, analysing the extent to which the features of analogue media systems transfer onto the online media system, enabling evaluations as to the extent to which the framework conditions of the digital media sphere facilitate external pluralism in Democratic Corporatist media systems, specifically the Nordic media model. The results of the analysis allow for further appraisals of the ability of regulatory frameworks to ensure external pluralism in support of democratic deliberation.

CLP04 - Net neutrality governance in small countries: A comparative study

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Net neutrality (NN) reflects the principle that all legal content flow on the Internet should be treated equally by Internet Service Providers (ISPs). This means no "preferential treatment" of data based on its type, the site hosting the content, the network carrying the traffic, or the charges paid by end-users to ISPs for accessing the content over the Internet (Gharakheli, 2016; Wu, 2003). Practically, according to NN principles, ISPs are prohibited from speeding up, slowing down or blocking Internet traffic based on its source, ownership or destination (Kramer, 2013; Marcus, 2014). In recent years, policy-makers and regulators worldwide have addressed NN from a public policy point of view. Yet, much of the literature on NN policy addresses the United States (US) and the European Union (EU), while few studies investigate NN local policies of smaller countries (e.g. Marsden, 2015).

The policy processes through which NN public policies are shaped are hardly studied. This proposed panel is based on an ongoing comparative multi-national research which attempts at filling this gap in the research literature. The study compares the NN policy processes in seven small countries: Croatia,

Denmark, Finland, Israel, Lithuania, Slovenia, and Switzerland. The comparison is based on the Governance perspective in public policy literature (Levi-Faur, 2012) as well as in media policy (e.g. Ginosar, 2013; Puppis, 2010). It addresses governance main features, such as the institutions, the actors, the procedures, and the mechanisms through which NN policy in each country has been shaped.

Such analysis enables us to (a) differentiate between different styles of NN governance; (b) understand how and why different NN policies have been shaped in different countries, in spite of the same technologies and the same public concerns; and (c) suggest insights regarding the extent to which the "centers" (the US and the EU) have an influence on the shaping of policies in the "peripheries" (such as the countries investigated here).

PN 145: No net neutrality in Switzerland: Self-regulation and transparency rules as favored governance options

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While the original Internet architecture was application-blind, thus depriving providers from discriminating data packets (van Schewick, 2016), advances in technology now allow for violations of net neutrality through activities like blocking, throttling, or prioritizing data. Consequently, the question of whether net neutrality needs safeguarding through regulation has entered policy and public debates worldwide (e.g., Cave & Crocioni, 2011).

Thus far, research and public debate on net neutrality have shown limited interest a) in cases beyond the United States or the European Union and b) have often oscillated between the dichotomous alternatives of affirmation or negation of statutory regulation without considering the viability of alternative governance options (Latzer, Just, Saurwein & Slominski, 2003; Puppis, 2010). For instance, the Swiss telecom industry opted for self-regulation and committed itself to safeguard the freedom of information and to refrain from blocking applications and services. Net neutrality as such, however, is neither guaranteed by this provision nor by statutory regulation.

This paper investigates the net neutrality debate and the attendant policy-making process in Switzerland, from first parliamentary attempts to regulate net neutrality by law in 2012, via the introduction of self-regulation in 2014, to the most recent revision of the Telecommunications Act. It scrutinizes in depth the arguments employed by various actors involved in policy-making to advocate or prevent particular governance options and regulatory solutions.

To investigate the policy-making process, this paper uses a stage-based approach to decision-making (Anderson, 1975; Jones, 1970; Lasswell, 1956; Windhoff-Héritier, 1987), which offers a valuable heuristic. Compared to other democracies, the Swiss decision-making process features several peculiarities (Sciarini, 2007; Tresch et al., 2013) that involve intense consultation procedures and negotiations to accomplish solutions that are supported across the political spectrum. Methodologically, the analysis resorts to qualitative document analysis. For this, it critically assessed and analyzed all documents relating to the net neutrality policy-making process that were available in the Swiss Federal Archives, the Federal Chancellery, the federal administration and parliamentary services with a method of deductive content categorization (Mayring, 2010; Reh, 1995; Scott, 1990).

Results show that early parliamentary attempts to regulate net neutrality failed. Government argued that any regulation would require a thorough discussion during the next revision of the Telecommunications Act and decided to convene a working group with industry, consumer and government representatives to consider regulatory options in 2014. In an attempt to preempt regulation, telecom operators moved forward and introduced a self-regulatory code of conduct and an arbitration board. In late 2015 government started a public consultation on a preliminary draft for a new Telecommunications Act that contained transparency rules and obligations to inform in case of net neutrality discrimination. Opinions on this were divided and various interest groups argued either for or against statutory regulation beyond the suggested transparency requirements. Nonetheless, once consultation ended government decided to refrain from stronger regulation and sent the bill basically unchanged into parliament. Parliamentary debates are expected to start in spring 2018. However, given the industry's opposition, it appears unlikely that Switzerland will eventually introduce net neutrality regulation.

PN 146: Net neutrality in "peripheral" but pioneering country: Policy process, consequences, and developments in Slovenia

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Although Slovenia was among the pioneer countries in a number of telecommunications, internet and media developments and policy, these policies were rarely adequately internationally analysed and researched, particularly in the international context. It was often – merely - mentioned as a positive example, like in Negroponte's *Being Digital* already in 1995, as one of the countries with fastest- growing number of internet hosts (percent change) (p.182) and has been praised by a number of researchers and futurologists (for example John Naisbitt, adding that information technologies in Slovenia »will need to be even further emphasized«; in Milosavljević 1996, 35).

However its internet policy, including Net Neutrality policy which was adopted in 2012, after Israel and Netherlands, as the second country in the EU with such policy adopted in the law, has been more or less briefly mentioned in international comparative research (as a country with »tougher net neutrality rules«, in Gharakheili et al 2016, 3) or analysed with very limited methodological approach (Marsden, 2016).

The reasons fort his lack of in-depth research were described by Marsden as: »Due to the language, limited regulator and the peripheral nature of Slovenian (population 2 million), Slovenia's very strict net neutrality law has been analysed very little by non-Slovenes.«

This paper, although still reserached by a Slovene, aims to contribute to internationally-relevant in-depth research and analysis of Slovenian Net Neutrality policy, its dynamics and its consequences. The analysis is in the first phase based on relevant documents (including government documents, suggestions and reactions from NGOs, industry, and other stakeholders, as well as media coverage) from the period of developing and adopting the Net Neutrality into the Law on Electronic Communications (ZEKOM) in 2012. The second stage of analysis is based on later documents including cases and decisions by Net Neutrality regulator, identifying not just policy as such but also its consequences and adaptations in later policy-processes. In addition, interviews with key stakeholders are included in the final stage of the analysis, offering additional, behind-the-scenes insight into the policy creation and reactions.

This will overcome merely insight into the Slovenian Net Neutrality rules and policy process but also its implications and later developments, particularly in the light of later devlopments in the EU and also U.S.

PN 147: Denationalization and agencification of net neutrality policy

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Communications policy in Lithuanian has been developed consistently since the restoration of State independence in 1990. Programmes of the Lithuanian governments had respective chapters with clear directions of communications policy. Liberalisation of the market, expansion of the communications networks and privatisation of state telecommunication company were characteristic features of the policy in the last decade of 20ͥ century.

Since 2000, when Lithuania started negotiations on the accession to the European Union (EU), the national communications policy has been adjusted to the EU framework. When Lithuania became a member of the EU in 2004, the Law on Electronic Communications implementing the package of EU electronic communications directives came into force.

The policy of electronic communications in Lithuania is formulated by the Government and the Ministry of Transport and Communications. The Communications Regulatory Authority (CRA) (independent national agency) is responsible for the implementation of the communications policy. According to the Law on Electronic Communications, CRA has a right to provide suggestions for the Government regarding the policy of electronic communications. Some of the CRA suggestions are in form of the amendments to the drafted laws. Thereof the CRA is also involved in the policy formulation.

Lithuanian policy makers enshrined the common legislative principles of the regulation of electronic communication activities (such as objectivity, transparency and non-discrimination of regulation procedures), but concrete legal decision regarding the net neutrality was left for the EU institutions. When Directive 2009/136/EC was adopted, its provision regarding an obligation for providers of electronic communications to provide information about conditions limiting end-users' access to the services was transferred to Lithuanian legislative acts. The principle of net neutrality in the EU was legitimized by the Regulation (EU) 2015/2120 that established the common rules to safeguard equal and non-discriminatory treatment of traffic in the provision of internet access services and related end-users' rights. In connection with this Regulation, the Communications Regulatory Authority of Lithuania (2017) amended the Rules on the Provision of Electronic Communications Services and started to assess whether the internet service providers do not restrict internet access by blocking or slowing down specific applications or services.

This paper focuses on the communications policy making in Lithuania, specifically regarding the net neutrality. The study is based on the document analysis of relevant legislative acts, the annual and quarterly reports of state institutions.

The paper claims that the Lithuanian communications policy has become essentially denationalized since the country's accession to the EU. The net neutrality policy issue has been framed in the context of EU policies, i.e. national net neutrality policy agenda did not matter: even when EU Directive 2009/136/EC

neither mandated nor prohibited conditions limiting the end-users' access to internet services. A key role in the communications (net neutrality) policy making is played by the CRA: influence of this regulatory agency is very significant for the policy formulation and decision making.

PN 148: Net neutrality in Croatia: Between EU and ISP

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Croatian communication policy and the regulatory framework were adjusted to European Union policies from the moment Croatia applied for EU membership in February 2003. In 2008 the Croatian parliament adopted the Law on Electronic Communications and other laws (2003-2013) that regulate e-commerce, the media industry, the Croatian public broadcaster, information security, etc. that legislated EU directives. Today's regulatory framing is in line with EU Directives 2009/136/EC, EU 2009/140/EC, Regulation (EC) No. 1211/2009 (Katulić & Bogović, 2014), and Regulation (EU) No. 2015/2120, and net neutrality is not threatened.

In the last ten years, net neutrality was questioned a number of times by ISPs or lobbing NGOs. According to the Strategy for Broadband Development in the Republic of Croatia for 2012-2015, Croatian users had problems with non-transparent and discriminatory activities of "limiting use of applications and services selected by end-users and equal treatment of the entire internet traffic passing through the network" (Croatian Government, 2011, p.10). Because of that, the Croatian government was asking to protect net neutrality by using broadband "measures for managing network traffic" which "must be proportionate and appropriate and may not contain unjustified discrimination". (Croatian Government, 2011, p.10)

In early 2011 the Croatian Regulatory Authority for Network Industries (HAKOM) initiated the public discussion "Internet and network neutrality". The monopolist ISP Croatian Telecom (HT) participated with their views that the "enduring myth of neutrality" should be preserved without limiting market competition (HAKOM, 2011). During this discussion, Croatian Academia said that "ISPs should not dictate to users what they can do online and need to have pre-release service control" (HAKOM, 2011). On other side, the Mobile Communication Association of Croatia thought "discussion was premature" and that "managing network traffic was a reality and necessity" for securing quality of service (HAKOM, 2011).

The last broad (media) discussion happened at the end of 2017 when the Federal Communication Commission decided to repeal the net neutrality policy in the United States. Some media were calling for the equal treatment of net neutrality in Croatia because "the solution to this question is not in additional regulations, but in deregulation and free competition" (Bjedov, 2017).

All public discussions about limiting or suspension of net neutrality have become irrelevant after the Body of European Regulators for Electronic Communications drafted Guidelines on the Implementation by National Regulators of European Net Neutrality Rules Regulation (EU) No. 2015/2120 in August 2016.

In June 2017, HAKOM published the first report on net neutrality as per the obligation that arises from Regulation (EU) No. 2015/2120. They developed applications HAKOMetar and HAKOMetar Plus for measuring broadband and mobile networks speeds together with blocking ports. In addition, they checked zero rated service at one ISP and proposed changes of the Law on Electronic Communications to introduce fines for ISPs that limit internet traffic and discriminate against users and services (HAKOM, 2017).

PN 149: Access for all? Net neutrality in Finland

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Finland claims to be one of the world's first Information Societies and has created related policies since 1995. Historically, public interest and consensus-orientation have been key principles in Finnish media and communication policy-making. Some have noted that Finland has represented the Democratic Corporatist model of Hallin and Mancini (2004), others accredited the Finnish media system as exemplifying the "Nordic Media Welfare State" (Syvertsen et al. 2014). Has this changed in the recent years due to global and European practices and pressures of internet governance, specifically in the case of Net Neutrality?

There are several developments that frame Finnish policy discussions around Net Neutrality. The so called "Broadband For All 2015" project of the Ministry of Communications was introduced in 2009. It aimed at guaranteeing everyone in Finland a functioning broadband subscription with a connection speed of at least 1 Mbps. The project was intended to be realized as a public-private partnership but it received significant pushback from private sector stakeholders. A key concern for the regulatory authority is the clarity and transparency of information to customers regarding speed, data transfer quality and its impact in services. In 2015, a new law titled The Information Society Code (*Tietoyhteiskuntakaari)* came into force, combining formerly segment-specific regulation on media and communication technologies. Net Neutrality belongs to

its scope. The regulatory process toward the Information Society Code initially prompted frantic lobbying by commercial actors, but little public debate about the nature and meaning of Net Neutrality. Recent developments in the U.S, however, have sparked discussions about how that policy change might affect Net Neutrality in Finland, and Europe. The official stance is that EU regulations continue to protect Net Neutrality and perhaps even make the EU an attractive laboratory for new innovative services. Yet, in 2018, the Finnish Information Society Code will be amended to further deregulate radio, television, and telecom sectors; it will be renamed as the Act on Electronic Communications Services. The legislative amendments will drive forward the Government's key deregulation project.

Using Net Neutrality as an example, this working paper depicts contemporary Finnish policy debates and solutions on internet governance. It builds on research (Nieminen 2010) that has analyzed the Finnish "Broadband For All 2015" strategy and the shift from public interest to a more a market-based model of media and communications policy.

CLP05 - Making and breaking media plurality - lessons from the Media Pluralism Monitor

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Media power is increasingly concentrated and is increasingly moving to digital players, while the legal and policy frameworks are having a hard time keeping up to pace with these developments. With the digitisation, the 'old' oligopolistic media industries are now challenged by 'new' digital companies (Vartanova et al. 2011), such as Google, Facebook and Apple, which are increasingly ruling the game. This panel proposes to discuss the economic and political influence over media in Europe from a comparative perspective. The five papers are all based on the Media Pluralism Monitor data, which will be released publicly in Spring 2018. The Monitor is wide-ranging tool that covers both media ownership concentration and political influence over media across 31 countries, both in terms of the existing legal frameworks at the national level, their implementation, as well as the actual situation in practice. The data is collected by national media experts, assessed and referenced in a database consisting of 200 variables.

The first individual paper challenges the assumption, also made in the Media Pluralism Monitor, that strong regulation can help to protect the political independence of media, by examining if independence can be achieved regardless of legal safeguards in some contexts. The second paper looks at current dynamics of power in state media policy and the growing role of transnational media governance, political reforms and the rise of nationalism. The third contribution explores the relationship between media ownership, press freedom and public perception of news performance across the EU, in particular investigating whether the level of media ownership concentration, taken as a proxy for media pluralism, is a predictor of performance of news media systems, assessed both from experts' perspective (e.g. in the Monitor and in international press freedom indices) and from the viewpoint of public perception of media pluralism, independence and trustworthiness of news media.

The fourth paper examines the pre-condition for a more diverse and variegated media landscape: media ownership transparency. It will be assessed both in terms of the national legal frameworks and the level of transparency achieved in practice, taking into account 'upward' and 'downward ' accountability, i.e. disclosure of ownership information to public bodies and directly to the public. Finally, the last paper takes on the significant challenge to explore how concentration of media ownership should be measured in the digital sphere, dominated by content and distribution intermediaries. This peek at the future is done by using historical discussions on cross-media regulation and concentration measures, including ponders based on reach, access, actual use, and income (Robinson 1996; Graham 1996).

The authors are all affiliated to the the Media Pluralism Monitor project, either as part of the Centre for Media Pluralism and Media Freedom (CMPF) team coordinating the data collection or as part of national country teams.

PN 184: Reactivation: Reconsidering the role of the State in media ownership policy in Poland
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The role of the state as a principal actor in media and communication policy has been highly ambivalent. On the one hand, states have been responsible (and are still responsible in many autocratic regimes throughout the world) for constraining freedom of expression and the free operations of the media. On the other hand

states are expected to actively guarantee these freedoms through constitutional, legal arrangements and other complementing policy measures in conditions of functioning democracies. While states around the world are complicit in creating the problem of media capture, they seem also essential to preventing it (Schiffrin, 2017). Thus, both a dominant state as well as a weak state pose threats to the development of a pluralistic media system (Voltmer, 2013) that should remain open but at the same time immune to the abuse of power by the transnational corporations (Morris and Waisboard, 2001). One of the crucial pillar of the media reform and transformation after 1990 in Central and Eastern Europe was re-shifting the position of the state in controlling sources of information and assuring a demonopolization of media (Price et al. 2002). In Poland, an overall direction of this trajectory manifested with the elimination of institutionalised censorship, the replacement of licensing of the press with registration by the courts, media privatization, liberalization and deregulation of media concentration and ownership rules as well as re-defining state-owned media as PSM.

The aim of the proposed paper is to examine current changes and recent dynamics of power that the state puts forth in media policy in Poland in particular with reference to media ownership. The role of the state in shaping media and communication environments has been studied by a number of authors (including among others McQuail, 1992; Hallin and Mancini, 2004, Castells, 2009; Downey and Mihelj, 2012). In terms of a methodological approach, the proposed paper builds on this scholarship as well as available monitoring tools such as MPM (Media Pluralism Monitor). At the same time, it offers also a new framework for the analysis contextualized with the growing impact of transnational media governance (mainly EU), global media structural developments (resulting in growing power of new media firms), political changes and the rise of nationalism. The analytical framework includes following dimensions: rules on diversity of media ownership and limits of concentration, media transparency, independence and transparency of PSM, state support for the media (including both direct subsidies and indirect support), transparency and proportionality of state advertising, independence and transparency of media regulatory authority, promotion of high standards of freedom of expression and media freedom. The generated data enable to analyze both the legal and regulatory rules as well as their implementation in practice. The paper argues that the role of the state has grown in most of the studied dimensions, thus presenting a counteracting trend to media policy chosen at the beginning of the media reform.

PN 185: Media ownership transparency in Europe

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The proposed paper discusses the importance of analyzing media ownership transparency in a rapidly changing global and digital environment, as well as the implications of this analysis for understanding the ongoing risks to media pluralism. Media users are currently challenged by two tendencies: on the one hand, they live in media saturated societies characterized by communicative abundance, on the other hand, this diversity is not reflected by structures of media ownership. The media power is increasingly concentrated. Many of the largest media companies at the national level have been transformed into multinational corporations, and the digitisation has resulted in the 'old' oligopolistic media industries challenged by 'new' digital players (Vartanova et al. 2011, p. 177), such as Google, Facebook and Apple, which are increasingly ruling the game.

At the same time, consolidation has also grown between the legacy media and telecom industries producing some of the most profitable sectors and services in Europe (see e.g. Birkinbine et al. 2017). Moreover, private equity firms (in which management is not transparent and accountable to shareholders) have stepped up ownership of media companies (Foster, 2012; Crain, 2009), particularly in Central and Eastern Europe. These developments show that control over content, services and access to information remains concentrated and opaque.

 Accordingly, media transparency can be seen as an essential component of 'monitory' functions of democracy (Keane 2009) as well as any policies that aim to protect media pluralism. Prominent scholars (Baker 2006; Croteau and Hoynes, 2006; Curran, 2002; Voltmer, 2013) argue that democracy requires dispersal of communicative power and, hence, of media ownership. In order to monitor and address excessive ownership concentration, information about ownership should be open and publicly accessible (Napoli, 2006). In this sense, media transparency may be seen both as condition and outcome of accountability.

In this paper, we propose to assess and compare media ownership transparency across 31 countries in Europe based on the Media Pluralism Monitor 2017-data. The Monitor has data on both the legal framework and on the level of transparency achieved in practice. The analysis will examine ownership transparency according to 'upward' and 'downward ' accountability, i.e. disclosure of ownership information to public bodies (such as competition authorities, media regulators, courts) in the first case, and

directly to the public in the latter case. The comparative analysis will give us an opportunity to assess which of the two accountability approaches ('upward' or 'downward') is more valuable from the democratic point of view, and under which conditions. Arguably, downward accountability brings the advantage that anyone can access ownership information without having to rely on the independence or transparency of the public body-intermediary. However, if the publicly accessible information is fragmented, e.g. across different registers, it might be difficult to keep up to date, collate and analyse. Management and curation by an administrative body to ensure the records are usable and user-friendly can therefore be a good practice (Craufurd-Smith and Stolte 2014).

PN 186: Adapting the media pluralism definitions to the new digital realities

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The development of digital landscape has caused significant disruptions in media and policy, including a need for shift in the definitions and measurements of different forms of concentrations and plurality. To adequately define media pluralism within the media policy, it is no longer sufficient to address concentration of ownership of "traditional" media companies. Regulation and monitoring mechanisms need to add the issue of concentration of digital content and distribution intermediaries.

Concentration of media ownership is seen as one of the biggest threats for media pluralism as it may narrow the diversity of editorial voices and information. To ensure sufficient plurality and diversity, most countries in the EU, within their media policy, have enacted certain limits or thresholds on horizontal concentration in traditional media markets. The specific safeguards to prevent cross-media concentration are less common, but in those cases general competition laws (antitrust and merger control) may also apply and take sufficient account of media pluralism. Market positions of digital content and distribution intermediaries have currently not been taken into account with the same approach.

Although the change in technology in legal theory should not present a key legal issue (McLeod 2009, 32), the contemporary disruptions represent such a radical shift that lack of response in media policy risks losing touch with current realities. In the current environment, the news and information are increasingly produced and shared outside traditional journalistic institutions. Digital intermediaries are often not defined as 'media' but increasingly act as editors (Helberger, 2017) and main sources to engage with news (which is still largely produced by traditional media) (Newman et al. 2017). These gatekeepers dominate online/digital environment, diminishing the role and importance of traditional, legacy media also within the issue of plurality. Regulating traditional media technologies, thus, "but leaving the internet free creates distortions in the media market." (Looms 2011).

The Media Pluralism Monitor currently covers two types of media concentration: horizontal and cross-media, considering also the concentration of Internet Service Providers (ISPs) and Internet Content Providers (ICPs). The Monitor assesses the actual level of different types of concentration based on the "four-firm (or Top 4) concentration ratio" (CR4). The experience of the MPM, and the changing reality, require for more nuanced measuring method, as well as for more aspects and actors to be measured, in particular the concentration of distribution networks and the (dominant) (new) intermediaries which increasingly influence or determine the conditions for access to, and the nature of, the media and content. The paper presents an analysis of existing measures as well as critical assessment of potential shortcomings and additions, stemming from historical discussions on cross-media regulation and concentration measures, including ponders based on reach, access, actual use, and income (Robinson 1996; Graham 1996).

PP 580: The political history of the Internet through the lens of semantic change in German press coverage

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The history of the Internet has been narrated numerous times. Scholars have emphasized, for instance, the socio-cultural influences on the Internet's design and usage (Abbate 1999), contingent historical constellations (Clark 2016), the evolution to a general purpose technology (Naughton 2016) and the history of Internet-related laws and policies (Lessig 2006, Wu 2010). However, as Felix Tréguer (2017) recently showed, the Internet's political history is still an uncharted research area, most notably those parts of the political history that are not US-centric but focus on other nations and regions.

This paper aims to contribute to closing this research gap. It focuses on the usage of the term "Internet" in the public sphere in Germany over the last 20 years. In doing so, it reconstructs the Internet's political history in Germany through the lens of semantic change in the political press coverage. The historical

approach is inspired by ideas related to discursive institutionalism. The analysis follows the premises that actors struggle over the attribution of meaning to their material and social circumstances (Carstensen & Schmidt 2015). Accordingly, the historical struggles over meaning leave traces in the context of terms that signify a specific medium, such as "Internet". Conversely, by following these traces in word contexts, we can identify and reconstruct the dominant historical (and political) struggles over the meaning of the Internet in politics.

In line with this theoretical intuition, the paper's logic of inquiry follows a quantitatively informed qualitative analysis. Based on quantitative co-occurrence analysis, we operationalize semantic change as diachronic comparison of term contexts. This analysis relies on a text corpus based on 26562 articles of influential German newspapers covering the years 1995 to 2016. The co-occurrence analysis detects patterns within word contexts that guide the qualitative historical analysis. Co-occurring words serve as clues to track dominant historical developments and policy controversies that coined the Internet's semantic development.

Initial results show that in early stages the usage of the Internet for political communication in a "web 1.0." style dominates the word contexts, while policy controversies only left a minor or no imprint in these contexts. After a period in which journalists strongly but indirectly linked the Internet to its conception as a medium for terrorists' propaganda, this changed. Controversies over content regulation and surveillance measures left a strong imprint in the word context. At the same time controversies over policies of non-German Internet corporations increasingly coined the Internet semantically - a finding represented by stronger associations between the Internet and big Internet corporations. This suggests a more general trend of semantic change from "web 1.0" to a "web of corporations". Still, other general trends are the Internet's increasing association with surveillance since the early 2000s and the constant link to repression in authoritarian regimes that became stronger since the mid-2000s.

The paper first introduces the general theoretical ideas the analysis is based on as well as the methodological approach, it then moves on to the empirical analysis of the historical developments and policy controversies that coined the Internet semantically.

CLP06 - Theory and reality of communication law and policy

PP 638: Beyond the deficit of multistakeholderism in media policymaking: Defining ways forward

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Based in existing theoretical and empirical work on stakeholding, multistakeholderism, deliberative democracy and policy participation, and empirical data obtained through meta-analysis of existing studies of multistakeholderism in media policymaking and through expert interviews, this paper (1) weighs the principles and theoretical advantages of multistakeholderism against evidence of the reality and pitfalls of multistakeholderism in media policymaking and (2) explores remedies to ensure a more successful, transparent and deliberative application of engaging stakeholders in decision making in the field of media policy.

The theoretical framework of this contribution discusses the principles of multistakeholderism on the basis of deliberative democracy research and scholarly insights on the inclusion of stakeholders in media policy. Multistakeholderism is considered to be more inclusive, closer to the reality of companies, civil society and citizens and, hence, will result in more sustainable policymaking. Deliberation on the basis of stakeholder participation is considered essential in making democracy work as the inclusion in government policymaking of those affected by it should result in more responsive and sustainable policymaking. Media policy scholars have observed this trend towards multistakeholderism and often consider it as a positive development that is close to the ideal of inclusive policymaking processes.

However, a meta-analysis of case studies of the application of multistakeholderism in media policymaking, executed for this contribution, reveals a range of shortcomings of this approach to media policymaking, that can be grouped on a number of dimensions, including lack of inclusivity (i.e. uneven participation and impact of stakeholders, with big commercial players dominating the outcome), lack of political engagement (i.e. high levels of 'so what?' on the side of policy makers and stakeholders), and lack of long term views in the policy community. This is augmented by the increasing complexity of policymaking in the converging field of media and ICT, hampering attempts within the policy community to rectify these shortcomings. Arguing for an increased role of academics in furthering transparent media policymaking, the empirical section of this paper subsequently looks for solutions to these shortcomings of multistakeholderism. To this end, from a database of experts in the field of media and communication policy, we select a wide sample of academic experts that engage in policy analysis and policy prescription in media and communication policymaking. By means of face-to-face and Skype in-depth interviews, we ask them to discuss and

evaluate the problems identified in the meta-analysis (sorting exercise), identify any additional problems, assess the inevitability of the problems and potential solutions for the three problems they considered to be the most urgent and important. This empirical phase is ongoing so we cannot discuss any solutions as yet, but we are confident this study will enable us to identify productive and inclusive ways forward.

PP 639: Ideals and policy: What kinds of normative theories are needed in media policy research?

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Media and communication policy research is never far removed from political and normative questions. Policy research deals with the values and goals that underlie policy debates, evaluation of different policy options and their consequences, and the identification of problems that require policy attention. But what kinds of normative theories are most useful for critical policy research?

Media policy debates often refer, at least implicitly, to ideals, such as free expression, pluralism, informed citizenship, the democratic public sphere or the free marketplace of ideas. As ideal principles, such concepts can guide policy by providing a vision of what communicative practices and institutions would look like in ideal conditions. Knowing the ideal outcome, however, does not necessarily help evaluate actually existing social conditions or compare the relative merits or consequences of different policy options. In political philosophy, so called "ideal theories" are often criticised for being too abstract and detached from empirical reality to guide normative analyses or political action in real-world circumstances. At the other end of the spectrum, there are descriptive theories of policy-making and politics that focus on processes of policy-formation and the strategies of different actors without claiming to provide any normative criteria for evaluating what is in the public interest. While other subfields of media and communication studies have begun to grapple with recent political philosophy (e.g. Nielsen 2017), there is a need for media policy researchers to, first, distinguish between the theories that underlie policy debates, and theories that have analytical power for our efforts to understand our object of study. Second, media policy research needs to rethink the normative and critical potential of our established approaches.

Drawing on debates in political philosophy on different styles of ideal and non-ideal normative theories, and their roles in guiding policy action, the paper reviews different ways in which normative political theory is employed in media and communication policy research. Using examples from contemporary research, the paper first develops a typology of these different normative functions. Secondly, arguing that there is a need for a range of normative theories somewhere between abstract idealization and empirical descriptivism, the paper discusses types of theorizing, such as so-called "democratic realism" (Geuss 2008; Williams 2005), which have so far been under-developed in media and communication policy research.

PP 640: Understanding "harm" in online platform regulation

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Online platforms are increasingly being expected to be liable for the content they carry. Within Europe "information society service providers" are currently exempt from liability for the content they carry under the Electronic Commerce Directive (ECD) as long as they do not "modify the information", have no "actual knowledge" or "constructive knowledge" of it and react expeditiously to remove/disable upon acquiring knowledge of any illegal content (usually related to copyright following notification by the rights-holder). Recent initiatives by the European Commission, such as the Code of Conduct on Hate Speech, the proposal for changes to the Audiovisual Media Services Directive, and the proposed new copyright directive are likely to erode this protection from liability by requiring filters, blocking and other mechanisms. Individual governments are also taking legislative action to hold online platforms responsible for policing hate speech, fake news, and other forms of "harmful" content with the involvement of administrative authorities instead of a court order (e.g. recent German hate speech law). Assumptions about harm are driving policy on platforms, and the various "harms" are being addressed in isolation and without coherence in the mechanisms used, making policy towards platforms appear inconsistent (Maxwell, 2017).

Legal scholars have been working on the issue of intermediary or platform liability (e.g. Belli & Sappa, 2017; Frosio, 2017) and scholars from media and political studies have raised concerns both about how citizens are influenced by these platforms and their dominance in public debate (e.g. Goodman et al., 2017; Moore, 2016). However, there has been little research into the "harm" they may cause or into to what kinds of assumed harms policymakers and regulators are reacting. This paper makes a contribution towards consolidating notions of harm in theory and law by understanding what type of harm is relevant in this debate as well as who should be held responsible for it. Making a distinction between public expression

(expression by public bodies or by those representing the authority) and expression by members of the public, it systematically identifies the forms of expression at stake in the regulation of online platforms. It critically assesses the application of the harm principle in existing political and legal literature in relation to both individual and collective harms, using the concepts of autonomy, authority, morality and dignity as normative lenses. The paper therefore covers harm in relation to the governance of society in a manner that goes much broader than economic repercussions. It concludes with a coherent framework for conceiving of harm, foregrounding any consistent assumptions identified, that can be used to set out future empirical work and can contribute to policy making, especially in the construction of impact assessment methodologies.

PP 641: Brazil: From technological advance to the delay in regulatory telecommunication: A comparative approach with the FCC and OFCOM models.

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The article aims to analyse the relation Center-Periphery, highlighting the themes related to economic power and political power, within the temporary working group Communication Law and Policy. In this way, it seeks to bring to light discussions about public telecommunications regulatory policies (or electronic communications) in developing or peripheral countries such as Brazil, regarding the tendency to replicate models adopted in developed countries that have institutional and legal systems opposed to their own, such as the Federal Communications Commission (FCC), OFTEL (Office of Telecommunications) and OFCOM (Office of Communications), for the implementation of such regulatory policies.

The theoretical framework to be used will be the institutionalist approach of the NEI (New Institutional Economy) through the theory of path dependence versus the sociological approach, analysing the participation of the various interest groups facing the attempt of capture regarding the formulation of public regulatory policies of electronic communications. Opposing this perception, the article then states that when using the central countries' regulatory models as reference, peripherals must respect the institutional differences and legal systems associated with the central countries (that adopt Common Law). In the Brazilian case, the Civil Law system is adopted, and the socioeconomic, political and cultural issues can lead to the regression of regulatory policies that have been or are successful adopted in the central countries. However, because they do not respect these differences, they may become inefficient in these peripheral countries, based on Argentina's experience with modernizing its legislation with the *Ley de Meyos* against one of the largest local communications groups that monopolized the telecommunications sector (and communications) in the country.

The database is obtained through the regulatory agencies and interviewing local and international agencies in order to verify if, in the face of the process of dynamic technological convergence, there is a need to modernize telecommunications legislation in Brazil. In a comprehensive way, as in the comparison with the countries surveyed, and in order to reduce voids and regulatory overlap between Anatel, Ancine and the Ministry of Communications the conclusions are based (in addition to extending regulation on the broadcasting sector nowadays outside).

PP 642: From the empirical periphery to the legislative centre: Using insights from communication science to improve the accessibility and effectiveness of EU legislation

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The present paper tackles a specific case at the intersection of communication and law, namely information obligations, which the European Commission (henceforth: EC) imposes on online traders across Europe. These legal instruments, crafted in the 'centre' and disseminated towards the 'periphery', are unique in their breadth: Screens upon screens of contract terms, privacy policies, and the use of cookies on the trader's website cover just a few of the requirements. Although "'empowering' consumers through information has become a singularly important element in the regulatory toolbox" (Helberger 2011, p. 337), this form of "empowerment" still remains in quotation marks. Consumers find many reasons to avoid reading contract terms, cookie policies, or privacy statements: they may find the texts inaccessible (Bakos et al. 2014), lack the financial literacy to fully comprehend the terms (Mak 2012), take shortcuts, such as looking for a TRUSTe seal (Furnell and Phippen 2012). Collectively, these obstacles seem to spell out the failure of information obligations altogether (Ben-Shahar and Schneider 2014).

In its legislative development, the EC has relied surprisingly little on insights from communication science in several media-reception specialisations. Starting with the notion that disclosure mandates are an information solution to an information problem (Marotta-Wurgler 2012), this paper outlines directions in

communication research, which can and should inform legislation on the European level, with a view towards specific, empirically motivated implementation guidelines. Critical linguistics (e.g., Pollach 2005), information design (e.g., Djonov 2007; Waller 2017), and eye tracking (e.g., Holsanova 2012) form a nexus of empirical knowledge, gathered at the periphery, which can be returned to the centre to improve its legislative actions. The paper presents the synergetic and legal value of this approach, with concrete examples.

CLP07 - Protection of a third kind: a key issue in communication law and policy

PP 717: Fit to do the splits? New roles and required tools of data protection authorities within GDPR's governance structure

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The traditional role of data protection authorities (DPAs) is to supervise and enforce the provisions set out by national data protection legislation. This historic focus on supervision is directly related to the constitutionally-backed task of "effective protection", at least on the European level (Hustinx 2009). With the GDPR as a new EU-wide legal framework they are also commissioned explicitly with consultancy (Art. 36 GDPR) and public awareness tasks (Art. 57 (1) b) GDPR). This contribution identifies potential shifts in the role(s) of DPAs under the GDPR and carves out necessary (new) governance tools enabling them to fill in these new roles effectively.

To do so the contribution chooses the analytical concept of "governance structures" (Trute, Kühlers & Pilniok 2007: 245). The analysis maps the regulatory approach as well as the wider internal and external configurations against the regulatory aims of the GDPR, building on both theoretical legal considerations based on legal analysis as well as insights from "innovation workshops" and expert interviews conducted with DPA representatives and companies in Germany.

Analysing the relations between the regulator and external players (here: controllers, data subjects, the public) against the background of the legal configurations set out by the GDPR, the contribution will show that the governance structure laid out by the GDPR indeed foresees new roles for the DPAs: By delegating implementation-related measures to data controllers and co-regulatory bodies the DPAs need to provide consultancy and support regarding data protection measures and procedures in early phases, leaving them as a sort of Janus-faced actor in the regulatory setup. And by commissioning DPAs with promoting public awareness, they are undertaking a central role in data protection literacy activities.

For these new roles, DPAs need new forms of informational actions and governance tools. While the GDPR does offer some of the latter, the contribution identifies further need for action, explores potential recommendations that could build on and enhance existing tools like data portability (Art. 20 GDPR) and results of data protection impact assessments (Art. 35 GDPR) and draws inspiration from other regulatory fields such as environmental law. An especially apparent discrepancy between imposed tasks and corresponding regulatory tools (or lack thereof) concerns the promotion of public awareness – both on the level of immediate authority instruments and when it comes to encouraging public interest in understanding the risks connected with the processing of personal data and the rights the GDPR gives data subjects. Here the contribution focuses on the phenomenon of automated decision-making algorithms to exemplify how tools reinforcing public awareness could have positive effects, particularly against supra-individual risks of data processing**,** while keeping in mind opposing legitimate controller interests.

PP 718: The politics of privacy: Lobbying for the free movement of data in the EU

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As of May 25, the new General Data Protection Regulation (GDPR) will enter into force in the European Union. After three years of endless amendments and negotiations, the final version of the new regulation was finally agreed upon by the EU institutions. During the past two years data intensive industries have struggled to update their data handling processes to comply with the new regulation -- a failure to do so may result in fines up to 4 per cent of the annual turnover of the company. Moreover, the new regulation will not only affect European companies, but anyone that directs their services towards citizens in the EU. This element of the legislation did not go unnoticed lobbyists. The new law is allegedly one of the most lobbied pieces of EU legislation in the union's history, drawing significant interest from US-based companies. All in all, over 700 position papers were submitted to the EU institutions, suggesting significant changes to the European data protection framework.

The main, overarching focus of this study can be divided into two separate, but connected research questions: Given the current incentives to monitor people and store their data, how susceptible are the EU

institutions to the influence of actors involved in these activities (1), and what effect does the institutional inclusion of stakeholders in the legislative process have on the outcome, noting that these forms of political participation tend to favour powerful actors (2)?

This study uses stakeholder analysis to delve into the legislative process of the GDPR. Stakeholder involvement in the European Union's legislative process has previously been researched in relation to its contribution to the legitimacy of EU policy processes. In some respects, involving stakeholders may contribute to the overall legitimacy of political institutions, however, in the EU it is well known that policy processes are mostly attended by powerful interest groups. This imbalance is a strong argument against involving stakeholders in the formulation of policy and regulations. When legislators lack expert knowledge in policy areas, a consultative relationship between the EU institutions and stakeholders might evolve into one of dependency instead of mutual benefit.

The empirical data is composed of 63 position papers by lobbyists that were submitted to the European Commission's two data protection public consultations (2009 and 2011), the European Parliament's and the Council of the European Union's draft regulations and the finalised GDPR. Apart from providing a quantitative overview of all the lobbyists that participated in the early consultations, this study aims to qualitatively analyse each step of the legislative process in order to assess the influence of lobbyists on European decision-makers. Although lobbying participation in the EU has been quite extensively researched, influence is an aspect often ignored in politics research. This paper will thus contribute to better understanding of the influence of lobbyists in the area of communication policy.

PP 719: News personalisation as a data protection problem: Applying the EU General Data Protection Regulation

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Personal data of news consumers are increasingly collected and processed for news personalisation. News consumers appreciate personalisation, but they also dislike that their personal data is used for personalisation. The General Data Protection Regulation ('GDPR') seems to accommodate concerns of news consumers about the collection and use of their personal data for news personalisation in Europe. The GDPR aims to provide people with more control over their personal data, thereby implementing data privacy. However, certain aspects of the news sector and news personalisation complicate the application of the GDPR. Most importantly, the GDPR contains an exemption for personal data processing carried out for 'journalistic purposes'. It is unclear if news personalisation falls under this exemption, and thus if the GDPR applies at all.

Another complication is the GDPR's new right not to be subject to a decision based solely on automated processing. Some expect that this right will be crucial in protecting people's interests regarding online data processing, especially in combination with the new 'right to an explanation'. However, the right not to be subject to a decision based solely on automated processing is limited to the extent automated decisions produce legal effects towards someone or significantly affect someone. According to some, 'legal effects' includes effects on the manner in which people exercise their rights, such as *how* they find information to inform themselves about political parties or health news. Following that logic, news personalisation could fall under the provision on automated decision-making, since it may affect the way in which people exercise their right to receive information.

These are just some examples to illustrate that news personalisation raises important questions about the application of the GDPR. These questions cannot be answered based on general privacy theory or previous legal analyses of web tracking and behavioural targeting. This paper is one of the first to discuss the application of the GDPR to news personalisation. The paper is structured as follows. Section 1 contains the introduction. Section 2 assesses if the media exemption applies to news personalisation (answer: no). Section 3 shows that news consumers have a right to stop personalisation, depending on which legal ground news organisations rely on to process personal data of news consumers. Section 4 argues that news consumers have a right to amend their online profiles used for personalisation. Section 5 finds that news consumers cannot invoke the provision concerning automated decision-making, although they do have a right to obtain information about the logic involved in personalisation. Section 6 concludes by considering how useful the GDPR is in protect news consumers fundamental right to data privacy and makes suggestions how news organisations could provide news consumer meaningful control over their personal data.

PP 720: Identifying European priorities for the protection of minors in the digital environment

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The EU has built a complex system of protections for children in the digital environment. These represent a mix of legislation and co- and self-regulation which in some ways evolved fairly rapidly as the digital landscape has changed, as the understanding of the risks to children has matured, and in the context of the Charter of Fundamental Rights of the European Union, including the rights of the child. But there is growing evidence of harm to children online, and this is difficult to address - because the risks are often highly sensitive, the causes of children's online problems are multiple, long-term effects are hard to anticipate, and because multiple stakeholders are necessarily involved in the solutions.

In recent years, the EU has prioritised self-regulation, public awareness-raising, technological tools/solutions, and the fight against child sexual abuse online. This should be understood in relation to wider efforts to further the European Digital Single Market, and in the context of the implementation of the General Data Protection Regulation as well as the contested revision of the Audiovisual Media Services Directive, among other recent developments. Particularly relevant too is the mounting public pressure on the regime for intermediary liability.

Recognition of the impossibility (and injustice) of keeping children in a tightly-walled garden means that the risks they encounter are now posing wider challenges to the regulation of the digital environment for all. The author was recently one of several experts invited to advise the CULT committee of the European Parliament on its policy priorities in relation to the protection of minors in the digital environment. We made three central and linked recommendations:

- A comprehensive *Code of Conduct* for the converged digital environment that sets minimum standards for providers of services used by children. Ideally these would be embedded into the design of devices and services (safety-, privacy-, ethics-by-design), with the child's best interests as paramount. The code should be underpinned by strong backstop powers, independent monitoring and evaluation, and a trusted and sufficiently resourced body to ensure compliance.

- A *Recommendation on Media Literacy* defined broadly to support critical understanding, creative production and participation plus protective actions and technical skills, and promoted consistently through all relevant EU policies and applied in national contexts from nursery years onwards, including both formal and informal educational and relevant cultural and information institutions, as well as encouraging wider voluntary participation.

- A permanent *High Level Expert Group* to integrate the Code of Conduct, the Recommendation on Media Literacy, and encourage beneficial actions by Member States. This would provide the much needed coordination across multiple stakeholder actions and ensure clear common standards.

This paper will reflect on the adequacy of the evidence supporting these recommendations, and the dilemmas involved in formulating them as well as their particular rationale and anticipated consequences. While the approach taken was framed by a child rights perspective, this raises further difficulties regarding balancing positive and negative rights in children's best interests.

PP 721: Exploring the legal implications of 'sexual consent apps'

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In matters relating to sexuality and sexual relations consent is a key concept (Beyens & Lievens 2016, Danaher 2017). Irrespective of its importance, though, establishing consent before one engages in sexual conduct with another person or, more precisely, providing proof thereof at a later stage, may be challenging. As a steadily increasing number of sexual assault incidents make the headlines, a few years ago the first 'sexual consent app(lication)s' were launched, with the intent to address these challenges. The *Good2Go app* and *We-ConsentTM App Suite* were the two first apps to catch the public's and the media's attention. Despite the differences in their layout and functionality, the idea behind these applications, as well as behind the sexual consent apps that followed, has been essentially the same; sexual consent apps promise to simplify consent and at the same time ensure its provision and the 'proof' thereof within the sphere of intimate relationships.

More recently, against the backdrop of the #MeToo movement, a new blockchain-based app '*LegalFling*' was launched, which – according to the creators – is about to 'redefine' sexual consent. They claim that '*LegalFling*' would *"create a legally binding agreement about sexual consent, which is verifiable through the blockchain"*.

However, as with previously introduced sexual consent apps, *LegalFling* sparks controversy and has been met with hesitance, both in the media and by scholars. Beyond critique from a sociological perspective, *LegalFling* does serve as a relevant case-study for reflecting on the legal implications of sexual consent apps. Therefore, this paper will identify legal questions deriving from the app's set-up and use, which appears to be a type of a 'smart contract' (Giancaspro 2017). Such questions relate for instance to the potentially legally binding nature of the consent given through the app and its evidentiary value. Furthermore, given the inherent need for repeated consent for all sexual acts, a one-time blanket consent might not suffice, and in certain instances a change of heart may be expressed only verbally at a later stage.

Finally, instead of enhancing the autonomy of users, sexual consent applications may challenge their privacy rights.

These questions will be studied by means of (1) a literature review on sexual consent and the legal requirements thereof, (2) an in-depth analysis of the terms of use of sexual consent (blockchain) apps (and *LegalFling* in particular) and (3) a normative assessment of their legal validity (taking into account the type of contract, on the one hand, and the user's fundamental and sexual rights, on the other hand).

CLP PS - Poster Session

PS 12: Implementing GDPR in the United Kingdom: The case of a rural public primary school
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The European General Data Protection Regulation (EUGDPR) enacted in April 2016 and taking effect the 25 of May 2018 represents the update of the Data protection directive (Directive 95/46/EC) of 1995. The GDPR will be immediately enforceable across the Europe of the 27 without requiring national governments to pass any further enabling legislation. However, in the specific case of the United Kingdom, and after the results of the Brexit referendum in 2016, the validity and continuity of this legislation is taken with some extra care while it is still being implemented across the country. In this sense, the current Data Protection Act in place in the UK is from 1998, and 20 years later, the Executive is in the process of developing a new UK one: in a statement of intent, the Government announced that the UK "Bill will bring the European Union's General Data Protection Regulation (GDPR) into UK law, helping Britain prepare for a successful Brexit" (www.gov.uk, 2017). In the meantime, in the United Kingdom, companies and institutions are preparing for the activation of the GDPR, too.

This paper is organised in two sections. The first section critically deals with the regulatory network of pieces coming together with the GDPR, and the broad expansion of its implementation across Europe. It has been a long twenty year process of digitalisation that has made data relevant and raised growing concerns against cybercrime, data/intellectual ownership, artificial intelligence, and citizens' personal privacy protection, between others. The second section focuses on the United Kingdom and particularly on a case of a rural public primary school in Derbyshire that is dealing with the new framework against the clock of the 25 of May. Local councils, the U.K. Government, and an amount of private profit oriented initiatives have organised, offered, and imposed forms, workshops, assessment and plans of action to help the school meet the legal requirements for the deadline.

This is a research project that combines a mix of qualitative and quantitative methods that include ethnography of workshops and meetings, document analysis, digital methods such as webparsing and social media analysis, interviews to headteachers, to policymakers, and to governors. This complex research approach aims to critically discuss the tensions between the relevance, the urgency, and the paradoxes of implementing a major piece of regulation to the smallest and yet vital institutions across the continent. These paradoxes include considering the role of the big global digital players being in charge –on behalf of the school –of protecting personal and delicate information of school children, the opposition between infrastructural and technological needs, and the skills of the teachers and staff struggling with budgetary conditions, the threats of amounts in fines for a data breach, and the realisation that most of those new conditions were already in place.

Crisis Communication

PP 160: Rethinking risk communication with regard to cybersecurity. What are the challenges for researchers and communicators?

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This presentation is conceived to be a starting point for discussion concerning public communication about cyber risks. The theme is relevant because, as digitization permeates our societies, cyber security has become a core challenge. It affects politics, the economy, and civil society alike. The risks we encounter in the cyber world include criminally and politically motivated cyber attacks. They threaten our privacy, our property, and the integrity of democratic processes. Cyber crises even endanger critical infrastructures like hospitals or public transport. A recent example is the ransomware *WannaCry* that blocked computers in institutions, companies, and private households across the globe. What does this growing threat mean for risk communication practice and theory?

Traditionally, research in this area has focused on how the acceptance of debated technologies can be increased communicatively, in fields ranging from nuclear power (cf. Kepplinger 1988, 1989, 1991) to nano technology (Druckman, Bolsen 2011). The challenges of the digital world, however, are profoundly different. This is not only because digital technology has hardly been challenged due to its indisputable advantages. It is because in the cyberspace, the state is no longer the only actor responsible for security. Governments instead need to collaborate with industry and civil society. In order to facilitate this joint effort, risk communication needs to sensitize and empower all actors involved. Institutions like the German *Federal Office for Information Security* thus increasingly invest in public communication about cyber security threats and provide instructions for self-protection. However, to face the challenge of cyber security and influence the public debate effectively, we still need to know more about deficits and ways to improve risk communication.

Based on this objective, the speaker presents the outline of a planned research project that is designed to provide a differentiated overview of public online communication about cybersecurity compared across cultures (USA, Spain, Germany) and platforms (online news sites, *Twitter*). The study seeks to answer the following questions: (1) How are cyber security issues negotiated in public online communication? (2) What differences can be found between communication cultures (Germany, Spain, USA) and platforms (news sites, Twitter), and how can these differences be explained? The comparative approach involves different computer-assisted methods for the analysis of large text corpora. This way, a detailed picture should be obtained of how cyber security is framed in public online communication (Entman 1993), who are dominant actors in the arena (Bonfadelli 2004), how the dynamics of the public debate unfold (Waldherr 2012, 2014), and what differences can be found between cultures (Pfetsch 2003). This is relevant because no systematic overview has been provided so far as to how the various aspects of cyber security are communicated. Social media have been analyzed as tools for alerts and instructions during crises, but hardly as a venue of risk communication (Spence, Lachlan 2016). Moreover, few studies involve a longitudinal research design or an international comparison of public communication about cybersecurity.

PP 161: Do we really need to know everything? Crisis communication ethics among Swedish journalists and citizens

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Crises are highly uncertain events that trigger an almost infinite need for information. A general ethical imperative in crisis communication is the free flow of information during crises. Citizens need to be informed about risks in order to reduce harm and uncertainty, and to protect themselves. However, in these situations organizations, authorities and news media struggle with moral dilemmas related to information dissemination. Although the public needs to be informed, and has the right to be, information may also cause damage in terms of stigmatizing social groups, reinforcing ethnic stereotypes, compromising personal privacy, and adding to victims´ trauma (Sellnow & Seeger 2013).

Journalism ethics stress responsibility to the *truth* as a key principle. Without truthfulness, no journalism. This principle implies telling the public what there is to know without withholding any essential information, especially during a crisis. Journalism should guide people and help them to stay informed, and thereby enable them to make the right decisions and solve problems. By doing so journalists contribute to the public good (Jaquette 2010). However, another journalistic key principle is to show *consideration* (Ward 2009). As already mentioned, disseminating information may cause harmful consequences, and journalistic decisions about what the public needs to know must therefore be based on ethical considerations.

But do journalists really make ethical considerations based on professional standards, and if so, are these different from the moral standards of the public?

In this paper, we investigate journalists' and citizens' ethical assessments of news reporting about the Stockholm terrorist attack on the 7. of April 2017. Two web surveys with identical questions about assessments of news reporting from the terrorist attack were distributed to samples extracted from a Journalist Panel (N=1,092) and a Citizen Panel (N=3,881).

Both panels are conducted by the Laboratory of Opinion research (LORE) at the University of Gothenburg. The Journalist Panel consists of approximately 2,500 respondents of Swedish journalists, and the Citizen Panel of approximately 55,000 Swedish inhabitants.

Preliminary findings show that journalists have higher ethical standards than the public, although the overall differences between the two populations are quite small. The citizens were in general more in favour than the journalists of publishing names of both the perpetrator and victims of the attack. Also, journalists participating in the reporting of the terrorist attack were less critical of ethical aspects in the news that those not participating.

PP 162: Challenges of ongoing conflict research: Transdisciplinary ethnography in post-2014 Ukraine

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The transdisciplinary collaborative project "Propaganda and management of information in the Ukraine-Russia conflict" that the authors are a part of, focuses on the Ukrainian media and uses ethnography as its primary methodology. We have been interviewing various actors involved in production of information flows in the post-2014 Ukraine: journalists, media and security experts, historians, PR-managers etc. Coming from different research fields (history and media and communication studies), we have been reflecting upon the tension between our striving at academic neutrality and the different disciplinary approaches, as well as unavoidable emotional involvement in the subject we scrutinize. The proposed paper is based on auto-ethnography wherein we want to reflect on the challenges the researchers face when they deal with such sensitive issues as information warfare, especially when coming from the countries involved in the armed conflict (Ukraine and Russia). How do our feelings of guilt, shame, anger, affection, attachment, love, interact with our professional goals and with our dealing with material? How do they influence our interaction with the informants and each other?This analysis contributes to the field of studies of the Russia-Ukraine conflict in particular, and ethnographic studies on crisis and post-crisis societies in general. Moreover, it continues the discussion about the role of emotions in ethnographic research, where we compare our experiences of ethical dilemmas, inspired by, e.g., Hoffmann (2007). Although this issue, in the context of Ukraine, has been partly addressed (e.g., Malyutina 2017), such an auto-ethnographic, self-reflexive work is rare in the Western scholarship that largely applies quantitative methods and focuses on the content, not people's experiences.

PP 163: Digital Volunteer Networks and Humanitarian Crisis Reporting

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Digital technologies and big data are rapidly transforming humanitarian crisis response and changing the traditional roles and powers of its actors. This paper looks at a particular aspect of this transformation – the appearance of digital volunteer networks – and explores their potential to act as a new source for media coverage, in addition to their already established role as emergency response supporters.

The 2010 Haiti earthquake gave birth to "digital humanitarians" or "digital volunteers" - the online community of volunteers across borders and cultures who collaborated to collect, verify, translate and map information about the crisis across various digital channels from Twitter to SMS to aid the relief efforts (Meier 2015; Park and Johnston 2017). There are several dozen established digital volunteer networks today, which offer a new, constantly updated digital source of information about the crisis which could help inform local populations, the rescue operation and media coverage. Importantly, unlike professional journalists or "citizen journalists" who describe the crisis *from the ground*, "digital humanitarians" process crisis data and provide valuable crowdsourced information while being *safely distant* from the disaster zone itself.

I argue that digital humanitarians can offer a unique combination of speed and safe access, while escaping some of the traditional constraints of the aid-media relationship and exceeding the conventional conceptualizations of citizen journalism. Journalists can find both challenges and opportunities in the environment where multiple crisis actors are assuming some of the media roles. The article draws on interviews with humanitarian organizations, journalists, and digital volunteer networks about their understanding of digital humanitarian communication and its significance for media coverage of crises.

PP 164: Strategic message convergence in communicating biosecurity

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Porcine epidemic diarrhea virus (PEDv) struck the United States swine industry with unprecedented rapidity, relentlessness, and alarm at its onset in 2013 (Strom, 2014). Veterinarians were baffled as the disease was killing as many as 100,000 piglets each week at its peak. This staggering loss of animals caused historically high prices for swine until the disease was brought under control in 2015 ("PEDv Impact on Pig Prices," 2016). How did the industry gain the upper hand on this mysterious and devastating disease? The answer is through a series of consistent crisis communication messages recommending increased biosecurity measures coming from multiple agencies and spokespersons, as well as via myriad communication channels. Ultimately, the industry achieved one of the long-standing hallmarks of effective crisis communication: to provide a consistent message delivered quickly and accurately about how to protect themselves, their families, and their assets (Seeger, 2006).

Achieving message convergence among multiple sources is a challenging endeavor. In most cases, diverse crisis communication sources tend to offer slightly different and sometimes extremely divergent points of view. Consequently, receivers must reconcile these divergent messages by seeking common themes among them, as well as aligning them with their own experiences (Anthony, Sellnow, & Millner, 2013). Crisis communication spokespersons can expedite this message reconciliation process by providing a consistent message (Anthony & Sellnow, 2011). Achieving consistency is naturally more difficult when multiple organizations are involved in the message design and distribution process—as was the case with the PEDv outbreak (Sellnow & Seeger, 2013).

In spite of these crisis communication challenges, swine industry experts succeeded in collaborating to produce and distribute consistent messages across sources and channels that, in turn, expedited a positive resolution of the PEDv crisis. In this study, we review the communication strategies employed by the swine industry as an exemplar in strategic message convergence. That is, we conducted a series of in depth interviews with 13 key spokespersons from the National Pork Board, National Pork Producer's Council, American Association of Swine Veterinarians, extension agents, local veterinarians, as well as other swine specialists. Ultimately, this analysis contributes to existing literature on message convergence as a best practice in risk and crisis communication (e.g., Anthony & Sellnow, 2011; Seeger, 2006).

CRC02 - From the inside out - the stakeholder perspective in crisis communication

PP 246: Looking inside: The influence of crisis, emotion, uncertainty, and information on employee citizenship and satisfaction

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The field of crisis communication has developed rapidly since the 1980's; however, most research focuses on external stakeholders often forgetting the role and importance of employees during crises (Heide & Simonsson, 2015; Riddell, 2013). In the context of crisis communication, employees have been on the periphery of our investigations for a host of reasons ranging from access to a business-centric focus in crisis communication. Yet, research suggests that employees are vital for organisations to manage emergent crises (Mazzei, Kim, & Dell'Oro, 2012; Riddell, 2013). Therefore, understanding factors that influence employee reactions and emotional experiences in crisis is necessary if we are to understand crisis communication.

The limited research on the topic of employee crisis communication does suggest that there are several factors that are likely to influence employee reactions to crises. For example, Promsri (2014) discussed that perceptions of poor crisis preparedness can lead to poor morale, productivity, and productivity. Moreover, employee voice and emotion has been connected to employee decisions during crises (Edwards, Lawrence, & Ashkanasy, 2016). Also, effective communication and information sharing can help to safeguard trust relationships within an organisation during crises (Mazzei & Ravazzani, 2014). Yet, there is a dearth of research connecting these factors together or focusing on employee outcomes like satisfaction or perceptions of organisational citizenship.

Therefore, the purpose of this study is to explore the relationships between an employee's crisis history in an organisation, confidence in their organisation's ability to manage a crisis, emotion, uncertainty, and information needs on perceptions of employee citizenship and satisfaction as a way to better understand the employee relationship to crises. Data collected from 368 respondents in 21 different industries in the UK suggests that there are important effects of these factors on employee outcomes. A model for the employee experience and anticipation in crises is developed and discussed.

Crisis Communication

PP 247: Do banks need a buffer? Individual-level effects of crisis news on corporate reputation: The case of ABN Amro's salary rise and delayed sale.

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Corporate reputation can be conceptualized as the attitude towards an organization among the public. Reputation is commonly seen as a crucial, though intangible asset for the organization, which explains why many organizations invest vast amounts of resources in building good reputations among stakeholders. Communication research indicates that crisis coverage regarding the organization can have severe negative effects on the organization's reputation. However, much remains unknown about which and how content characteristics of crisis news may explain variance in reputation; under what conditions crisis coverage may influence reputation; and how this influence may depend on personal characteristics of audience members. In this study, we combine two strands of literature: public relations (PR) research (e.g., buffer effects) and media-effect research (e.g., agenda-setting theory and framing theory)—and apply an innovative multi-method approach to assess the causality of the relationship between crisis coverage and reputation.

We use ABN Amro's "pay rise crisis" as a case, to study news effects on ABN's corporate reputation. In March 2015, the Dutch government delayed the sale of the nationalized bank ABN, because of the pay rises given to the directors of ABN. This caused a vast amount of negative media coverage about ABN, which may have been the source for public outrage towards ABN, resulting in serious reputation damage. Without systematic research this, however, remains an untested assumption.

We expect direct negative effects of (1) news visibility of ABN; (2) negative news; and (3) episodic versus thematic framing (focus on the single case within ABN vs. considering it a broader problem of the financial sector or politics). We furthermore investigate the mechanism of "buffering". Concretely, we expect that (4) persons who held higher previous attitudes towards ABN, and (5) people who do not perceive banks (in general) to be responsible for the financial crisis are *less* susceptible for crisis news—and hence maintain a more favorable reputation in times of crisis.

Data from an automated content analysis of Dutch online and print newspaper coverage (n = 2,288) were linked to individual responses from a three-wave panel survey of the general public in the Netherlands (n = 3,270) held in 2015, with repeated measurements of ABN's reputation and measurement of personal media use. With key-events related to the ABN case (e.g., the government's decision to delay the sale) taking place between survey waves (e.g., the governmental decision to delay ABN's sale happened between Wave 2 and Wave 3), this approach enables us to make convincing claims about the causal relationship between exposure to ABN's crisis coverage and the bank's reputation.

Preliminary results indicate that mere exposure to crisis coverage negatively affects reputation (β = .-0.03, p < .001), whereas negative news in particular has a negative effect on reputation. Furthermore, in accordance with research on buffering effects in PR research, results suggest that negative news on ABN is less influential for people holding more positive prior reputational attitudes.

PP 248: The influence of cultural value orientations on stakeholders' perception and evaluation of organizational crises and crisis communication

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How do international stakeholders with different cultural value orientations perceive and evaluate an organizational crisis and crisis response? As of late, organizational crises and strategic crisis communication management have been increasingly viewed from an audience-oriented perspective, according to which crises are understood as being socially constructed and, thus, highly dependent on the public's perception (Schwarz, 2014). Moreover, a crisis usually "threatens or violates important value expectancies of stakeholders" (Fediuk, Coombs, & Botero, 2010, p. 638). However, different stakeholders from different countries might perceive the same crisis (and to what extent it violates values or not) differently due to their cultural backgrounds and related value orientations.

So far, cross-cultural crisis communication research is mainly based on case studies, lacking application of core theoretical approaches such as Coombs' (1995, 2007; Coombs & Holladay, 1996, 2002) Situational Crisis Communication Theory (SCCT) and rigid methodological designs (Claeys & Schwarz, 2016). Research in this field tends to focus on Western countries (e.g., Taylor, 2000) or aims at testing existing Western-based assumptions in non-Western cultures without applying truly comparative research designs (e.g., Lee, 2005). Only a few studies apply an actual cross-cultural comparative methodology (e.g., An, Park, Cho & Berger, 2010). Hence, "the empirical evidence on cross-cultural variation in crisis perceptions and crisis response by stakeholders is tentative, at the most" (Claeys & Schwarz, 2016, p. 232). In an attempt to overcome ethnocentrism in crisis communication research and validate previous findings in cross-cultural settings, I am planning to add more complexity to existing audience-oriented theories of crisis communication, such as SCCT, by answering the following research question:

RQ1: How do cultural value orientations influence the way stakeholders perceive and evaluate organizational crises and crisis response?

More specifically, I want to find out whether there are culture-contingent differences concerning stakeholders' judgement of organizational responsibility for crises (RQ1.1), stakeholders' evaluation of the appropriateness of an organization's crisis response (RQ1.2) and stakeholders' reaction to crises (RQ1.3). In this way, I aim for providing a more precise understanding of the cultural variability of stakeholders' perceptions of an organization in times of crisis and help transnational organizations improving their crisis communication strategies with international and multicultural stakeholders. In order to find answers to the proposed research questions, a quasi-experimental study will be conducted as part of my PhD project. At the ECC 2018, I plan to present and discuss a theoretical model that describes and explains the impact of cultural value orientations on crisis perceptions and crisis communication. This theoretical model integrates theories from social psychology (attribution theory), crisis communication research (SCCT) and cross-cultural psychology (theory of cultural value orientations) in order to better meet the complexity of crisis situations in a global environment. It is supposed to be a valuable framework to guide further cross-cultural crisis communication research with quasi-experimental approaches. The related methodological challenges will be discussed.

PP 249: Does stakeholders' empathy with an organization in crisis reduce reputational damage?

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Empathy consists of cognitively taking another's perspective (cognitive empathy) and emotionally experiencing what another feels (emotional empathy, Baron-Cohen & Wheelwright, 2004). Social-psychological literature on interpersonal relationships stresses that people are more likely to forgive wrongdoers when they experience empathy for them (Davis & Gold, 2011). We propose that stakeholders' empathy with an organization in crisis might similarly reduce reputational damage and carry out three experiments to examine this in depth.

A first experiment ($N = 166$) evoked empathy within stakeholders in two different crisis situations (victim and preventable crisis; cf. Coombs, 2007). Social-psychological research shows that victims who make benevolent attributions regarding the wrongdoer's behavior experience empathy more easily compared to when the wrongdoer is considered responsible (Davis & Gold, 2011). Hence, evoking empathy might be more important for organizations in preventable than in victim crises. Cognitive empathy was manipulated by instructing half of the participants to take the CEO's perspective. The findings indicate an interaction effect between crisis type and empathy on post-crisis reputation ($F(1, 157) = 6.07$, $p = .015$). In a victim crisis, which induces less reputational damage, evoking cognitive empathy does not affect reputation ($M_{no empathy} = 4.34$, $SD = 1.00$ vs. $M_{empathy} = 3.99$, $SD = 1.25$; $t(80) = 1.37$, $p = .17$). However, in a preventable crisis, reputation damage is limited when stakeholders are stimulated to take the CEO's perspective ($M_{no empathy} = 2.28$, $SD = .98$ vs. $M_{empathy} = 2.78$, $SD = 1.08$; $t(77) = -2.15$, $p = .035$).

The first study solely manipulated cognitive empathy. Two follow-up experiments are carried out between February and May 2018 to investigate under which circumstances stakeholders are prone to develop either cognitive or emotional empathy. Perspective-taking is a cognitively demanding process, whereas emotional empathy is more automatic in nature. Guided by frameworks such as the Elaboration Likelihood Model (Petty & Cacioppo, 1986), we expect that highly involved stakeholders are motivated to engage in the perspective-taking process, whereas low-involved stakeholders will predominantly experience emotional empathy resulting from more automatic processes. A first follow-up study will prime overall empathy and manipulate participants' crisis involvement. A second follow-up study investigates the short and long term effects of both types of empathy by manipulating cognitive versus emotional empathy separately and measuring participant's organizational perceptions both immediately after receiving the stimuli as well as a day later. As perspective-taking is considered a more effortful process, we expect cognitive empathy to induce more profound attitudinal change.

PP 250: Understanding public response to infectious disease threats: How emotional coping drives information seeking and protective action taking behaviors in public health crises

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Purpose

How to communicate with publics effectively during public health crises is an emerging crisis communication research area that intersects crisis management and health communication. Recent

infectious disease outbreaks, such as Zika and Ebola, have highlighted the increasing importance of understanding how to best communicate with publics during times of infectious disease threat (IDT). To date, little is known about how individuals perceive different types of IDTs and how these perceptions drive information seeking and protective action taking. Emotions are a powerful influencer of individuals' responses to health risk and crisis information; thus, this study investigates how emotional responses drive information seeking and protective action taking in outbreak situations.

Theoretical Approach

Utilizing Jin's (2010) framework on cognitive appraisals of crisis and risk communication, this study examines how individuals perceive the predictability, controllability, and responsibility of given IDTs. Cognitive appraisal theory suggests that individuals will respond differently in given crises and risks, based on their cognitive appraisals and, thus, will manifest different emotions (Duhachek, 2005; Lazarus, 1991). Coping provides individuals with a way to address their needs during a crisis (Seeger & Reynolds, 2007). Coping may take various forms, such as information seeking or sharing, emotional coping, and protective action taking (Smith et al., 2016), also known as cognitive, affective, and conative coping, respectively. To better understand this problem, this study explored three main research questions: 1) how do individuals use affective coping during IDTs and how does this vary by IDT types, 2) how does the perceived IDT predictability, controllability, and responsibility impact affective coping outcomes; and 3) how does affective coping drive cognitive (i.e., information seeking) and conative coping (i.e., protective action taking).

Methodology and Results

A survey of over 1,000 participants from a nationally representative U.S. adult sample varied different IDT scenarios to explore these research questions. Regression analyses of IDT appraisals (i.e., perceived IDT individual predictability, controllability, and responsibility) on seven discrete emotions revealed that, across IDT types, IDT appraisals significantly predicted participants' affective coping as evidenced in their self-reported emotions. Specifically, higher perceived IDT predictability led to more anger, sadness, and optimism. In terms of IDT controllability, higher perceived controllability predicted fewer negative emotions, such as anger and sadness, and also more positive emotions, such as sympathy and optimism. Perceived IDT responsibility positively predicted levels of felt anger, sadness, fear, anxiety, apprehension, and optimism. Sadness was positively associated with information seeking. Cognitive coping (i.e., information seeking), after controlling for affective coping (i.e., discrete emotions), predicted protective action taking. Information seeking via traditional media, websites, interpersonal channels, online searching, Pinterest, and Instagram were all significant predictors of protective action taking: the more information searching conducted on these platforms/channels, the more likely participants were to take protective actions.

This is the first crisis communication study to examine effects of perceived public health threat predictability, controllability, and responsibility on how publics take communicative and protective actions when confronted with infectious disease outbreaks. Implications for crisis communication theory development and recommendations for health crisis and risk communication practice are discussed.

CRC03 - Exploring the centres and peripheries of crisis communication

PP 324: International Delphi study on crisis communication research and education

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Purpose

This study seeks to portray a closer view of academics around the globe in relation to crisis communication (from now on CC) by improving the understanding of the field and seeking consensus and judgment on the CC research and education. It further attempts to advise scholars about new directions in both CC research and education, with a focus on cultural influences and global perspective.

Originality/Relevance

This is the first Delphi study exploring CC research and education from a global perspective. Qualitative data were collected, via surveys, from leading CC researchers and educators. The study provides valuable insights to research questions about the quality of the contributions made in the field, methodological approaches, peripheral perspectives, research influences, perceived knowledge gaps between academia and industry, and also challenges and opportunities for CC theory advancement and educational program development.

Methodology/Findings

Dephi technique is well suited as a method for consensus-building by using a series of questionnaires delivered employing multiple iterations to collect data from a panel of selected subjects (Hsu, Sandford 2007). Following this procedure, we initiated a qualitative Delphi study in 2017 amongst 23 academics (39.13% Female, and 60.87% male) from different countries (Africa N = 1, Australia N = 1, Europe N = 10,

and North America N = 11), to investigate experts' opinions on crisis communication research and education topics. The Delphi consists of two-round questionnaires that have been administered online via internet-based software. Thus, the first-round questionnaire (concluded) is made up of ten questions, while the second (in progress) comprises ten questions combined with Likert Scales. All inquiries seek to address the subjects matter at hand. The reporting has been anonymous; each participant was assigned a number-code to avoid revealing personal identifiers.

First-round results indicate there are still huge challenges and particular deficiencies within CC research. Among others, outcomes reveal that more theory development and more cross-cultural studies are needed in the field. Regarding CC education, participants in the study tend to agree that CC is not yet a fully integrated discipline by itself as communication studies. Although the presence of CC is broadening, it remains small and stunted at universities.

Theoretical approach

Few studies have examined CC as a scholarly discipline. Ha and Boynton (2014) conducted a content analysis of communication journals, examining whether CC has been studied using an interdisciplinary approach. Their study also calls for new theoretical and methodological approach to understanding the development of CC as an interdisciplinary field. To echo this call for new research, we further drawn on Delphi method literature (Mitroff & Turoff 1975; Linstone & Turoff 2002) and different Delphi based studies (Delbecq et al. 1975; Sackman 1974; Watson 2008); which serves as research-guidelines as we define our theoretical framework and tailor our research approach.

Implications

This study provides expert insights on the state of CC research and education in different countries. Additionally, it opens new doors for future follow-up studies in this arena, which will help connect several inquiries that reflect different needs and directions emerged in different cultures and global markets.

PP 325: Lives at stake - The accelerated movement of information in times of crisis

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In today's media environment, contemporary acute crisis events are often characterised by the element of temporal and spatial *acceleration* due to the intensification of the movement between different actors and platforms. In this state, information in the form of texts, images, hashtags, videos and memes travels fluidly between people, platforms and devices, crossing physical and cultural boundaries at an ever-increasing pace. This accelerated movement of information, I argue, defines the current condition in which crises are played out, with consequences for life and death in media society. In this study, I critically examine the mediation of information surrounding the two deadly hostage situations in the wake of the Charlie Hebdo attacks in 2015. Based on digital media ethnographic work on a variety of digital media platforms, I analyse the dynamics between the different actors in the hostage situations, focusing particularly on the role of victims.

Several scholars have addressed the accelerating pace of social life (Hassan 2009; Rosa 2015; Urry 2007). To follow John Urry, the fluidities of media society are difficult to stabilise, as images, information and dangers are making and remaking connections on local, national and global levels at rapid speed (Urry 2007). Thus, the condition of digital technology-driven acceleration is unstable, as no one is in control (Hassan 2009).

In events of terrorist violence, different actors of crisis, such as authorities, journalists, perpetrators, social media users, victims and their loved ones, are able and expected to connect with each other faster than ever. They form ad hoc communicative intensifications that feature the flow of text messages, tweets, phone calls, live news broadcasts and mobile positioning. Thus, the accelerated movement of information in space and time enters crisis events, shaping them inside out and outside in (cf. Hjarvard et al. 2015; Cottle 2014).

In this paper, I ask how the accelerated movement of information shapes the dynamics of crises and participates in the production vulnerability. In Paris in 2015, the liveness and accelerated circulation of messages generated confusion and escalated an acute crisis event. The hostages who were hiding from the perpetrators were suddenly placed in the spotlight of attention, thus jeopardising their lives. This study suggests that the intensified flow of information bears unpredictable consequences and adds complexity to acute crisis events.

PP 326: Public crisis communication, political crisis communication, and corporate crisis communication: A new triple helix model?

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Crisis Communication

The field of crisis management and crisis communication has developed considerably over the past 25 years. What started out as a simple practice has now transformed into something that looks like a genuine academic discipline in the social sciences, with its recognized international conferences and journals, textbooks and handbooks. However, this development has not yet led to more fundamental meta-theoretical reflections regarding the status of the field.

It seems reasonable to introduce a distinction between at least three fundamental types of crisis management and crisis communication. The first is *public crisis management* (also known as emergency or disaster management). The second is *political crisis management* (including the Politics of Crisis Management tradition, cf. Boin et al., 2005). The third is *corporate crisis management*.

Each of these fundamental types has its own history and vocabulary, key concepts and theories, and key challenges highlighting how much they differ from each other. In public crisis management, crises are viewed as extraordinary incidents and the management of these events is defined as a public service; there is a strong focus on the safety of the citizens, and one of the key challenges is inter-organizational collaboration (cf. Dillon, 2014). In political crisis management, crises are paradoxically viewed more as a welcome opportunity by politicians applying crisis exploitation strategies; there is a strong focus on power and influence, and one of the key challenges is the framing contests taking place between government and opposition, and between politicians and voters. Finally, in corporate crisis management, crises are viewed as a threat by managers who want to escape crisis; there is a strong focus on the reputation of companies, and one of the key challenges is to manage multiple stakeholders (Coombs, 2011, Frandsen & Johansen, 2017).

The aim of this conceptual paper is to present and discuss to what extent it is possible to unite these three fundamental types of crisis management and crisis communication in a triple helix model, based on a collaborative approach. Will we forever be doomed to navigate within a landscape dominated by disciplinary differences or will it be possible to go beyond?

The theoretical and methodological framework of this study is based on field theory and comparative methodology. The study contributes to gathering the three different research traditions within crisis management and crisis communication and add valuable cross-disciplinary insights into the field.

CRC04 - Analyzing the challenges, opportunities, and failures of communicating with mass audiences

PP 394: When media fail: Crisis communication in Puerto Rico after a catastrophic event

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Literature on natural disasters states that there are several stages for these natural phenomena: pre event (hours or days in which population is advised on how to prepare and what to expect), during the event and post event. Media play an important role in each of these stages. Usually media disseminate government instructions, describe what happens during the event (if conditions allow) and then they report on reconstruction efforts. This is the usual communication pattern within a disaster, but what happens when media are no longer available? What happens when phones do not work? What happens when there is no power and no internet access? What happens when a whole country lacks access to media during and after a catastrophic event? What happens when the risk for diseases increases? What happens when people need to survive? What happens when people have no way to communicate with their loved ones to see if they are unharmed? What should be done when sources of information are lost within a major crisis scenario of devastation and uncertainty?

On September 20, 2017, with 155 miles per hour winds and heavy rain, hurricane Maria made landfall in Puerto Rico leaving devastation on its path. In addition to the destruction of infrastructure, all telecommunications failed. For several days, most people on the island neither had access to mass media, social media nor phones. Government's post event response was erratic. In addition to hosting press conferences, advertisements were used to encourage people to have hope. However, few efforts were made to address health issues such as leptospirosis, conjunctivitis and how to prevent diseases caused by contaminated water.

The purpose of this study is to describe poor crisis communication in Puerto Rico due to either the lack of media availability or people's lack of access to media outlets after the catastrophe caused by hurricane Maria. Our goal is to approach this study as a form of grounded theory for crisis communication process improvement when Government and health authorities are faced with the worst case scenario and people's survival is at risk. We will deal with issues that are central to our research question: How to effectively communicate with the masses after a catastrophic event when there are no media available?
Method

To recommend ways to improve crisis communication when there is no access to media after a catastrophic event, we will analyze government's erratic response after hurricane Maria and how it used advertisements to communicate with people after the hurricane made landfall.

PP 395: So should I leave my home or not? Recipient-based risk communication in nuclear power plant accident exercises

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The risks related to nuclear power plant accidents affect all levels of society, constructing a challenging field for risk communication efforts. Such accidents may release large quantities of radioactive material into the atmosphere, with long-term implications for public health. Therefore, the law requires authorities to elaborate contingency plans, exercise together and be prepared to inform citizens about risks. In this paper we assess three full-scale crisis exercises conducted in Finland (2013, 2016 and 2017), which simulated accidents at nuclear power plants. By combining multi-sited collective ethnography, participatory observation and content analysis, we study how multi-organizational preparedness actualizes into authorities' risk communication.

The authors participated in the planning, execution and evaluation of three crisis simulations together with over 60 Finnish authorities; and, accompanied by a group of students, took part in the exercises within the organizations, and acted as citizens and journalists. All actors involved in the exercises communicated via an interactive platform simulating social media, which was created specifically for the exercises. This unique position enabled participatory observation during the exercises, and scrutiny of the situations from multiple locations. The empirical material presented here consists of our recorded observations as well as risk communication messages produced by the authorities.

The theoretical framework builds on risk and crisis communication studies, particularly on the IDEA model that underlines the information needs of the recipient (Sellnow, Lane, Sellnow & Littelefield 2017). In this line of thought, the authorities are responsible for providing instructions, and citizens are responsible for protecting themselves. The model consists of four elements: helping message recipients internalize the potential impact of the risk event; identifying appropriate strategies for distributing messages; offering an intelligible explanation of the nature of the risk; and providing self-protective steps for people to take. Drawing on the IDEA model, we ask: 1. How the authorities constructed common understanding of the situation; 2. Were the messages timely and significant to citizens when they were sent? 3. What kinds of risk information and explanation did the messages convey? 4. What self-protective instructions did authorities communicate to the citizens? Our study reveals how the organizational boundaries between authorities shape their capacity for constructing common knowledge in the ongoing circumstances. Furthermore, the initial results indicate a deficiency in authorities' understanding of citizens' information needs during a complex, high-risk situation. As a practical implication, this study points out the value of rehearsing risk-communication strategies within an interactive media environment.

PP 396: The public face of an epidemic risk: Personalization of the West African Ebola virus epidemic in Norwegian and Danish media

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Quite a few studies explore press coverage of epidemics (e.g. Dudo, Dahlstrøm & Brossard, 2007; Fung, Namkoong & Brossard 2011; Hansen, 2009; Wallis & Nerlich, 2005) or the interplay between scientific expertise advice and media coverage (e.g. Nerlich & Halliday, 2007; Hornmoen, 2011) and between government information subsidies and news coverage of health crises (e.g. Curtin, 1999, Nucci, Cuite and Hallman, 2006; Turk 1985). However, little research has been conducted on how news media's modes of personalization frame cultural understandings of epidemic risks. This paper analyzes media coverage of the 2014-2015 Ebola outbreak in West Africa which the WHO in August 2014 declared as a Public Health Emergency of International Concern (PHEIC). We ask: how was the Ebola outbreak personalized in Norwegian and Danish media through coverage of infected victims when the outbreak was claimed to be an international health emergency? Global risks tend to be 'invisible' or intangible (Beck, 1992), and news media adapt and display risk messages depending on type of media and editorial assessments of what draws attention. News media's tendency to report news items through stories with elements of drama may lead to amplification of risks and to a selectivity bias in the aspects of risks that are reported on (Covello 2010; Hornmoen and Andersen, 2015; Janoske et al., 2012).

Our sample consists of news reports and commentaries in different media types. In Denmark: the online editions of Politiken (daily broadsheet), BT (daily tabloid) and DR (the Danish public broadcasting

corporation), and in Norway: Aftenposten (daily subscription-based newspaper), Nettavisen (online newspaper) and NRK (the Norwegian public broadcasting corporation). The sample is selected from one week following WHO's declaration of a PHEIC, and one week following the evacuation of a Norwegian health worker, and one week following the evacuation of Danish health workers who were under suspicion of infection.

We draw on a "culturalist" tradition within media studies (e.g. Carey, 1989), a perspective that allows us to take into account how cultural contexts and politics frame the understanding of disease outbreaks such as Ebola. We also draw on theories that emphasize how there is a strong tendency to represent suffering in an in- and exclusion perspective (Chouliararki 2008, Andersen 2016, Pantti et al. 2012).

Our analysis identifies predominant frames and narratives applied in the sample during the selected period. We not only pay attention to how explicit meanings are expressed, but also to the presuppositions underlying the portrayals of the victims, their hospitalization, medical treatment and recovery. In closer readings of salient articles, we analyze "process and participant types" (Fairclough, 1995), focusing on which participants in these texts appear as active agents and which appear as objects or 'patients' (in a linguistic sense). We will also analyze visual framings of key participants, focusing on the types of motives that characterize the visualizations of individuals, how use of angles in the pictures create relations of power between depicted persons and the observer, and the character of the interplay between visual and verbal representations (Kress and van Leeuwen, 1996).

PP 397: The impact of voice pitch of male and female spokespersons in times of crisis
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In times of crisis, organizational spokespersons or CEOs often use audiovisual media to spread their crisis response, which convey both verbal and nonverbal cues. While research has focused on verbal aspects of crisis communication, and has started to explore visual aspects as well, research on vocal cues remains limited (Claeys & Cauberghe, 2014). However, a specific vocal cue that has already been proven important in crisis communication, is voice pitch. Research has shown that spokespersons' voice pitch affects perceptions of power and competence (Claeys & Cauberghe, 2014), and interacts with speech rate and the content of crisis communication in determining organizational reputation (De Waele et al., 2017).

The existing studies have only examined voice pitch of a male CEO or spokesperson. However, female voices have different characteristics (e.g., higher voice pitch) which can lead to different perceptions. Research from behavioral biology shows that low-pitched male voices are perceived as more attractive than high-pitched male voices, whereas high-pitched female voices are considered more attractive than low-pitched female voices (Klofstad et al., 2012). For perceptions of dominance, however, low-pitched voices are considered more dominant than high-pitched voices for both genders (Jones et al., 2010). Since crisis communication research shows that both perceptions of attractiveness and dominance have an impact on crisis outcome (Claeys & Cauberghe, 2014; De Waele et al., 2017), it is unclear what the impact is of voice pitch of male and female spokespersons in times of crisis.

This will be examined through a 2 (voice pitch: low vs. high) × 2 (spokesperson gender: male vs. female) between-subjects experiment. The voice of a male and female actor reading a crisis response will be recorded, and their voice pitch will be manipulated by computer software. The participants will read a fictitious crisis scenario, listen to the manipulated crisis response, and fill in an online survey measuring organizational reputation and perceptions of dominance, competence, and attractiveness of the spokesperson. The data will be collected in March 2018.

The results of this study will expand theoretical insights on vocal cues in crisis communication, but will also provide practical recommendations for spokespersons and media trainers concerning voice pitch.

CRC05 - Crisis in hypermodern digital environments - competitive messages, social media, and information needs

PP 479: "Blood on your hands" Social media conversation sparked by a crisis situation -Concern and angry speech
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There was a stabbing incident in Turku, Finland, in August 2017. The situation was unexpected and highly unusual in Finland. The media attention quickly raised the question of terrorism on the event before any

official police reports were filed. After this, the national broadcast company, YLE, published news articles about the event on its Facebook-page. These postings received hundreds of speculative comments within a few hours from the original post.

The aim of our study is to investigate the semiotic signs used in social media conversations in an event of crisis. The analysis on semiotic signs follows Peirce´s pragmatic semiotics and the three stages he proposes for analyzing different signs (Kevelson 1987; Kilpinen 1995; Pharies 1996). The main question is what kind of social media conversation is constructed after a crisis. The method of our analysis is data based content analysis. The data chosen for the study is the comment field of five news postings on YLE´s Facebook-page. The comments were collected during 20 hours following the incident. The data includes 1985 posted comments.

The theoretical framework for the analysis is Peirce´s pragmatic semiotics. In the study, social media conversation was divided into eight categories, that were argumentation, direct accusation, comparison, metaphoric language, irony, intertextual referencing and double meanings, word plays and presentation of concern. The studied social media conversations were moderated but they did represent a lot of angry speech that was constructed through metaphors, comparisons, irony and different references. In addition to angry speech, the comments also showed general concern for people and the society. The concept of hate speech has been discussed a lot lately in the media (Brown 2017; Kepi et al. 2017). In our study we separated angry speech from hate speech. This allows us to study what kind of angry speech and in what way it is constructed on social media comments after an event of crisis.

This study gives insight on how social media conversations form in the event of crisis. The analysis show how that conversation can be categorized and what issues direct the conversation in a crisis situation.

PP 481: Whatsapping terror: How media applied instant messaging to cover Barcelona terrorist attack

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Audiences love live communication (Deuze, 2011), the possibility of reaching news in real time. Previous research focus on the reporting of natural disasters or emergency news like terrorist attacks show that the concept "news now" (Sheller, 2014) is an audience imperative in those contexts.

News flow can take advantage of mobile apps during the coverage of these extreme situations. In that way, push notifications have a great potential for media because companies need to publish successfully on mobile platforms like WhatsApp or Telegram to reach new publics (Wolf & Schnauber, 2014). Audiences get information without any previous request or perform searches, and information is delivered in a real-time environment. Political journalism has experienced the most with this immediate communication. In April 2014 BBC used WhatsApp and WeChat during the Indian elections to distribute news and to crowdsource information (Reid, 2014). This innovation was followed by similar initiatives to cover the referendum on Scottish independence (Channel 4, 2014), the US elections (The Guardian, 2015), or Spanish elections (Politibot, 2016).

Bauman's (2000) liquid society is the objective public of this kind of content, characterized by mobility and the individualization of media consumption. Our paper analyzes how media adapted their publishing strategies to reach this public through mobile instant messaging during Barcelona terrorist attack coverage in August 2017. This type of social news and information flow is characterized by unpredictability, classlessness, and a lack of hierarchy (Rampazzo & Peret, 2017).

In order to reach this main goal we applied mixed methods, based on quantitative and qualitative techniques. Firstly, we designed a directory of Spanish media applying Whatsapp and Telegram to connect with audiences. Then we analyzed the content distributed by all national, regional and local media through these platforms from 17th to 21th August 2017. The first informative alert appeared 25 minutes after the van was driven into pedestrians in Las Ramblas. According to our results, 214 headlines in WhatsApp and Telegram were directly connected with the terrorist attack, but not all of them offered the appropriate tone and/or respectful emoticons. Most of the media made a great effort increasing the regularity of their messages during those days, but only the national media focused their MIM (Mobile Instant Messaging) strategy on the attack. Finally we classified the reaction into three types of content: last minute alerts, contextualizing news and solidarity content.

PP 482: Beyond Twitter. Italian citizens' information needs and behaviors in the aftermath of an earthquake

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Crisis Communication

Recent years have been notable for a growing interest in understanding user behaviour and information needs in the aftermath of a natural disaster. Nevertheless, a complete understanding of how people act and what they need during a disaster remains elusive. Although the public is no longer being marginalised in studies, recent contributions are calling for even more audience-oriented studies in the field of crisis and disaster communication (Fraustino and Liu 2017). Furthermore, a structured framework for understanding citizen information needs and behaviours, and built on quantitative data, is still lacking, especially in Europe (Reuter and Spielhofer, 2016).

In this proposal, we consider the whole variety of environments and platforms (both on- and offline) through which Italian citizens gather and share information in the aftermath of a seismic event. Our research highlights the overarching role of mainstream platforms (TV and Facebook), and of interpersonal communication.

We rely on a variety of theoretical and methodological traditions, ranging from the sociology of disaster to crisis informatics, from crisis communication to science communication. It is our belief that our understanding of disaster communication would benefit greatly from a stronger integration of different theoretical and empirical traditions.

Methods and research questions

We administered a 40-question survey to a representative sample of the Italian internet population aged 18+ (March 2017, CAWI technique). Overall, 1006 individuals completed the survey (margin of error: 3,09%, at a 95% level of confidence).

The survey explored several dimensions related to citizens' information needs and behaviors. Most of the questions were related to a specific shake, identified by respondents as the "most relevant" to them.

This paper focuses on the following research questions:

RQ1: what are citizens' information needs and behaviors in the aftermath of an earthquake?

RQ2: what are citizens' preferred information sources (in terms of trust and timeliness) in the aftermath of an earthquake?

RQ3: do behaviors, needs and preferences relate to… (and if so, how?)
- 3.1: socio-demographic variables?
- 3.2: previous experience with earthquakes?

Highlights from our findings

Results show that looking for further information about the earthquake plays a central role in user behaviours. In this regard, mainstream platforms play an overarching role, for both information gathering and sharing. For instance, Television was the main source through which respondents who did not feel the shake received the news (64,2%), followed by Facebook (12,9%). Similarly, Television represents the main source respondents who felt the shake turned to when aiming at gathering "more information" (73,9%). Online newspapers and Facebook, alongside with interpersonal communication (both face-to-face and mediated), play a central role in citizens' communication ecologies.

The most desired pieces of information include: the presence of casualties (65,4%), or of severe damages (62,2%), the affected area(s) (61,9%), the magnitude range (59,1% - the exact magnitude: 49,8%). The most trustworthy sources, in citizens' perception, are Fire Brigades (Mean: 4,28, on a 1 to 5 scale), Civil Protection (4,13), the Scientific Community (4,01).

Our results are also being employed as a basis for providing communication guidelines to Italian institutions involved in disaster communication.

PP 483: The durability and flexibility of crisis-related digital networks in transition from crisis to crisis

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A crisis can often be seen as a situation where a periphery becomes the center. In some cases, ordinary people become the major resource for response to an emergency, while the traditional institutions either fail to provide an adequate response, or/and share responsibility for the crisis. A crisis, as a transition from everyday life to emergency-related social system (Barton, 1969), gives rise to new forms of collaboration that often rely on digital networks and Information and Communication Technologies (ICTs). In this light, a crisis situation can be considered as providing the momentum for the formation of a "networked public" (boyd, 2011) that will take a part in a response, as well as for digital innovation and social development (Cuny, 1984).

A broad literature discusses the role of ICTs (e.g., big data, crisis-mapping or crowdsourcing) in various type of crisis situation, including natural disasters, military conflicts and social/political protests (Meier, 2015; Castillo, 2016). Little attention, however, has been paid to the transition in the role of a "networked public" and of digital innovation from one type of crisis to another. The question that remains open is whether networks that self-organize in response to a crisis fall apart when the crisis is over, or can be reactivated in the case of a new crisis.

Some scholars argue that a networked public can manifest adaptive behaviour. Dickinson (2014) has highlighted how "social networks have proved to be remarkably durable and flexible" (p. 82) in the transition from facilitation of participation in political protest in Kiev in 2014 to working on issues related to conflict in Eastern Ukraine. According to Metzger and Tucker (2017) "Deeper work on the way that networks have transitioned from working on issues of protests towards working on issues about the crisis and ongoing violence can help give us insight into the way that social media can make networks more flexible" (p. 189). The paper considers a number of cases of a shift in the purpose of a "networked public", and of the adjustment of digital innovation from one crisis to another. The paper considers a number of paths of transition, relying on data about the role of digital platforms in crisis situations which was collected as part of fieldwork in Russia and Ukraine. This included transitions:
· from natural disasters to political protests
· from protests to military conflicts
· from natural disasters to conflicts

Relying on the analysis of cases, the paper seeks to explore how we can conceptualize the transition of networks from one crisis to another and what factors shape the outcome of such a transition. In order to analyse the mechanism of transition, the paper relies on the notion of activity systems (Engeström, 1987). This notion allows us to follow how activity systems, while relying on the mediation of similar digital tools and on the same communities, change the object of their activity from one crisis to another. The change in the object of activity is addressed in terms of "runaway objects" (Engeström, 2007).

CRC06 - Exploring crisis response strategies in challenging global contexts

PP 547: Handling paracrisis in post-communist, transitional context

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Crisis communication is of high interest for PR practice, research and theory especially in todays' complex digital media environment. Despite the large body of knowledge about crisis communication, broad systematic literature reviews show that considerable research is organization centric (Avery et al., 2010; Wang & Dong, 2017), American or West oriented (Diers-Lawson, 2017), lagging behind reality and industry (Diers-Lawson, 2017; Wang & Dong, 2017) and lacking investigation of preventive crisis communication strategies (Avery et al., 2010; Rasmussen & Ihlen, 2017).

In general scholars think that crisis communication literature could benefit from more extensive research in diverse contexts (Avery et al., 2010) and culturally-grounded approach (Dhanesh & Sriramesh, 2017; Diers-Lawson, 2017). More specifically, social-media related crisis communication could be enriched by non-Western perspective (Rasmussen & Ihlen, 2017) and more diverse topics, such as crises occurring on social media and risk reduction (Rasmussen & Ihlen, 2017; Wang & Dong, 2017)

In that respect, this paper aims to answer research question: how to prevent paracrisis from escalating into crisis in transitional context. Guided by Coombs and Holladay (2012) definition of paracrisis as publicly raised claim that organizational practices are irresponsible, we have selected three cases from Serbia for a case study: "Trivit group" a bread manufacturer, "Matijevic" a meat industry holding company and "Big Blue group" a tourist agency.

Selected cases are similar in employing aggressive communication strategies in response to a challenge: framing the crisis, framing the organization, incorporating defensive tactics (Diers-Lawson & Tomaino, 2010). However, cases differ in paracrisis outcomes: Trivit group paracrisis turned into reputational and operational crisis, Matijevic challenge evolved into reputational crisis while the crisis was prevented in the case of Big Blue. We argue that media relations are important explanatory factor in transitional context, since crisis emerged in cases with the mainstream media coverage. In interpreting results in the intercultural context we use Serbia as representative of the Balkan countries and the post-communist (transitional) context in which Western crisis communication strategies are less predictable because of the phenomena of media capture by government, political or economic interests.

PP 548: In the eye of the storm: Organisational response strategies to visually generated crisis

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Visuals like photographs and videos produced and circulated by lay people in social media serve as significant mediators in crisis communication. Such visuals are crucial for the way contemporary crisis events are defined and perceived in public (Mortensen, 2015; Coombs, 2007). This type of eyewitness footage is a growing visual genre of crisis communication. Yet, previous studies tend to neglect the visual

aspect of crisis communication and there is scarce knowledge of how to monitor and manage visually articulated messages.

The aim of this paper is to examine the role of eyewitness recordings in the unfolding of a reputational crisis involving multiple stakeholders. In particular, the study is concerned with how this visual genre affect the unfolding and definition of a crisis, how organisations respond, and how they can develop their preparedness for meeting visuals.

As a particular case in point the study explores organisational responses to a visually generated crisis involving the social media circulation of citizen footage of a violent confrontation between an unaccompanied minor and a security officer at Malmo central station in Sweden. The study is based on a qualitative analysis of the eyewitness film, video surveillance, newsmedia articles, pressmaterial, social media posts, and interviews with key persons from the involved organisations. The analysis was directed to map the dissemination of the eyewitness film across media platforms, how it was mobilised in the ensuing public debate and how the organisational actors responded to and experienced the crises.

Informed by theories of iconic images and situational crisis communication, the paper demonstrates how eyewitness images define an event and the roles that different actors adopt in the unfolding of the crisis. The study contributes to crisis communication theory by showing how eyewitness images are responded to by organisations in crisis situations and the challenges that are involved in responding to visuals. Eyewitness images were found to create discursive closure (Deetz, 1992) in communication, because they were experienced as representing events in an objective and authentic manner (see also Papadopoulos & Pantti, 2011). Moreover, the eyewitness film was embedded in other discourses and mobilised for different purposes. The actors were blamed, attacked and had limited opportunities to communicate their view of what happened. The iconic character of the film created emotional engagement and was therefore difficult to respond to by means of text-based communication. While text-based communication appeal to our reason and can be responded to in a rationalised manner, visual communication, particularly iconic imagery, appeals to our emotions and require other types of responses.

PP 549: The refugee crisis as a structure of opportunity for the far right? An analysis of crisis framing within the PEGIDA movement

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We addressed the 2015-16 refugee crisis in Germany and examined how the populist far right movement PEGIDA[1] exploited the crisis in its strategic communication.

According to Rucht & Neidhardt (2001) social movements are heterogeneous networks that seek to mobilize collective action for or against social and political change. Their success depends on their public visibility. Crises that threaten societal structures and values and attract media attention constitute *structures of opportunity* to articulate positions, mobilize followers, and exert political pressure (Gamson & Meyer, 1996). Social movements use *frames* strategically to forge a shared understanding and legitimate collective action. To conflate the often heterogeneous interests of their members, they align individual frames into *master frames* (Snow & Benford, 1992).

Against this backdrop we asked: 1) Which frames compete within PEGIDA? 2) Which master frames exist? 3) How do frames and master frames develop over time? To identify frames inductively, we conducted a qualitative content analysis of 63 speeches delivered at 14 PEGIDA events between 2014 and 2016 which are openly accessible via Youtube.com. Following a structuring approach (Mayring, 2014) we differentiated between four elements: (1) problem definitions; (2) causal interpretations; (3) attributions of blame; (4) treatment recommendations (Lichtenstein & Esau, 2016). Along these categories, we analyzed the material and grouped frames according to thematic similarities.

Our findings point towards a great heterogeneity of problem definitions but also reveal two master frames: 1) hatred towards Islam and 2) the rejection of Germany's migration policy.

The depiction of Islam is dominated by fears of European societies to become Islamised and develop the substantialist idea of an eternal antagonism between Islam and Christianity. In contrast, migration-related frames, which come up and get stronger over the course of the crisis, focus on the representation of migrants as criminals and misogynistic savages. Islamophobic positions are here also incorporated by portraying refugees as strategically operating agents of Islamic conquest. Overall, the findings show that PEGIDA successfully uses the refugee crisis as a *structure of opportunity* for aligning and reinforcing previously existing frames. [1] Patriotic Europeans Against the Islamization of the Occident

PP 550: Framing inconvenient truths: Analysis of news contents of HPV vaccine controversy in Japan.

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Hailed as the first vaccine to prevent cancer, the HPV vaccine had been endorsed by the WHO and other medical authorities as one of the most effective and safe vaccines in the world since its debut in 2006. However, due to the pathogenic fact that HPV can be transmitted through sexual activity, the HPV vaccine has been controversial in a wide range of issues from politics and religion, to body autonomy and social values toward sex, which have been debated intensively in several countries including the U.S. and Canada.

Meanwhile in Japan, despite the quick licensure and introduction of the HPV vaccine shortly after the WHO's recommendation in 2009, the Japanese health ministry suspended its proactive recommendation in 2013 after several adverse effects were reported. As the first and only country in the world to stop propelling the HPV vaccine, the Japanese government drew harsh criticism from both domestic and international societies. Moreover, domestic medical experts blame Japanese media for making sensational and unscientific reporting of the HPV vaccine, which caused panic and distrust in scientific expertise among the general public. Hence, the HPV vaccine is not only a controversial policy making issue in Japan related to the traditional health domain, but also raises an argument about the media's role and responsibility in public health communication amid a health crisis.

This study aims to provide a more comprehensive point of view in evaluating the relationship between journalistic reporting and emerging health issues. We analyzed news coverage of the HPV vaccination using content analysis of 292 articles published in three Japanese national newspapers between 2009 and 2016. As a result, we found that HPV vaccination coverage can be categorized into four culturally charged narrations: *"Vaccinal Backlog"* frames the HPV vaccination as an opportunity for Japan to keep pace with developed countries; *"Innocent Girl"* frame shows how Japanese society views young girls as potential victims of sexual behavior and disease; *"Confrontation"* depicts the enmity and conflicts between citizens and experts, or citizens and the government; and finally *"Administrative Action"* portrays the Japanese government's policy change in adopting a no-fault compensation.

In conclusion, we argue in a public health risk crisis such as HPV controversy, persistence in claiming scientific evidence-based is the only value and disregard for complicated social fabric can lead to serious social fragmentation. In order to resolve a multiple-dimensioned issue like the HPV vaccine controversy, instead of simplifying arguments into simple binary oppositions such as scientific/unscientific, rational/emotional or neutral/biased, the problem should be examined, understood and interpreted by taking into account the social context. We also discuss the possibility of breaking the deadlock of HPV vaccination controversy in Japan by shedding light on an individual's body autonomy and sex values, which has been marginalized and for a long time considered a taboo in Japanese society. We suggest a platform designed for vitalizing discussion of what has been subordinated or hidden in the HPV vaccination issue is needed, and will have a chance to achieve a breakthrough in the dilemma.

CRC PS - Poster Session

PS 13: Strategic messaging and crisis communication of the Greek public administration for the handling of oil spill in Athens

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In September 2017 just before the end of the tourist season in Greece, a small oil tanker full of oil, sinks outside of the Port of Piraeus near the island of Salamina. The delay of the Greek authorities to contain the oil spill resulted in an environmental damage for the shores of Athens. The damage affected not only the beaches but also the coastal businesses and the tourism industry of Athens.

This incident developed into an image crisis for the Minister of Maritime and Shipping and was the first serious crisis of the Greek Government. The ministry failed to manage the crisis in all levels: Communicational and managerial. The messages were contradictory, and members of the government followed a rhetoric that did not help the crisis management efforts. There was an absence of strategic communication and strategic messaging from the Public Administration.

This paper examines the Strategic Communication used by the Greek authorities and the Public Administration during the crisis. Three main questions are being discussed: What was the main strategic communication narrative in order to handle the crisis by the Greek Public Administration? How were strategically the messages constructed and how this strategy helped the strategic communication messaging. What are the lessons learned from this crisis and how this case study contributes to future cases?

The research uses the qualitative content analysis and the crisis management and communication literature in order to examine the three main research questions. The item of the study are the Press Releases of the public administration Institutions involved in the crisis and a selective corpus of public speeches of government members and local authorities involved. The purpose is to gain an overall picture and critically

examine the crisis management efforts of the Greek government and the Greek public administration at that time, concluding with lessons learned and proposing best practices for future situations.

PS 14: The economic-financial crisis of 2008 in the narration of Italian media. The most significant traits of a socio-economic analysis.

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On September 15, 2018 will fall the tenth anniversary of the Lehman Brothers' bankruptcy, the distinctive event of the start of the 2008 international economic and financial crisis. This was not simply a series of closely related economic events. Rather, it was a tsunami that begins in a compact way and then branches off in a fan; in the same way the crisis fragmented into many crises: speculative attacks, the eurozone crisis, the crisis of the national political classes, whose loss of power has been accelerated and amplified by the crisis.

From 2008, the debate in the Italian public sphere has been dominated by the crisis issue, or has developed on the background of this: a grow of analysis, debates, recipes against an economic crisis that has managed to penetrate the dynamics through which the media, providing representations and narratives, participate in the construction of social reality.

The mediatized communication dimension that the contribution intends to analyze, focusing its attention on Italy, has told of a constant crisis, of continuous risks and emergencies, resulting in a marked increase in social conflict. How was the crisis told by the Italian media and by the Italian political class? Which representations of the Italian society have emerged from the stories of the Italian media system?

The paper aims to answer these questions by presenting the results of a survey on the media representations of the crisis and of the Italian society crossed by the crisis. This research, which considers the period from September 2008 to July 2015, has considered the hybridization processes in the media system, but has investigated three media domains separately: Tv, Web, Cinema.

The format of the television talk show allowed to analyze the political storytelling of the crisis, the story created by the journalistic editors and the influence of such tales in the dynamics of the composition of public opinion. The levels of Media Logic, Pop Policy and the framing processes that framed the story were observed

Within the web, blogs have been considered as conversational environments within which the comments released by users generate discussions regarding events of public interest. The survey investigated the articulations of conversations, by the positional maps.

Italian cinema has been investigated as a representation of social reality, observing the crisis by two windows: the one through which the representations of the crisis emerged, and the one that told the Italian society crossed by the crisis.

The paper aims to show the peculiar traits of the Italian media and political narrative of the crisis: a tale that developed along the tracks of social drama, highlighted the inadequacy of political communication, the importance of the narrative "against" of political talks in the dynamics of the composition of public opinion, the indispensability of cinema in the sociological investigation of social phenomena, the distrust of the web community towards traditional media.

PS 15: Exploring war or peace orientation and indexing pattern in the coverage of conflicts between India and Pakistan

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India and Pakistan consider each other enemy state even after 70 years of their inception. Both countries have acquired nuclear power in order to get deterrence. Media from both sides has also played part in conflict escalation and hate mongering among people of both countries. In 2010, two leading media groups *The Jang Group* of Pakistan and *The Times Group* of India launched a peace initiative "*Aman Ki Asha*" (Hope for Peace). This campaign aimed to contribute toward peace between both countries through promoting people to people contact. In present article, we will evaluate the role of these media groups in conflict resolution between arch rivals. For this purpose, we will analyze the news stories and editorials published in year 2016 and 2017 about India in Pakistani newspaper *The News International* and about Pakistan in Indian newspaper *Times of India.* War and peace orientation of news stories will be explored with the help of peace journalism model as proposed by Johan Galtung (2002). Besides war and peace orientation, indexing pattern in the coverage of both newspapers will also be analyzed to see how far these newspapers adopted people orientation in their coverage after they launched this peace initiative based on people to people contact.

Crisis Communication

In peace journalism model, elite and people orientation is a vital indicator. This notion of people and elite orientation is close to the idea of indexing. Indexing was initially a hypothesis presented by Bennett (1990), according to which journalists of American media never went beyond the governmental policy in the matter of foreign policy and rarely included the public opinion about the issue. In the same way, people orientation of news items was found to be a salient indicator of peace journalism yet most of the conflict coverage is elite oriented (Lee and Maslog, 2005; Fahmy and Eakin, 2014). These studies of peace journalism have focused on simple measure of elite or people orientation in news coverage as they scored only the presence or absence of elite and people sources in the news reports. This article combines indexing theory with peace journalism model and compares significance and magnitude given to both types of sources, hence providing new method of examining sources in peace journalism model. Provision of this new scale will help evaluate the role of media in conflict resolution, analyze the indexing pattern and ultimately develop a better guideline of peace journalism for media practitioners in terms of sources in conflict coverage.

PS 16: Crisis communication and resilience of international NGOs and IGOs

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Vital global issues like climate change, nutrition, security, or poverty cannot only be tackled at national level. Therefore, a high number of transnational organizations fulfill essential tasks in humanitarian aid and international politics (Lewis, 2005). Not only intergovernmental organizations (IGOs) like UN-organizations or the European Union, but also international non-governmental organizations (INGOs) like Greenpeace and Oxfam are part of an international network to work on these global issues. In crises like the recent cases of sexual abuse at Oxfam, these organizations are particularly vulnerable and sometimes their very existence is threatened (e.g. Thrall et al. 2014; Sisco, 2012). Especially non-profit organizations are often held to higher expectations than most for-profit entities (Sisco, 2012). IGOs and INGOs strongly rely on the support of their members, volunteers and the states they are operating in, but also on their public (mediated) image nationally and internationally, to fulfill their mission and to acquire resources (Salamon & Anheier, 1999; Lewis, 2005; Volgy, 2008).

Despite the significance of NGOs and IGOs for global civil society and politics, crisis communication and resilience have predominantly been studied for business organizations. For the field of INGOs and IGOs there are almost no scientifically generalizable findings, who offer insights into structures, instruments, or resources of these actors (Tkalac, & Pavicic, 2009; Sisco, 2012; Schwarz, & Fritsch, 2014). Knowledge about factors, which explain the resilience of transnational non-profit-organizations in the context of crises, is scarce. Currently the concept of resilience further expanded to include additional social and institutional aspects (Frerks, 2015, p.43-46). The aim then is to retain functioning at an acceptable level and to achieve well-being and renewal of the organization (Vos, & van der Molen, 2017, p. 21).

In our pilot study for a bigger research project, we are going to analyze international media coverage about organizational crises of INGOs and IGOs. The goal is to identify factors that shape the progress and outcome of crises for those organizations and the impact of their crisis communication management efforts from the media's perspective (e.g., crisis type, crisis severity, organizational resources like budget, donations, volunteers, members, etc.). This pilot study will then contribute to developing a theoretical model that describes and explains crisis communication practices and resilience of international NGOs and IGOs. The content analysis is dealing with news coverage of INGOS and IGOs, who have their headquarters in Europe, North America, and Asia since the more influential organizations are based in these world regions. Media reports on INGO and IGO crises will be retrieved from leading quality news sources of selected countries between the 1990s and today. Findings will reveal how prominent those organizations and their crisis response are covered in crisis contexts, which crises are most frequent, and how their impact is framed by themedia. We expect the first results in August/ September 2018.

PS 17: Towards a Character Assassination typology on political scandals The Novartis Scandal in Greek parliamentary discourse

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Is a scandal an attack on character and reputation or just an image crisis needing image restoration? In February 2018 the Novartis scandal dominates the media agenda in Greece presenting evidence of

participation of high profile politicians, ex-ministers and heads of government. Heated discussion in the parliament take place lasting over 20 hours. Attacks and mud sliding, smear campaigns and character attacks are dominating the debate.

The scandal was framed by the main opposition party of New Democracy as a smear campaign by the government to destroy the party's reputation and minimize the difference in the polls. Members of previous governments considered it as character assassination attempt against their ethos and reputation. Character Assassination is defined as the deliberate and public attack against the reputation of a person with the aim to destroy his positive image (Shiraev and Icks, 2014). The term "character assassination", like the term "propaganda" is loaded with negative connotation and thus CA analysis implicitly confers moral judgement to those employing it (Aspriadis et. al., under publication). Consequently, it is considered a procedure and an outcome and a frame for delegitimizing opponents discourse.

This study examines the attacks and delegitimization process in scandal management. Scandals in their nature are events or incidents that tarnish the reputation of the one's involved or concern behaviors that insult the morality or the feeling of decency (Tomson, 2001). A scandal consists a crisis for the all those involved. Crisis Management does not aim always to de-escalation. There are cases that a crisis development aims at the destruction of the opponent. In that cases escalation is the desired end of the crisis. In that sense, the question that arises is whether a scandal can be used strategically to deconstruct the opponents' image. Although very often a scandal will arise by itself, there are cases where politicians use them as part of their attack speech.

The study examines the parliamentary speech on the Novartis scandal and aims to build a typology on the Character Assassination campaigns and attack speech during the managing of a scandal. Qualitative content and discourse analysis is being used for the 20-hour parliamentary discourse of the Greek Parliament. The study explores the literature of attack speech and character assassination and combines the practical political speech in order to construct a typology of character assassination.

PS 18: Social technologies and crisis communication in the aviation sector: a crisis management model

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This article is focused on the communication management process in a crisis situation, more specifically in the air transport sector in a specific European country. The paper seeks to identify the problems and opportunities arousing of the use of social media in this context. The main objective is to create a model that will allow the analysis and understanding of the role of social media in crisis management.

This works follows a research design divided into several stages of a quantitative and qualitative nature, starting with the collection and interpretation of secondary data on the sector and its actors and later focusing on the actual collection of primary data. We have used a content analysis methodology which allowed for the codification of the structured texts, organizing the data in a hierarchical set of categories, which were designed to help define and explore research ideas and later used to structure the interview based collection of data amongst sectorial stakeholders for the studied country.

In terms of the use of social media and their evolution in the context of airline companies, our research shows this takes place in a weighted, moderated and customer-oriented way, on an informative basis, seeking to avoid misunderstanding, discontent and social alarm. Another concern has to do with the image of the company, where it is fundamental to minimize the effects of the crisis on its image and reputation, as also to transmit information associated to the effective resolution of the crisis.

The contribution of the proposed model therefore lies in the fact that it allows for a better understanding of the process, as well as a better understanding of the potential social media technologies have as a tool to manage these type of situations. Considering this, we believe that the conceived model can be understood not only as a tool applicable by all those that work in this sector, but also a model for the understanding of the role social media can have in crisis management and communication.

The ultimate goal of this communication model is to provide an adequate response to the scale and scope of the crisis, as well as to prevent, anticipate and reduce the impact of the crisis itself in order to minimize its effects.

PS 19: Better safe than sorry? Crisis preparedness in regard to official guidelines in Germany.

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The German Federal Office of Civil Protection and Disaster Assistance (BBK) regularly publishes and updates information for the population regarding emergency preparedness, e.g. recommendations for stocking up on water, food supplies, and essentials like first aid kits and candles. It is unclear what impact

these publications have on the public's emergency preparedness. Existing studies suggest that risk awareness and emergency preparedness in Germany is generally low (e.g., Menski, Wahl, Tischer, Gerhold, & Braun, 2016). There is, however, one group of highly alert citizens: the so-called preppers – people who choose a lifestyle centered around preparing for worst case scenarios. Official numbers about preppers in Germany do not exist. The "Prepper Gemeinschaft Deutschland" (PGD) is a group of activists who, among other things, use social media to connect with like-minded people; their Facebook account has currently 9.421 followers[1]. In the US, the prepper scene is associated with extreme political views and gun possession (Kelly, 2016). Whether this is also true for Germany is unknown, but a topic of interest for the German Conference of Interior Ministers (IMK)[2]. According to an interview with Wolfram Geier of the BBK, the agency welcomes preppers if their disaster management is done in accordance with the BBK's guidelines.[3] Preppers themselves cite the BBK's guidelines as a legitimation.[4]

From the perspective of strategic risk and emergency communication, preppers represent a particular target group. So far, research has focused on demographics rather than on group affiliation for effectively targeting the public (Paek, Hilyard, Freimuth, Barge, & Mindlin, 2010). Hence, little is known about this group and whether and how they could be involved in the agency's communication strategy. In this paper, we aim to better understand the risk awareness of preppers and to gain insight into their motives for following (or not following) the official guidelines for crisis preparedness. Understanding how preppers perceive risks and hazards, and how they react to official information is important for public risk and emergency communication.

Thus, we pose the following overarching research questions: From which sources do preppers obtain information on risk and crisis? To what extent do they know and follow the official guidelines for crisis preparedness? (RQ1). Also, we are interested in the reasons for stocking up certain items – e.g. fear of catastrophes, habit, economic reasons (like buying in bulk), mistrust "in the system" – and for not stocking up other items – e.g. costs, effort, laws, fear of stigma, optimistic bias, trust in governmental structures (RQ2). Thirdly, we ask about openness about being a prepper in public to understand if there are any fears (e.g. being seen as a freak or being robbed) hindering an open dialogue about and crisis preparedness itself (RQ3).

We are currently planning an online survey among members and followers of PGD and other German prepper groups through sharing the link to our online survey on social media. The outcomes of this survey will be analyzed based on literature on risk and emergency communication. Implications for public information campaigns will be discussed.

DMM01 - Turning points in media discourse on immigration: race, religion and culture in the era of European far-right populism

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As the twentieth century has shown, Europe is no stranger to right-wing populist movements, virulent nationalism and racism. In the 1980s and 1990s, burgeoning globalization, de-regulation and migration led to an identity politics that promoted the protection of cultural and religious diversity in Europe's increasingly multicultural societies. This was met by far-right nationalist movements that until the 2000s were politically marginalised. However, cultural, racial and religious differences have once again become sources of national and transnational conflict, fuelling the political fortunes of populist nationalism across Europe and beyond.

How do these far-right populist messages make their way into the mainstream media and who are the political and journalistic interlocutors involved in the process?

How and why does this differ in different national contexts?

This panel highlights what the authors identify as clear discursive shifts in mainstream media discussion and debates on immigration and integration towards an increasingly racist discourse. The papers demonstrate how nostalgic notions of the nation and community stoke fears related to: the loss of control of territorial borders and national values, of religious threats to democracy and gender equality, dysfunctional social welfare policies, housing shortages, and rising crime and terrorism. Theoretically, the papers draw on the mediatization, politicization and the culturalization of immigration as such; the fragmentation of the mediated public sphere in the digital age, as well as the media strategies of established political actors and institutions to specific events, such as the refugee crisis. The panel shares the starting point that discourse is not simply representational and relational but constitutional – it creates realities. Together, these papers deal with Twitter's dialogical discourse, ethnography, and various genres of journalism in several countries. The shifts toward increasingly racist discourse regarding immigrants in mainstream and social media, by journalists, politicians and other opinion leaders is contributing to an increasingly intolerant social climate in several European countries, and it is exacerbating the problems that the European Union has in meeting the challenges of global migration.

PN 015: Moral panics, culturalization and the populist far right

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This paper explores how the political discourse has changed from class to culture the last three decades in Europe through the immigration discourse. The argument is that a succession of moral panics - provoked by usually but not always populist far right actors – around Muslims' cultural practices have brought culture into the focus of political discourse as the basis for social division. Culturalization makes it seem as if social and political achievements – from voting rights to social, gender, racial and sexual inclusion – have been the result of solidarities based on core national cultural values that characterized the past. The culturalized category of "immigrant" signifies a gap in the harmonious continuity of society which the populist far right parties promise to bridge by restoring the country back to its homogeneity.

PN 016: From multiculturalism to Swedish values: How Swedish media framing of immigration is changing

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Following debates in Sweden about whether media discourse was "sufficiently critical" of immigration policy after the 2015 "refugee crisis", a study of three Swedish newspapers in the first six months of 2009, 2015 and 2016 revealed two shifts in media framing before and after 2015. A decrease in "hero framing" of immigrants after 2009, and a substantial increase in "threat framing" between 2015 and 2016. The increase is due to news relating to the arrival of new refugees, and editorials and debates on immigration policy, not to ethnic conflicts. However, those articles mentioning both ethnic conflict and "Swedish values" displayed a discursive shift. In 2009, they were used to question the anti-immigrant Sweden Democrat Party, but in 2016, the value of solidarity was seen to threaten gender equality. Thus, while threat framing is not primarily related to a "culturalisation" of immigration (Ylimaz 2016), there is a tendency in this direction in the Swedish values discourse.

PN 017: Normalisation of interactive racism in the public sphere: Right-wing populism the discourse on the 'Refugee Crisis' in Poland

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The paper assesses the impact that the politicised anti-immigration discourse of the right-wing populist parties (RWPs) has on the spread and normalization of 'interactive racism' in contemporary public spheres in Europe. Drawing on the socio-psychological concept of *normalisation* reapplied to critical social research (e.g. Link 2014), the paper argues that normalisation contributes to the spread of interactive racism by way of developing a *borderline discourse* (Krzyżanowski and Ledin 2017) where rational and politically-correct language is used to legitimise or *pre-legitimise* (Krzyżanowski 2014) radical positions and ideologies. The paper looks at Poland where the "Law and Justice" (PiS) RWP has been behind a radical '*discursive shift*' (Krzyżanowski 2018) that since 2015 has led to eruption of discourses of discrimination and hate, esp. towards the refugees and asylum seekers. The paper looks at Twitter and explores the new material showing online-based spread and perpetuation of interactive racism in Poland after 2016.

PN 018: A populist turn in Swedish media discourses during the refugee crises? The role of opinion leaders in the discursive shift on immigration

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This paper analyses the role of opinion journalism in Sweden during the refugee crisis and onward. It argues that several key actors (editorials, commentators, opinion leaders) in mainstream newspapers facilitated a discursive shift on immigration and immigrants during the 2015 refugee crisis and onward – thus indicating a turn from consensual-tolerant discourses on immigration, to a more populist ones. The analysis is based on a critical discourse analysis of articles published in the editorial/opinion section, relating to topics of immigration, immigrants, integration, etc. in the largest quality/tabloid newspapers in Sweden. The paper argues that immigration and immigrants are constructed in relation to concepts of *nation and nation-state, community/belonging, culture, economy, religion, crime and terrorism,* and that anti-immigration sentiments and tropes – previously visible in right-wing populist discourse only – are both explicitly and implicitly visible.

DMM02 - Contesting refugee representations and narratives

PP 145: Legitimacy through visibility: When refugees talk back to visual representations of the "refugee crisis"

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There is a wealth of research on visual representations of migrants. The literature predominantly focuses on how the "otherness" of refugees is constructed through images by representing them as social, economic or security threats or as victims. Seeking to move beyond this dichotomous logic, this chapter concentrates on how refugees themselves make sense of, and through, these images. While there are plenty of content analyses focusing on the representation of cultural others, research has rarely looked into the reactions of those (supposedly) being represented. This is striking, given the continued calls by scholars and civil society actors to include the perspectives of vulnerable and voiceless groups. Aiming to fill this void, this chapter presents findings from a voice-centred, participatory research with refugees living in Belgium. The empirical study, conducted among and with 45 Afghan, Iraqi and Syrian men and women who arrived in Belgium since the so-called "refugee crisis" of 2015, included biographic interviews as well as participatory visual workshops about representations. Data included interview transcripts, field notes, photography categorization exercises, postcard messages and pictures modified with text balloons. At a descriptive level, the data of this study allow us to offer a rich and personal account of how refugees experienced their journey and their reception in a sometimes-hostile host society, and how they build new lives in Belgium. A more conceptual look at the data then invites for a reflection on how the visibility of refugees, particularly their suffering and endurance, can play a role in assuring feelings of legitimacy. Participants foreground multiple ways to conceptualize suffering, and their accounts call for a clear conceptual differentiation between suffering and victimhood. Finally, reporting on an innovative, participatory, methodology developed by communication scholars and anthropologists, the paper reflects on the challenges of interdisciplinary research as well as power differentials.

Diaspora, Migration and the Media

PP 146: Refugees' life-stories and the notion of trust - presentation of project

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The presentation is based on interviews with two different groups of refugees from Arabic speaking countries. One group arrived a couple of years ago; the other group are families where the parents came to Sweden in the 90ies with children who were born in Sweden. Family-interviews give different perspectives on the same plot and offer the opportunity to examine how experience travels from one generation to another.

By analyzing life-stories I want to know how refugees cope with the situation of forced migration and how they deal with the precarities of new life conditions. I want to find out about their strategies to create new perspectives in life, especially trust in the future. In this aspect the notion of trust as Niklas Luhmann has presented it offers an inspiring theoretical framework. Luhmann (*Förtroende: en mekanism för reduktion av social komplexitet*: 2004) defines trust as confidence in one's own expectations. To gain trust one must reduce the overwhelming complexity of the world. But the process of complexity-reduction includes a great deal of risk-taking, because trust requires decisions that deal with the future in advance. What are these decisions based on? Can one rely on one's own judgement? To make the right decisions it is also important to activate the past that represents familiarity. Trust occurs primarily between people and is initiated by selective self-presentations that arise in social practices. This means integrating others' expectations in one's own self-presentation.

In this complex process of trust-building narratives "become recipes for structuring experience itself, for laying down routes into memory, for not only guiding the life narrative up to the present but directing it into the future… a life as led is inseparable from a life as told" (J. Bruner, "Life as Narrative", 2004:708). In this aspect it is of interest what is highlighted in the story and what is placed in the shadow (A. Assmann, *Formen des Vergessens*: 2013), what genre, mode (Christine Farhan, "Die Rhetorik der starken Ostfrau": 2012), and attitude is chosen by the interviewee to create identity.

I am aware of the *situated* character of the knowledge I get from the interviews. Both the interviewer and the interviewee take part in the production of meaning correlating to time, place and power categories.

In research about refugees often three periods are distinguished, the life in the homeland, the event of the flight, and the arrival in the new country. But are the limits between these periods obvious and clear? I want to question this division and instead focus on how the periods are experienced individually.

Today stories of refugees are told in many media. But while these stories often emphasize on the dramatic events of the flight I want to move the focus to the everyday-life periods before and after. Focusing on the dramatic events involves the risk to exotify and otherize the refugee "while focusing on why did you leave a place and what happens in the new place is something we all participated in" (M. Hamid, interview, 2017).

PP 147: 'Migration and Transient Topographies: The Photobook as Media Archive'

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In *The Migrant Image* (2013), T.J. Demos outlines the effects of 'crisis globalisation', seeking out photographers and artists who may reveal something of the conditions of statelessness, the realities of 'bare life' and the psychic impact of fractured geographies. My paper focuses specifically on the medium of the photobook and the role of the photographic archive and Post-Photography in a number of recently self-published photobooks by photographers treating the topic of migration who attempt to address Demos' concerns. Engaging with the conference's invitation to stretch the boundaries of media research, I argue that the self-published photobook is an overlooked format or site for analysis. Given its nature as an extended visual statement on a significant theme, as well as its heterogeneous use of media images and documents, many sourced online, I contend that it has the potential to propose a deeper kind of reflection on a subject which may be quickly lost in the media's glare.

The discourse of migration speaks to the realities of displacement and dislocation, exile and diaspora, trauma and memory, alienation and alterity, as well as nationalism and transnationalism among others. In this context, the photograph, either old or new, found or made, is a highly charged artefact which can cross boundaries and borders, and move between individuals, communities, places and cultural environments. The photobook provides a unique format for the presentation of photographs and narratives about migration, potentially producing a different kind of affective, haptic and sensorial experience for the viewer. The photobooks I discuss variously draw on strategies of montage, sequencing and what Elizabeth Edwards calls 'placing' to juxtapose photographs from personal photographic archives alongside those of official photographic archives or archives of found photographs. The impact of digital technologies and the networked circulation of images additionally manifests in these examples where the photographer may work primarily as an editor. Stories of migration are thus documented but also imagined and dialectically constructed to reveal related aspects of social, cultural and political history. Maps, map-making,

reconstituted documents, related ephemera and text-based testimonies may also be utilised. The trope of the re-enacted journey is a central feature of many of these books, a strategy which engages with the realities of fragmented personal histories and resurrects memories of historical migrations, foreshadowing those of the current migration crisis.

The photobook is thus a significant and compelling material object for the edited presentation of media images, photographs, found or archival photographs and documents in the production of affect and knowledge about both contemporary and historical experiences of migration, one which is worthy of greater attention in media studies more broadly.

PP 148: Strategies and tactics in exilic media: The case of Syrian oppositional media in Turkey

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As the war in Syria increased in intensity, many oppositional media chose to move their centers of operations into Turkey—forcing them to adapt to a completely foreign regulatory environment, and an unstable political context. Furthermore, and in parallel, their institutional links with the media development sector were being deepened as well. This paper aims to investigate the regulatory, financial and political environment negotiated by Syrian community media operating in exile in Turkey, as well as to identify the main tactical arrangements used by Syrian media actors in negotiating between these constraints to ensure the survival of their outlets in an increasingly difficult environment.

Drawing on Michel de Certeau's notions of strategies and tactics, the paper aims to explore the constraining and enabling functions of the relationship between Syrian exilic media in Turkey and the two most prominent actors they must deal with: a) The Turkish government, as the competent local authority (de)-regulating their work depending on their political interests in the Syrian war; b) International media development organizations that offer a financial lifeline for the survival of these media, along with trainings, coaching and monitoring. Thus, media actors have to manage a complex and difficult relationship with a (largely) centralized system of media support, based in Europe and the US, with its own specific notions of journalism and development. At the same time, they also have to chart a careful line with an increasingly belligerent, and erratic, government in Ankara, with its own priorities and interests vis-à-vis the large Syrian refugee community in the country. Strategies and tactics in this context allow us to locate the agency of these media actors along different layers and in their dynamic responses to ever-shifting conditions and to different centers of power.

The study will draw on in-depth interviews with Syrian media professionals and entrepreneurs in Turkey, as well as with their interlocutors in international media development organizations such as Free Press Unlimited (FPU), International Media Support (IMS) and Internews. Additionally, the study will look at policy documents such as regulations and memorandums of understanding that structure the relationship between these media actors and their partners in the international organizations and the Turkish authorities. The paper aims at arriving at a better understanding of the complex system of choices made by exilic media organizations to guarantee their survival and achieve their objectives.

PP 149: Questioning boundaries of disciplines? Media images and artistic discourses of refugees and migration

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In 2015, public debate on flight and migration in Austria was accompanied by images of asylum seekers in camps at the borders, at train stations, or walking down highways. Based on media coverage and artistic production related to the theme of flight, this talk aims to disclose how identity is constructed in these discourses. We understand contemporary art and media as cultural production providing the symbolic spaces in which identities are (re)produced, contested and modified. In addition to the media, artistic articulations deliver not only *material* for the emergence of interstitial spaces, but are often also *sites* of their development. In such spaces of in-between, trusted patterns of perception are unhinged by means of strategies for aesthetic staging.

In terms of theory, the contribution refers to the concept of media-based spaces of identity, which was developed within Cultural Studies. Methodologically, on the one hand we present selected results of an exemplary analysis of press photographs from the period from autumn 2015 onwards, which were published with reports on flight and refugees in four Austrian newspapers (Standard, Presse, Kronenzeitung, Salzburger Nachrichten), in which the so-called "Balkan route" was a frequently discussed. On the other hand, the relationship of this coverage to artistic production from 2015 to today is pondered. Media can design identities that mark the 'own,' the culturally included, and the 'stranger,' the excluded.

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Images are significant in this context because they occupy an important position in print media and visual representations can develop a great suggestive power. Visual artistic productions might open up further perspectives on identities and spaces of in-between or have even the potential to irritate or to counteract the dominant perspectives in public discourse. Thus, for example, the causes of flight might be brought into a picture as everyday and intimate dramas, which remain largely hidden in the media discourse. The ambiguous aesthetics of a work of art also might emphasize the multifaceted identity of refugees and change the perspective from portraying only their sufferings or "strangeness".

In contrasting print reporting and works of contemporary art, the talk discusses opportunities and limitations of media and art as spaces of identity formation in migration contexts. Cultural practices are of central importance for the production of critical publics. Therefore, we argue for an approach that takes into account different forms of cultural production and stretch the boundaries of media research. While media sometimes represent perspectives of the center, that is, of the broad masses, artistic productions often reflect singular, non-mainstream positions on the periphery. This allows a perspective that considers the agency of cultural productions, and cultural activism in the construction of public spaces.

DMM03 - Migrant spatialities

PP 391: Resilient communities, resilient cities? Digital makings of the city of refuge

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This presentation examines the role of digital communication in the making of *cities of refuge*. More particularly, it draws from a comparative, transnational study exploring urban communities' digital responses to sudden, unplanned and/or unwelcome change resulting from irregular migration into the city. In outlining research findings on the digital making of the *city of refuge*, the presentation zooms into neighbourhoods that have received large number of refugees and migrants in the context of Europe's "refugee crisis". The neighbourhoods in question are located in three European cities where refugees and migrants have (temporarily) settled: Athens, Berlin and London. Drawing from a multimethod empirical research in the three cities, the presentation examines how urban communities mobilise digital communication to respond to disruption and develop capacities to manage change. By engaging with established populations and newcomers alike, the project examines the opportunities and challenges that digital infrastructures, networks and cultures present in advancing socio-spatial inclusion after population transformation, especially in neighbourhoods that themselves suffer from urban inequalities and longstanding socio-cultural segregation.

All cities analysed in this presentation share three common characteristics: they are all digital cities with rich digital infrastructures, networks and cultures; they constitute important case studies within the history of sudden and/or unwelcome population change as a result of forced migration; and their current position as *cities of refuge* is shaped in the midst of heated local, national and European debates on the "refugee crisis" and migration control. Drawing from Derrida's conceptualisation of the *city of refuge* (2001) as a site of refuge, even of sanctuary and of belonging for newcomers, this presentation examines whether and how digital communications support practices and values for diverse and inclusive urban communities, or whether they enhance hostility towards newcomers and further divides between established and new urban dwellers.

PP 393: Divided nation, divided diaspora: Crossroads of gender and homeland politics in everyday lives of migrant women from Turkey in London

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In today's Turkey, the nation is divided into aggressive fronts along the lines of politics, religion and ethnicity. In this context, both ruling party AKP and the opposition have engaged in a systematic effort to mobilise Turkish nationals abroad whose votes have become increasingly more important. Although Turkish diaspora in the UK is relatively small in size, it is very diverse and fragmented along the lines of social class and ethnicity due to different migratory flows. In this context, North London where Turkish, Kurdish and Alevi migrants from Turkey predominantly reside has become site of intense political campaigning and polarisation. This paper presents data drawn from an ethnographic field research on role and influence of Turkish and Kurdish women in shaping diasporic engagement with homeland politics. It provides an insight about how migrant women from Turkey adopt a variety of online and offline practices to mediate their cultural and national identity and ideological alignment in politicised diaspora. More specifically, it examines and contextualises how homeland politics is embedded in everyday realities of migrant women at the juncture of gender dynamics and media ecologies in the urban context of London.

DMM04 - Intersectional mediations of difference

PP 474: Being Afro-Italian and Somali: Digital connectedness and shades of diasporic identity and belongings among women of Somali background in postcolonial Italy.

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Somali migration to Italy has a long history: started in the 50s, it can be divided in different 'eras' entangled to postcolonial, geopolitical and economic factors which brought many thousands of Somali people to move to Italy. The first consistent flow of migration started after that Siad Barre took power in 1969 (Pandolfo, 2015). In that case, Italian colonial past in the Horn of Africa facilitated the choice of Italy as preferred destination of migration by dissidents and their families. Quite different were the reasons which brought to the growth of Somali migration flows in the 90s, when the collapse of Somali State and the beginning of a dramatic civil war caused a humanitarian emergency (Gerrand, 2016).

In this paper, my first aim is to look at how these different histories of Somali migration to Italy brought to overlapping identity constructions and ambiguous diasporic belongings. In relation to that, my interest is to investigate these processes and ambiguities looking at everyday usage of digital technologies. Indeed, digital practices mirror the existence of more than one way of feeling part of Somali community, helping to deconstruct static ideas of online and offline diasporas. Drawing on postcolonial, feminist theories and *data* ethnography (Pink et al., 2016), this paper tries to understand and measure the impact of transnational and local digital practices of women with Somali background living in Rome, identifying *digital* strategies carried out to formulate and make sense of their *offline* 'multiple identifications' (Gajjala, 2002), allowing expressions of plural forms of agency and shifting belongings.

PP 475: Filipino migrant women's mediated emotions: A study on the Interaction rituals of narratives in radio programmes

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Solidarity knows no borders. Solidarity is created by our emotions and as long as high levels of interactions are maintained among members of a collective. Emotions are inherent part of our communication practices, its presence are not always recognised by an individual until they are shared with other parties. Once emotions are shared, we see other emotions transcend that consequently produce other types of emotion (Collins, 2014). Using the lens of media and communication studies, I bring in the concept of emotions as an integral element of our mediated communication habits. My paper probes into the narratives generated by Filipino migrant women in the Nordic countries in their online radio programmes. Through their transnational interactions, the women radio broadcasters and their guests were able to negotiate meaningful feelings and emotions resulting into strengthened cultural bonds and solidarity as Filipino migrants. I argue that physical boundaries become vague as individuals of the collective produce emotions with familiar narratives or even unexpected accounts of experiences that in the course of the interaction lead to solidarity. I draw on Collins' (1993) 'interaction ritual' theory covering the dimensions of: *physical density* of social interaction; *boundedness of group interaction*; *focus of attention*; and *commonality of emotional mood*. Although Collins clearly noted the word 'physical', this term should be understood at a more functional level especially when we relate 'physicality' in terms of the advances of modern technology, where spaces and places become blurred. My data are taken from online radio archives of the radio programmes that I have been part of producing. Apart from analysing the narratives of the radio archives, my methods include interviews and reflections on my involvement both as one of the radio broadcasters and researcher. For this aspect, I further use emotions as my starting point of understanding my position as a researcher studying my own migrant community through our shared online platform. Since the study of emotions is greatly attributed to sociology, the concept nevertheless provide another alley for exploring migrants' media use that do not necessarily explore the apparent 'broken bonds' of migrants and their families that we have encountered in migration studies- bonds which are eventually healed through media use, but on the contrary, I use the concept of emotions to highlight that bonds are strengthened through interaction rituals.

PP 476: Celebrating the "Grey Zone": Transnational reality of young Korean women in 'imagined' multicultural London

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This paper uses qualitative data to explore young Korean women's preconceptions of London prior to their move and their transnational reality after the settlement. As part of the project that studies on the cultural transnationalism of young Korean women residing in the global city of London, it focuses on two dominant images of London: its naturally 'posh' character and its multicultural social phenomenon. Based on my ethnographic informed fieldwork in London, I argue that the preconceived images of London accord with Korean media representations of the West, providing cultural contents for such reflexive imaginations. Second, I highlight the fact that Korea as a multicultural society has been ignored because of the fixation of "different skin colours represent multiculturalism". Third, the everyday experience of racial discrimination is perceived as an acquiescent 'social norm' rather than 'offenses' by young Korean women in diaspora. Despite the 'mundane' transnational everyday life, most informants still regard their relocation in London as a "progressive" movement. Hence, migrant reality has been discussed dichotomously with either celebratory or non-celebratory tendency. Conversely, the transnational reality of these young Korean women is not always black and white. Often, they find themselves stepping in the "grey zone". It is necessary to analyse and understand these contexts in light of their complexities.

PP 477: We live here, and we are queer!: Young gay connected migrant network and identity formations in the Netherlands

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Adolescents with a migration background are found grappling with a new language, and understanding the cultural expectations, values, and beliefs that are often in conflict with their country of origin. However, the critical perspective of intersectionality alerts us it is problematic to homogenize these particular experiences to all adolescent migrants. The reality of settlement and integration of those on the margins of Europe— voluntary migrants, particularly expatriates, and involuntary migrants, the forcibly displaced—starkly differ. Important similarities exist between these two groups insofar that they are both 'connected migrants' (Diminescu, 2008), who use information and communication technologies (ICTs), such as the mobile phone, and social media to establish relationships "bridging" with the host country while maintaining connections "bonding" across geographic boundaries to their home country. The life trajectory of adolescent migrants is further complicated having to negotiate cultural expectations and identity construction in tandem. Adolescence is a transition period that calls into question one's gender and sexuality. The question arises how intersecting axes of cultural difference impact upon digital identification and networking (Noble & Tynes, 2016). Although social media is seen to be a space to build social capital in the form of social networks and as a promising environment for young people to explore, manage and negotiate their identity, it is coupled with its own challenges. As boyd (2014) states, some of the challenges include—but are not limited to— context collisions, when seemingly disconnected contexts in the online world intertwine. Most relevant here is these two groups are similar in many ways (i.e. age, gender, and sexual orientation) and negotiate cultural and social contexts (McPhail & Fisher, 2015), while they differ most noticeably on the axes of race, class, and religion. The role of digital and social media for gay-identifying migrants is understudied (Cassidy & Yang Wang, 2018). Therefore, it is particularly interesting to compare the extent to which the digital practices and online identity performance of these two groups in the Netherlands converge and diverge. The following main research question will guide the fieldwork and analysis: To what extent do the digital practices and online identity performance of young gay forcibly displaced migrants and American expatriate youth in the Netherlands overlap and differ. The argument will draw from in-depth interviews with five professionals (social workers, government officials, NGO representatives) and in-depth interviews and photo elicitation with 20 young migrants (ten gay forcibly displaced migrants and ten expat youth (ages 16- 25 years)

PP 478: Diasporic queer work: Cyberspace and commodification of bodies

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Digital diaspora, as a new way of articulating diasporic experiences in online and off-line settings might possibly solve some of the definitional problems in describing mediated or digital diasporic experiences, such as belonging (digital belonging) or home (mediated or digital home). However, it does not necessarily recognize some of the marginalized diasporic experiences, primarily queer diasporic realities in cyber environments.
Social network sites can be libratory cultural spaces; however, since they are not ideology free, they can also function as cultural spaces which can be oppressive by perpetuating some of the dominant or oppressive ideologies, such as the notion of whiteness, heteronormativity or cultural imperialism. Thus,

cyberspace and visual culture provide new spaces to articulate or present constantly emerging selves for not only diasporic individuals but for diasporic queer bodies as well.

I argue that, for the most part, hybridity is a state of confusion or complication rather than a state of empowerment. Because diasporic individuals experience a constant state of flux, the state of hybridity can be considered a fluid state of being that allows contestation, negotiation, and (re)creation of cultural identities. Consequently, diasporic individuals—particularly queer diasporic people—carve out physical, psychological, or cyber locations (homes) where they exist simultaneously within their host, diasporic, and queer cultures. For example, a queer member of the diasporic community would belong to a diasporic community, a queer community, the larger dominant host culture, and perhaps even multiple cyber communities.

Diasporic queer individuals widely use the Internet to communicate with others and express different aspects of their identities which are often silenced or marginalized by their host-cultures and diasporic communities respectively. Simultaneously and paradoxically, diasporic queer bodies also partake in a visual or a cyber culture which is created predominantly by the U.S-American corporations, producers, and artists. Therefore, their usage of social network sites or participation in diasporic queer cultures in digital environments is never ideological free.

In this essay I use a mix-method, cyber ethnographic exploration along with autoethnographic writing, in order to theorize digital diasporas by focusing on queer diasporic experiences on social network sites. In doing so, I try to find answers the question of how do commodification and capitalism turn diasporic queer bodies not only into consumers but also commodities to be consumed. Therefore, in this essay, I also discuss the impact of digital media ownership in the creation of diasporic queer cultures, which are widely shaped by global economic and social forces. This essay also elaborates the negative and positive aspects of the consumption and production of digital diasporic economy by answering the question of how the notion of digital diaspora or digital diasporic queer bodies are contributing to or influence by the global economy while they are maintaining their national, ethnic, or sexual identities. At the same time, I also theorize to what degree becoming digital labors for larger new media corporation either satisfy their need to connect with "home-nation," maintain their cultural tradition in host-culture, or communicate other diasporic queer bodies in cyber environments.

DMM05 - Diaspora, migration and the media

PP 542: "I am not racist, but..." Rhetorical fallacies in arguments about refugee crisis on Czech Facebook

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This paper examines the strategies of social media users commenting the so-called refugee crisis. This qualitative analysis of the role of passion politics discourse on social media employs primarily the concept of Rhetorical fallacies.

Inspired by theories of the affective turn in political studies (Clough, Halley, 2007; Thompson and Hoggett, 2012), this article aims to further discover the role of the emotions in public and political life, which remains relatively unexplored (e. g. Goodwin, Jaspers and Polletta, 2001; van Stokkom, 2005; Thompson and Hoggett, 2012). It also explores the boundaries of deliberative democracy emphasizing essentially rational political subjects who maximize their strategic interests (Sunstein, 2003; Richard, 2004; Warnick and Heineman, 2012). To develop our understanding of these concepts the mediated context of migration crisis was used for its strong emotional valence. Esses (2013) claims that negative portrayals of immigrants in the press are dehumanising and can engender the sense that a social crisis represents a threat. Therefore, the refugee crisis is a distinctly influential topic, mainly affecting the irrational component of perception and emotions play a major role in the perception of the topic.

For the purpose of this study, we applied the principle of social media monitoring and analysed the social media conversations related to the migration on the Facebook page of Parlamentni listy news during the Czech elections and Czech presidential elections. This online news platform known for its anti-immigration attitude was chosen as it is considered an "alternative" source of information in contrast to traditional media. According to Kremlin Watch report (2016), Parlamentni listy is one of the six most dangerous disinformation sites that publish so-called fake news. Its audience exceeded half a million real users in 2016. To track all relevant posts and comments, we worked with the analytical software Zoomsphere and the migration-related keywords. To analyse various argumentation strategies chosen by commentators the concept of rhetorical fallacies was used. A fallacy is a type of argument that is evaluated as logically incorrect and that undermines the logical validity of the argument (Morris 1994). McCandles (2017) divides fallacies into the following subcategories: appeal to the mind, appeal to emotions, faulty deduction, manipulating content, attack. However, our analysis will be based mainly on a simpler typology - developed by Hate Free Culture

organisation, an NGO established under the patronage of The Office of the Government of the Czech Republic - which distinguishes 18 types of fallacies.

This paper explains that some of these arguments (such as a reference to false authority, a common-sense reference, or a "I'm not a racist but" argument etc.) are used more often in the context of anti-immigration discourse. Moreover, it shows that rhetorical fallacies are present in a significant quantity of arguments and proves the increasing role of emotions in the public sphere.

PP 543: 'Just kidding?' – Toward an understanding of the sociocultural role of ethnic humour in a politically correct environment.

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In recent years, the ethics of ethnic humour – humour that is primarily based on racial, national, regional or local characteristics and/or differences - have often been the subject of tense public debate (Lockeyer & Pickering, 2008). In Flanders, various 'humorous' representations of ethnic diversity have been criticized for their uncritical reliance on stereotypes and covert racism. However, the critics were reproached for being 'politically correct', unable to decode the representations as being 'just jokes'. Considering how the ethical limits of comic expressions are of specific concern to minority groups that face absent or discriminatory representation in popular culture, the aim of the paper is threefold. First, the paper aims to raise necessity for research on the subject by pointing out recent discussions on humorous representations of ethnicity in both the public and academic sphere. Second, the paper wants to present, based on a thorough literature review, the state of the art on ethnic humour. Specifically, it intends to distinguish pivotal gaps in the fields of critical humour studies, critical race studies and diaspora studies. Last, the paper wants to remedy these academic blind spots with the research project '*Just kidding? A qualitative research into the sociocultural role of humorous representations of ethnic diversity in Flemish television comedy*.' Therefore, the paper will outline this project and how it seeks to contribute to international scholarship on (ethnic) humour.

While a body of research on the moral boundaries of ethnic humour already exists (e.g. Weaver, 2014), the paper will address a number of issues that remain unexplored. First, the theoretical engagement with critical race theory still needs to be elaborated. Drawing on its key elements, this paper aims to explore how ethnic humour may advance an understanding of the sociocultural position of ethnic minorities in contemporary Flemish society. Specific attention will be given to the interplay between offensive humour and political correctness in the current colour-blind era (Pérez, 2016). Second, while humour scholars have studied the production and/or representational practices of comedy, they leave an explanation of how ethnic humour is interpreted to be desired (Green & Linders, 2016). Therefore, the paper will suggest how the research project '*Just kidding?*' might remedy this lacuna. Finally, previous humour studies have dwelled on an exclusively discriminatory or subversive formulation of humour (Rubio, 2016). By contrast, the paper will ardently strive for more nuance and contextualization by recognizing the productive role of comedy in broaching sensitive issues and challenging racial and ethnic stereotypes and intercultural misunderstandings.

PP 544: Everyday racism against the Sami

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The Sami are indigenous people living in northern Sweden, Finland, Norway and Russia. The population is estimated as 20 000-40 000 people in Sweden, 50 000-65 000 in Norway, ca 8000 in Finland, and ca 2000 in Russia. There are several Sami languages: Northern Sami with its ca 17 000 speakers is the largest, whereas the other languages have only a few hundred speakers each.

This study compares audience/reader comments written for Sami related topics in majority and minority media. The material covers comments for three Northern regional newspapers, UR, SR Sameradion and SVT Oddasat. Newspaper comments were posted in 2012-2013, just before the newspapers closed anonymous commenting option. Johansson-Lönn (2014) has analysed the news stories but not the comments. SR Sameradion and SVT Oddasat target primarily Sami (speaking) audience. In spring 2017, they run a hashtag campaign, encompassing several interviews covering both personal experiences and expert opinions of everyday racism. These stories were also shared and commented on Facebook. The audience was asked to contribute with their own stories via #everydayracismagainstsami. Musician Sofia Jannok participated in the hashtag campaign via Sami broadcasters and her own Facebook fanpage. Those comments are included as well. In late 2017, UR (educational channel) aired a 3-part series covering Sami history, which is also a story of the Swedish state's expansion to Sami Homeland (Sapmi), including racism and discrimination. The series is available on UR Play and each episode was shared and

commented on Facebook. The mentioned social media pages are open and public, but require login to Facebook or Twitter. It is therefore interesting see if there is a difference between comments made for stories told from majority and Sami point of view, and if there is a difference between anonymous and non-anonymous comments.

The method used is connected concept analysis based on the idea of distant reading (Lindgren 2012). The tool used is Textometrica developed by Lindgren and HumLab at Umeå University. In newspapers, CCA identifies two key nodal concepts: predators and reindeers. The main fault lines go between "wolf-hugger" and "kill-them" attitudes, and between positive and negative attitudes to Sami reindeer herders. Content in public service broadcasters is per definition Sami focused, which is reflected in the comments. Thus the organizing key node is Sami, relating to minor nodal concepts of culture, racism, and Swedes. UR series' third episode covers Swedish race biologists' scull measuring trips to Sapmi, which created a long discussion, finally ending to Hitler and Nazis. Reindeer herding is here more peripheral theme as there is more focus on language and other cultural aspects.

PP 545: Ethnically segmented media and the danger of civil conflicts

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The literature on democratization and ethnic conflict has nearly reached a consent regarding the crucial role of mass media in transmitting the risks of conflict from the competing political and military elites to the broader publics in ethnically divided democratizing countries. However, scholars disagree on the prescriptions for how to avoid these risks. Namely, whether or not unconditional press freedom should be promoted in these countries. While the press freedom is certainly an important factor to consider in this context, the present research challenges this debate by proposing that we might be omitting another factor, which can turn crucial in the nexus of elite competition and peaceful democratization in ethnically divided societies. In societies divided along ethnic lines the public sphere can be divided along ethnic lines as well, i.e., the media systems might comprise territorially concentrated or linguistically diverse sub-systems serving specific ethnic groups. This in turn can have implications for the patterns of interaction - cooperative or confrontational - among different identity-based groups. This paper proposes to study ethnic segmentation of media systems empirically in relation to the ethnic power relations in democratizing countries. There has been plenty of researched done on the question of ethnic segmentation of media, and ethnic media in general, but almost exclusively in the realm of western democratic countries, USA being the main point of interest. Consequently, previous research has primarily focused on migrant and diaspora media and reflected features characteristic to the media in established democracies - that is a relatively different nature of the relationship between media institutions and political actors as compared to non- or semi-democratic countries. Conceptualizing ethnic segmentation of media in the latter context requires an additional thought exercise that would imply taking into account the complexities and peculiarities these environments exhibit. Nevertheless, the research on ethnic media in western democracies could provide helpful insights in terms of where to start the conceptualization of this phenomenon. The present paper addresses these issues and aims at analysing empirically whether the existence of ethnically segmented media can increase the likelihood of conflicts, especially when the segmentation follows linguistic lines and when media becomes more independent in respective central states. The analysis is limited to a comparable set of countries in the period of democratization and is based on an original data on ethnically segmented media in Central and Eastern Europe and former Soviet Union in the period of 1991-2014.

PP 546: 'Obsessed with immigration in a country without immigrants: Listening to everyday Islamophobia in Czech online discussion'

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Combining theoretical concepts of 'new racism' or 'xeno-racism' (Krzyzanowski, Wodak 2009) with an innovative use of the 'social listening' method of the Internet data collection, this paper shows how online public discussion on various news topics becomes penetrated by xeno-racist discourse related to recent immigration wave to Europe.

Expanding on Essed's (1991) notion of 'everyday racism', Krzyzanowski and Wodak (2009) understand the new racism as exploiting "xenophobic frames […], ethnocentrism, male chauvinism and 'ordinary prejudices' in subtle ways and often, too, in ways that are unconscious or routinized" (ibid: 2). This xeno-racism does not refer to biological differences, but employs social topics (such as job protection, welfare benefits) or stresses cultural differences. It represents a tendency towards normalization of 'othering' (racism, xenophobia) which can be identified in political discourse "ranging from the media, political parties and institutions to everyday life" (ibid: 2). According to Kreis, the tendencies to depict refugees as criminal

outsiders "align with current trends in Europe where nationalist-conservative and xenophobic right-wing groups gain power and establish a socially accepted discourse of racism" (Kreis 2017: 1).

It is precisely this 'everyday life' acceptance of xeno-rasist discourse on migration and Islam and its presence in online discussions on various primarily non-related topics in different online spaces we are interested in. Using the method of social listening/monitoring (Murthy 2013; Yang et al. 2016) – the process of tracking conversations around specific topics or phrases – the paper analyzes social media performance around the topic of the migration crisis during the Czech and German parliamentary elections in 2017. We used the analytical software Zoomsphere to track social media conversations based on keywords ('migra*', 'refugee*', 'Islam*', 'Muslim*') within two weeks before and two weeks after the elections on SNSs, online news discussions and web forums. This approach enables us to trace every single comment mentioning keywords related to immigration and Islam independently of the primary focus of the discussion and tell which discussion topics (apart from the immigration topic itself) are most likely to trigger anti-immigration discourse.

Based on a sample of 10.000 contributions out of a total number of 130.000, we found out that vast majority (68%) of mentions of immigration/Islam can be found in conversations primarily unrelated to the topic. On Facebook, the highest amount, 86% of comments found, were scattered in discussions on various topics unrelated to migration, followed by 75% on discussion forums and 61% in discussions following online news. 40% of all tracked comments were present in discussions on domestic politics, the remaining 28% were related to non-political issues. These results show that the migration discourse penetrates everyday political as well as non-political online discussions significantly and that political discussion on domestic topics frequently tends to turn to immigration, despite the country's minimal experience with it. Moreover, whereas more than 40% of anti-immigration comments relate to labour, welfare and cultural differences, the typical framings of xeno-racism, 51% lack any explanation of the authors' position, thus representing a specific type of a completely de-contextualised everyday Islamophobia.

DMM06 - Diasporic media production and consumption

PP 603: European migrant audiences and their consumption of media: A comparative research about Spaniards in Europe and Europeans living in the Iberian Peninsula

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The mass emigration of Spanish citizens for economic reasons in the 1960 coincided in great part with the beginning of another process: It was the arrival of population from a host of European countries who settled in different Spanish regions and also Southern Portugal. Tourist industry boomed in the Sixties and had a strong impact on turning Spanish and Portuguese coastal areas, for example, into top tourist destinations – first as holiday spots and then as fully-fledged "homes away from home"– for citizens travelling, mainly, from Great Britain, Germany and Nordic countries.

Despite the different origins of these two groups or audiences (Spaniards living abroad and European citizens living in Southern Iberian Peninsula), both communities share a series of experiences, practices and generational coincidences in terms of their relationship with media. They seem to differ regarding their diaspora´s motives. However, they have some common points, such as all being elderly, having permanent residency away from their home countries and belonging to minority groups in their target countries. At the same time, both groups have continuously updated their media-technology, so that they have been able to access their native countries´ broadcasts or media contents over the years. It is likely that they both have strong emotional links with TV programs and media that appeal to their national identities or in their mother tongues. The creation, monitoring and production of multiple international channels linked either to States or different cultural communities has been undertaken not only to convey information to displaced audiences, but also to strengthen and maintain cultural traditions and contents. In several cases, these communities have even promoted the appearance of local media (press, radio, television channels) with contents produced in their own languages. This fact, added to the lack of representativeness of them in discourses of the mainstream media at the countries of destination have affected their different social and cultural integration. And, by extension, it has also had an influence on the image that these communities have of the process of European construction. It should be noted that both of these groups, thanks to their different migration processes, had a leading role in pioneering the transnational media audience in Europe.

The principal objective of this paper is to offer the main results of two connected research projects carried out at the University of Malaga (Spain): on the one hand "Audiences abroad: Television memory and reception habits of Spanish emigrants" (CSO2012-31261), and on the other hand "European construction and communication: a study of European residents in Southern Spain and Portugal and the media" (CSO2015-65837-R), both funded by Ministry of Economy and Competitiveness (Spain). Through a

qualitative methodology, based on audience research, interviews and focus groups, and also through content analysis of local media for foreigners, these projects provide insight into, among other issues, how these communities value media contents that appeals to their national identities, how it is the efficiency of international or transnational media and what are their dominant media preferences as displaced audiences within Europe.

PP 604: Chinese diaspora and the emergence of Chinese-language media in Spain: The case of China FM

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The first large wave of Chinese immigrants arrived in Spain at the beginning of the 20th century; since the 1990s, the number of Chinese residents in the country has been growing at an unprecedented rate. Today, Chinese people form the fifth foreign community in Spain. The population growth has led to the development of diasporic Chinese media: like in other parts of the world, the Chinese-language newspapers were the first to appear and they continue to be an important part of the cultural life of Chinese diaspora in Spain. However, as information and communication technologies (ICTs) advance, new media forms have been emerging and multiplicating, including the *Oulang* and *Xihua* websites, as well as various Weibo-and-Wechat-based social media. In this context, the most recent change is the emergence of the Madrid-based radio China FM in January 2017.

This paper aims to study the case of China FM, the first and by far the only Chinese-language FM radio with 24-hour broadcasting service in Europe, within the theoretical framework of diasporic media and their role in the contruction of cultural identity and social integration (Cunningham, 2001; Cunningham & Sinclair, 2001; Sun, 2005). Methodologically based on documental review and in-depth interviews, it will firstly explore the evolution of diasporic Chinese media in Spain since the late 1990s. Secondly, it will address the general situation of China FM in terms of funding, production, programming and audience strategy. Finally, it will discuss its role in the life of Chinese migrant groups in Spain. It is concluded that China FM has an increasing influence on the local Chinese community through three functions: providing information about the local reality, enhancing the cultural identity, and promoting the mutual understanding between Chinese population and the rest of the Spanish society.

PP 605: Negotiating the centre. Discursive representations of postcolonial relations on a Malian-diasporic online news portal

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Even though African states have been formally independent for decades, it has often been argued that they still are embedded in postcolonial power relations – a situation that is reproducing former structures of centre and periphery. Research has also found such relations in the field of African media that often continue colonial institutional relations and representations of African societies thus implicating Western superiority and normativity. In this context, several scholars see digital media and diasporic communication as a potential alternative to the mediated reproduction and consolidation of postcolonial relations.

My talk looks at a Malian-diasporic online news portal to explore the discursive representations of the former colonial power France in this media environment. The relationships between France and Mali have been rather ambivalent for decades which was still reinforced by the French military intervention in the Malian conflict from 2013 on. At the same time, the global rise of mobile media formations has promoted the participation in online communication for an increasing part of the society in Mali and its diaspora. Despite an important digital divide continues to exist, this development increases the movement of news and images across space as well as the connectivity of people living in, coming from, and being interested in Mali. Malian-diasporic online news portals thus provide a potential site for representing and negotiating international relations in a postcolonial context.

Analysing this communicative situation with approaches from postcolonial studies, online ethnography and Critical Discourse Studies, I explore which relations between Malian-diasporic society and France are constructed on a Malian-diasporic online news portal. Therefore, I analyse discursive practices as well as their context levels, including the socio-economic context of mobile media use, the portal interface, news articles, and user engagements with them. Together, these diverse perspectives provide an idea of the role of France within this digital media formation. I argue that in various instances, French engagements still take a central position within this Malian-diasporic online news portal. Alternating between nationalism and transnational interdependencies, other features of the interface and user engagements, however, challenge this centrality which puts Mali in a peripheral position, and rather emphasise the importance of and responsibility for own actions. Looking at diasporic online media formations and practices from such different perspectives highlights how media agents and users can negotiate the attributions of centrality and

periphery in postcolonial situations and, thus, de-centre Western Europe as the naturalised core of transnational communicative, economic, and political processes.

PP 606: New media, identity and social exclusion: A study of everyday practices of identity construction among second-generation Ghanaian women in Hamburg and London

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Multiculturalism has been identified as a source of societal disintegration (Georgiou 2012, p792), with the co-existence of different ethnic groups contributing to racial tensions that have triggered discussions on the integrative function of media in society. Media convey social norms and values to migrants but can also contribute to segregation by stressing negative stereotypes (Bonfadelli2007, pp1-2), which often leads to social exclusion of minorities.

This study is relevant for the conference as it investigates Ghanaian women's use of new media to negotiate identity and belonging in Hamburg and London using semi-structured interviews, focus groups and observation. The study aims to find out how Ghanaian women migrants use new media in the context of their everyday life experiences to negotiate their identities and sense of belonging.

Scholars argue that there is little known about the internet's role in the expression of identity, when it comes to empowering marginalised groups (Siddiquee & Kagan 2006, p90). Therefore if the debates around social exclusion are to be meaningful (Georgiou 2005, p34) we must understand how everyday cultural experience and communication is being shaped by marginalisation (Georgiou 2012, p794).

Some of the interesting findings of the research indicate that second-generation women born in Hamburg migrate to London in search of better professional opportunities because of racism and social exclusion. On the other hand, new media in the form of social networking sites and instant messaging platforms are important in creating social networks where online connections reflect offline relationships. New media provide an alternative platform from which to express, negotiate and challenge the essentialist ideas of national identity and belonging.

PP 607: Mediating identities: Social media usage in the Italian diaspora

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The economic crisis that has been taking place in Italy since 2009 has generated – among other consequences – the reinvigoration of Italian outbound migration, with a growing number of Italians leaving their homeland seeking for better employment opportunities, both inside and outside of the European Union. In 2012 the Italian citizens residing abroad represented the 7.3% of the Italian population as a whole, showing a 3.1% growth over the same data for the previous year (Report Fondazione Migrantes, 2013), and thus confirming Italy as a nation interested by a twofold migration movement that set the incoming immigrants against the Italians leaving their homeland. Yet, if compared with previous waves of Italian emigration, the current migratory flow shows at least two significant innovative features. First of all, the socio-demographic composition of the Italian diaspora has dramatically changed, showing an increasing number of university-educated workers moving abroad (Istat, 2013). Secondly, the current outbound migration is the first significant migratory flow of Italians taking place after the advancement of digital media, thus offering concrete possibilities to the new migrants to cultivate transnational identities (Bailey et al., 2008; Bash et al., 1994; Castells et al., 2008;), while exploring new form of social interactions and symbolic belonging (Castells, 2001).

Moving from these premises this paper aims to explore the cultural significance that online communities play in fostering the adaptation process of Italian immigrants. In particular it will examine how social media participate in reducing the knowledge gap on the receiving society, while providing a space where migrants can engage in the creation of distinct identities inside of the broader context of the diaspora. As a matter of fact, the significance of digital media usage extends beyond the borders set by technologies (Coleman, 2010), thus calling for a broader analysis capable to provide a better understanding of the wider context in which those digitally mediated "cultural locations" are set (Gupta and Ferguson, 1997). The current Italian migration flow does not exist in a void, but it represents the latest manifestation of a broader socio-historical dynamic that has commenced long before the advent of digital media. As such, it is important to situate the cultural significance of diasporic online communities as part of this continuum to better comprehend the role they play in the construction of group identities while providing a sense of symbolic belonging (Castells, 2001) to the latest participants in the Italian diaspora. Building on previous literature and using a multi-method qualitative approach, which included participant observation of online and offline interactions among the members of a Facebook group named "Italiani a Toronto" as well as semi-structured interviews, it is here argued that diasporic online communities serve as locations where migrants redefine their identity

not just in relation to the specificities of the receiving society, but also accordingly to a shared understanding of what it means to be an Italian migrant in a specific moment of time.

DMM07 - Digital migration studies

PP 679: Connected migrants and digital migration studies in Europe

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A rich body of scholarship exists that has charted how media and communication technologies have historically played an essential role in the everyday lives of migrants across the world. Migrants have maintained networks and relationships across distance and borders through exchanging letters and audio-cassettes, setting up diaspora newspapers, transnational radio stations, accessing satellite television, engaging in transnational telephone conversations and sending remittances. Scholars have also documented how satellite dishes, internet cafés and more recently smart phones and selfies have been projected in populist, right-wing and anti-immigrant discourse as symbols of threat, exclusion, and the supposed failure of integration and multiculturalism. Over the course of the last decade, the scale, intensity and types of migration and digital mediation have drastically changed and accelerated.
In Europe, top-down governmental border control and migration management by state authorities increasingly rely on digital technologies, for example to surveil the Mediterranean and detect unwanted 'irregularized' migrants, to algorithmically process asylum seekers' biometrics through datafied discrimination, and to scrape social media data for the purpose of predictive analytics and policing. Secondly, from the bottom-up perspective of everyday experiences of forced migrants, smart phones, social media platforms and apps are mobilized to access information, resources and news; for purposes including communication, emotion-management, establish intercultural relations, identification, participation, political protest and sending/receiving remittances. The rapid developments in migration that happen in conjunction with the spread of ICTs raise considerable theoretical, methodological and ethical challenges. Bringing various threads emerging from two recently guest-edited special issues: "Forced migration and digital connectivity in(to) Europe" (*Social Media + Society*, with Kevin Smets scheduled march/april 2018) and "Connected migrants: Encapsulation and cosmopolitanization" (*Popular Communication*, with Sandra Ponzanesi *16*(1), 2018) together, this presentation reflects on the impact of digital technologies on migration, focusing particularly on the context of Europe. We elaborate digital migration as a developing field of research. Taking the exceptional attention for digital mediation within the recent so-called 'European refugee crisis' as a starting point, we reflect on the main conceptual, methodological and ethical challenges for this emerging field and how it is taking shape through interdisciplinary dialogues and in interaction with policy and public debate. Our discussion is organized around five central questions: 1) Why Europe, and how can we move beyond the so-called 'European refugee crisis'?; 2) Where is the field and focus of digital migration studies?; 3) Where is the human in digital migration?; 4) Where is the political in digital migration?; and 5) How can we de-centre Europe in digital migration studies? Alongside establishing common grounds various communities of scholarship, we plea for non-digital-media-centric-ness and foreground a commitment towards social change, equity and social justice.

PP 680: Beyond the victim-superstar dichotomy? A literature review on refugee organizations' public communication strategies towards displacement crises.

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As several countries have implemented restrictive refugee policies (Betts, Loescher & Milner, 2012), public communication has become crucial for refugee organizations' operations (Dijkzeul & Moke, 2005). Although these organizations significantly contribute to refugees' public perception (Chouliaraki, 2012), few studies have examined how they attempt to influence media agendas and public opinions in terms of "*what* to think" ("second-level agenda setting") (Sallot & Johnson, 2006, p. 152, original italics). Therefore, our recently started multi-method project investigates the textual, production and reception dimensions of three international refugee organizations' public communication strategies towards the recent Syrian and Central African crises. Within this constellation, we will present the key findings of a literature review and the preliminary results of a yet to be conducted multimodal critical discourse analysis (MCDA) on the United Nations High Commissioner for Refugees (UNHCR)'s (international) press releases, news articles, videos and photos, of 2011 till 2018, in order to examine the deployed refugee representation strategies. Overlooking the literature, we find that refugee organizations use public communication to respond to the (partially overlapping) causes of restrictive refugee policies: the negative public opinion on displaced people

and the perception that refugee protection conflicts with larger state interests (Walker & Maxwell, 2009; Betts et al, 2012). Refugee organizations' public communication strategies can thereby be classified into Chouliaraki's (2012) paradigms of pity and irony. In the traditional regime of pity narrative, agency lacking and agency focused representation strategies attempt, each in different ways but both relying on common humanity, to eliminate displaced people's perceived ambivalent character (Boltanski, 1999; Chouliaraki, 2004, 2012). However, by representing displaced people either as helpless, speechless, corporeal masses (Fass, 2011; Bettini, 2013) or as unrealistically hopeful, self-determined, talented persons (Catenaccio, 2015; Rodriguez, 2016), the regime of pity perpetuates the displaced people's perceived ambivalence. Consequently, refugee organizations fail to justify solidarity calls based on common humanity to western audiences (Pupavac, 2008; Chouliaraki, 2012).

In this context, Chouliaraki (2012, p. 17) situates 'the emerging shift in the representation of refugees away from "common humanity" and towards the self as the new morality of humanitarianism'. In the regime of irony, refugee organizations attempt to remove displaced people's perceived ambivalence by displaying them in innovative ways and simultaneously responding to western audiences' self-reflection and cultivation (Chouliaraki, 2012). Characteristic is the current personalized celebrity advocacy, whereby the audience identifies itself more with the celebrities than with the voiceless and morally distanced suffering others (ibid.). This regime can be considered as a creative but less ethical response to the failing regime of pity and the related general western aversion towards institutional solidarity calls (Cohen, 2001; Chouliaraki, 2012). The widespread phenomenon of compassion fatigue (Tester, 2001; Höijer, 2004) and the increasingly competitive humanitarian landscape, characterized by commodification and a struggle for media attention (Cottle & Nolan, 2007; Orgad, 2013), largely explain these market-driven strategies' use.

We conclude by outlining Chouliaraki's (2012) barely investigated reflexive solidarity paradigm as a possible basis for more moral and practical communication strategies and suggest that future research can benefit by adopting multi-methodological and interdisciplinary approaches.

PP 681: How public discourses and everyday practices shape asylum seekers' representations? The case of the Belgian Federal Agency for the Reception of Asylum Seekers

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The *migrant crisis* has received extensive media coverage and is the subject of many social controversies. It has been widely studied in Discourse Analysis (Baker *et al.,* 2008; Holmes and Castañeda, 2016; Kyriakides, 2016), mainly from the perspective of social representations of minorities in the press, usually adopting a critical stance that aims to denounce a bias in media discourse (Van Dijck, 2006). Very little interest has been shown in discourses of administrative bodies that managed asylum seekers daily. The way asylum seekers are named, portrayed and categorised in these discourses matters. Indeed, categorization "has profound social and political implications for people associated with the categories and for ways in which people relate to each other" (Brun, 2010, p. 337). It "shapes the range of possibilities for understanding what the story is on migration, and the way we perceive migrants and refugees" (Berry *et al.*, 2015, pp. 13-14). This paper seeks to explore how the Belgian Federal Agency for the Reception of Asylum Seekers (Fedasil [1]) portrays asylum seekers, the reception policy, and more broadly, the asylum policy; how these are transposed in Fedasil public discourses and everyday practices.

In order to study the representation of asylum seekers in the public communication of Fedasil, we developed a multidisciplinary methodology mixing (critical) discourse analysis, corpus linguistics, and sociology. We also utilise the Charaudeau's "contract of communication" as a heuristic tool. Charaudeau considers that every speech-act depends on a situation of communication that frames its stakeholders' communication. The contract is constructed on the basis of external data and on the discursive characteristics of the discourse. "It appears that a speaker and an addressee are bound by a reciprocal recognition contract that allows them to understand each other" (Charaudeau 2002, p. 309). This contract plays a role in the production and interpretation of the communication act. The corpus under study is composed of all press releases, annual reports and web news articles (91,181 words) issued by Fedasil from 2012 to 2017. Field survey methods will provide a backdrop to our core corpus.

[1] Fedasil is a public interest organisation responsible for the reception of asylum seekers during the procedure. The agency falls under the political responsibility of the Belgian State Secretary for Asylum and Migration.

PP 682: 'Connected health': Outsourcing social media for refugee health integration

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The process of adjusting to the new realities of life within a host country carries important stressors for refugees. For instance, lack of employment, housing, social support and cultural displacement are associated with refugees' mental and physical difficulties. The provision of adequate health support is crucial for reinforcing refugees' resilience in the new environment and aiding their integration. In most cases, however, they only have access to emergency services, which are often costly. Similarly, language barriers, cultural differences as well as the lack of knowledge of the host country's healthcare system might prevent refugees from seeking and obtaining adequate health support.

A prominent framework for understanding the impact of post-migration stressors on refugees' access to healthcare includes Hobfoll's (2001) Conservation of Resources (COR) theory. According to the COR theory, individuals strive to protect and/or build resources so that they can be utilized as a *means* to overcome their challenges and maintain a sense of control and well-being. Hobfoll theorized that these resources do not operate in isolation and that the absence or possession of one particular resource may lead to the absence or possession of other resources featuring similar characteristics. The post-migration period is often characterized by the shortage of different but interrelated resources, which will in turn become detrimental to the refugees' capacity to overcome the barriers to navigate the health system and meet their health needs in the host country.

In recent years, social media technologies have played an increasingly important role in helping refugees acquire resources (e.g., language and culture knowledge, information about employment, housing, etc.) to face adjustment challenges. Specifically focusing on refugee health, studies have emphasized the effectiveness of social media usage by health practitioners to overcome language and cultural barriers and to familiarize with cultural values and health seeking behavior of refugees. Additionally, social media can be critical spaces where patients can share their experiences and feedbacks regarding the host health procedures and assistance. Thus, social media may offer valuable tools to establish intersectional collaboration and inclusiveness to support refugees' access to resources for health integration.

Using Hobfoll's COR theory, this study explains how social media can be used to promote health and wellbeing among refugees. Based on ten in-depth interviews conducted with Syrian and Afghan refugees settled in the Netherlands, this study explores (1) the kinds of resources for health integration available to refugees in social media; (2) how refugees utilize the available resources provided by social media to obtain health assistance; and (3) the influence of the host country's healthcare system on how refugees use health support from social media resources. Summary of the key themes identified in this study are availability of informal (friends and family) and formal (non-government agencies) resources in social media and their utilization by refugees for obtaining health information and assistance and interacting with health professionals. Responses from participants indicate the need to prioritize the quality of (digital) health services and communication for refugees in their host country and to include more credible, tailored and visible contents online.

DMM08 - Media, memory and generations

PP 756: Negotiating forced migration, childhood, and diversity within children's screen content in Europe

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Within media representations of the so-called "migration crisis" that commenced in 2014, a particular discourse on children who have been forced to migrate to Europe has recently gained prominence. In the United Kingdom (UK), for example, much of the news coverage of children seeking asylum has constructed these children as vulnerable, lonely, and dependent on humanitarian assistance from Europe – thus as binary opposites to children of their host communities (Doná and Veale 2011; McLaughlin 2017). This discourse has constructed a narrative that positions children with a migration background as othered and "unchildlike" (McLaughlin 2017) on the one hand, and as a threat to the stability of European nation-states on the other (Doná and Vale 2011). However, such narratives typically gloss over these children's lived realities, who are often struggling with racist asylum politics, while having to forge new social networks and personal identities (McLaughlin 2017; Phillimore et al 2018). Yet, these real-life experiences of young refugees have remained remarkably absent from contemporary media representations in Europe (Gillespie et al 2016). Consequently, European media organisations, broadcasters, and producers are confronted with the challenge of addressing the experiences and communication needs of newly arrived children in ways that challenge totalising ideas of same and other, and that foreground children's own perspectives on forced migration. Based on a research project (https://euroarabchildrensmedia.org) funded by the UK's Arts and Humanities Research Council (AHRC), this paper critically discusses the landscape of contemporary children's screen content produced in Europe that centres on the subject of forced migration. The paper suggests that one crucial challenge of producing content that tackles the stereotype of the "refugee child" is

a significant lack of funding for children's television across the European continent (Steemers 2017). Children's content engaging with forced migration is almost exclusively commissioned by public service broadcasters, such as BBC (UK), ARD/ZDF (Germany), and DR (Denmark). Furthermore, the paper proposes that while some of this content (sometimes involuntarily) "others" children with a migration background, there are also examples of balanced, personalised, and critical media representations of children who have migrated to Europe, which promise to promote social connections between newly arrived children and children of their host communities.

DMM08 - Media, memory and generations

PP 757: Turkish TV series among young audience in diaspora and homeland context: A comparative reception study in Istanbul (Turkey), Afyon-Emirdağ (Turkey) and Brussels (Belgium)

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Starting from the 2000s, we have witnessed a considerable success of Turkish TV series which have become more professional and transnational as products exceeding the local market with an increase of quality in terms of content and production. These series, have caught the attention of the global market as well as the academic world (Yanardaoğlu 2016) and have emerged as an important topic of academic studies in global and transnational media studies.

In this study, we investigate the interaction of young people with Turkish TV series in three different locations, two in Turkey, one in Belgium. Our research is grounded in reception studies, national, diasporic and transnational media studies and uses an intersectional identity construction approach to conceptualize the links between media reception and identity. We look into young people's media consumption and particularly focus on their interaction with Turkish TV series (Gillespie 1995, Georgiou 2012, Yanardağ and Karam 2013, Smets 2013), which is relevant for understanding the identity construction among youth in both homeland (Turkey) and diaspora contexts (Turkish communities in Europe). The study inquires how identification and differentiation dynamics work together in different geographical, cultural and socio-political environments. Three case studies represent these different environments: Istanbul as an example of homeland metropolis; Afyon-Emirdağ as a provincial location shaped by guest worker migration flows to Belgium since 1960s; and finally, Brussels, as a diasporic urban context for second and third generation diasporic youth with Turkish roots.

This paper presents a qualitative data analysis of 79 semi-structured in-depth interview with people between the ages of 18 and 25 from different social background. The interviews were conducted in Istanbul (30 interviews), Afyon-Emirdağ (27 interviews) and Brussels (22 interviews) transcribed verbatim and analysed with Nvivo software.

By studying these three locations, we can examine local, global and diasporic young audiences. Media consuming habits may differ according to components of identity such as age, gender, religion and social class. We are particularly interested in how the intersection of these elements plays a role in the identity formation of young audiences in local, metropolitan and diasporic locations. We analyse young audience's various self-definitions of gender, national and religious identity and link this to their media consuming habits. The multi-sited approach also allows to examine the mediated perceptions and representations across these audiences that are all linked to the Turkish mediascape. In this sense, the study also enables us to shed light on the centre-periphery interactions of the dynamic mediascapes.

PP 758: Mediated migration memories: Memory and identity construction among grandchildren of guest workers

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How do individuals with a migration background communicatively construct their families' migration stories in a time when the topics of migration and integration receive increased public attention? What does it mean for their personal histories when migration memories are reconsidered, reinterpreted, and rediscovered in this context? How does this affect their identities?

The proposed paper discusses how persons with a so-called migration background remember the migration histories of their families. It does so by employing the concept of (mediated) memory work (Kuhn, 2002, 2010; Lohmeier & Pentzold, 2014) and subsequently asking how (mediated) memory work is accomplished in the life worlds of individuals with a migration background. This will provide empirical grounding to the notion of postmemory, which designates memory that is not personally experienced but nevertheless of great importance for an individual's life (see Hirsch, 1997 regarding the notion of postmemory, albeit developed in a different context). To trace these memories and their construction –

located and taking place at the intersection of individual and collective memory – I argue that it is vital to take into account both the role of media representations and the role of media practices. As media representations I consider how migration is represented in the media and how this affects the memories of persons with a migration background. As media practices I look at the "open-ended range of practices focused directly or indirectly on media" (Couldry, 2004, p. 117), for example personal (mediated) memory objects and the role that they play in the process of passing on memories in a family setting.

The contribution presents first results from fieldwork that is being conducted among a sample of descendants of so-called Turkish guest workers in Germany. More specifically, qualitative interviews with grandchildren of the guest worker generation serve as the basis for "accumulated ethnographic miniatures" (Bachmann & Wittel, 2011, pp. 190–191) and help trace the construction and transfer of memories within their families – through media representations and media practices. Focusing on a sample of persons with a migration background who did not migrate themselves but who are the grandchildren of guest worker immigrants, the methodological approach thus captures memories that are not personally experienced but instead mediated on multiple levels. This also touches upon different notions of centers and peripheries, for example in relation to the construction of identity and belonging.

PP 759: Televising the partition of British India: Memory, identity and the privatization of the past in 70th anniversary commemorative broadasting.

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The 70th anniversary of Partition in 2017 has been an important moment for the public representation of South Asian communities in the UK and for the reimagining of Britain's colonial past. This paper explores the BBC's documentary and factual output broadcast during the anniversary month. A central feature of this content is the representation of what is routinely referred to as a 'British Asian' perspective on Partition. In this paper we will argue that British Asianness is being constructed using a very limited repertoire of affective tools, rhetorical strategies and discursive frames and that this raises questions about the precise ideological work that these representations of Partition, migration and South Asian diaspora are performing. In particular we will discuss the political mobilization of affect and the ways in which this serves to resituate social, economic and political histories of Partition into the private, intimate domain and the challenges this poses for a progressive historiography of empire. We will discuss the representational strategies used to create moments of heightened affect and the specific affordances of documentary and factual genres in this regard. In concluding we will discuss the ways in which these specific forms of representational visibility are 'carefully regulated [and] segregated' (Hall 2009) by the drawing of diverse diasporic experiences into relations of equivalence. These serve to obscure structural relationships of power and inequality and therefore act in the interests of neoliberal (re)imaginings of nation, citizenship and identity. This research is based on a five year Research Leadership Award project on cultural memories of Partition funded by the Leverhulme Trust.

PP 760: Euskalkultura: 20 years covering Basque disapora (1998-2018)

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As Ancien, Boyle, and Kitchin (2009:14) say the communication between the diaspora and the country of origin could be from the homeland to diaspora or from the diaspora to the homeland. In the case of the Basque Country, that communication has evolved from telephone calls, letters, and radio programs in the exile to International TV channels, Internet and social networks. Agreeing with what Ponzanesi and Leurs say "migrants previously depended on posting written letters and photographs" (2014:12) the communication changed a lot when the Internet arrived to our houses. Among those ways of communicating we could find what Oyungemy (2015) defined as diasporic media "media by and for the diaspora". Euskalkultura.com would be the only Basque Diasporic Media written from the homeland, but, that have several sources in the diaspora.

The aim of this research is to present Euskalkultura.com as the only Basque Diasporic Media written from the homeland and to investigate the historic evolution of it. How it used to work before the Internet, the step in 2001 to be a digital platform, the impact that is has in the communication between the Basque Diaspora and the Basque Country and also among people from different Basque communities.

Methodologically, we adopt a mixed methods approach, including, literary review about the diaspora media and Basque media related to the diaspora and in-depth interviews with members of the Basque diaspora and with Joseba Etxarri, the director of the Basque Diaspora Media: Euskalkultura.com.

DMM PS - Poster Session

PS 20: The use of audiovisual tools for the destigmatization and empowerment of marginalized communities in the implementation of Sustainable Development Goals: practical experiences in a favela of Sao Paulo

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In September 2015, the Member States of the United Nations approved the 2030 Agenda for Sustainable Development. In the São Remo favela, located in the city of São Paulo, they have been working since May 2016 to fulfill their agendas on time. The Jardim São Remo is a favela that coexists with the university community at the University of São Paulo (USP); both communities are only separated by a stone wall built in the 90s. Located next to the main campus of the institution more than 50 years ago, the relationship between both sides has always been conflictive: firstly, due to the generalized concept of the favela as a place of fear, drugs, insecurity and violence; and secondly, due to the lack of information about the reality of this type of communities. This research aims to bring the reality of a local community on the implementation of the Sustainable Development Goals (SDG) from life experiences developed n the favela during June and August 2016. The project focuses mainly on two of the SDGs, which are gender equality of Brazil's black female living in a favela and quality education -of children from marginalized and vulnerable communities such as São Remo. Researchers of this project worked together with undergraduate journalism students of the University of São Paulo conducting workshops and structured dynamics with empowerment and visibility objectives. The ultimate goal has been carrying tools that can help the community in gaining prominence in society through an owned discourse. The results obtained in the field work carried out in June and August 2016 in São Remo favela revealed another perspective on the idea of the favela; the favela here is shown as an active community that works to improve the quality of life of its members through the implementation of some SDGs through local techniques, such as the construction of a Circus School, the creation of the Jornal de Noticias da São Remo (Sao Remo's Newspaper) and regular workshops with students of the University of São Paulo that ultimately aim to converge the elite and the minorities.

PS 21: How socially disadvantaged adolescents and parents perceived the refugee crisis – the role of media

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The core of our proposal is the question how socially disadvantaged adolescents and their parents perceived the refugee crisis in 2015 and 2016 and in which way our panellists referred to media content and media services. The basis of our study is a qualitative longitudinal study (2005 until 2017) on the role of media within socialisation of socially disadvantaged young people in Austria. The theoretical approach of the study is focused on the lifeworld of a child in the family, where they conduct of everyday life is performed and where, starting in early childhood, media activity is given its meaning. The goal was to understand the role of the media within different socialisation contexts as it relates to the interlinkage of subjective perception, action-driving orientations, and everyday life practices against the backdrop of socio-structural conditions.

In the project 18 (20 at the beginning) families were monitored, starting with children at the age of 5 years. Criteria for the inclusion in the panel were e.g. the experience of poverty and other forms of disadvantage such as bad housing situation, single parenthood, difficult family backgrounds, migration background and low levels of formal education. Data collection was conducted in six waves of research from 2005 to 2016. A multi-methodological design was constructed comprising face-to-face-interviews with both children and their parents, furthermore each family was observed in their everyday life, and a structured questionnaire was used. Concerning data analysis, as a first step we conducted a "focused analysis" of all data across all families; as a second step we conducted a "contextual in-depth analysis" along the three analytical concepts, options for action, outlines for action, and competences for action. Based on a qualitative analysis of the entire data set, we created a characteristic for each child within its family. The family characteristics, as determined in the two previous steps, served as the basis for identifying family types how they dealt with everyday challenges.

Within the refugee crisis of 2015 and 2016, the panel-families got confronted with many refugees that arrived in Austria. Refugees had become a major topic in almost all families during the sixth wave of the survey. It stood out that those families, which were socio-economic and/ or socio-emotional strained saw the influx of refugees as a threatening competition for themselves. On the one hand they perceived the immediate proximity of their apartments to the refuge accommodations as problematic. On the other hand,

many parents experienced a feeling of competition, especially because of the financial- and non-cash benefits that the refugees received from the state, which they viewed as unjust. Many families had grown a feeling of fear for their livelihood and viewed the payments to refugees as unjust. This trend reflects findings from many representative studies; we were able to reconstruct specific differences with regard to the specific options, outlines and competences for action and the role media played within this context.

PS 22: Exploring the communicative figurations of diasporic groups for transnational engagement: A meta-analysis of Nigerian diaspora in the UK and US

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Increasing digitization and interconnectivity in communication means that no single media can effectively explain media use. Rather it is more productive to study media use and effects from a 'cross-media' perspective (Hepp & Hasebrink, 2018:16). This cross-media approach is also relevant in transnational engagement of migrants. Media connectivity has expanded our concept of the 'local', transcending spatial boundaries, (Meyrowitz, 1989:327), intensifying "deterritorialization" and expanding cultural consciousness beyond "roots and routes", (Tomlinson, 1999:29). Hepp & Hasebrink (2018:20) argue for a more holistic perspective to researching media use that combines investigating individual and group media activities and the media ensembles of actors in a group using the concept of communicative figurations. Diaspora communities constitute communicative figurations useful for understanding cross-media phenomenon, (Hasebrink & Hepp, 2017:10). This paper therefore seeks to empirically explore this conceptual framework by investigating the communicative figurations of the Nigerian diaspora in a transnational context. This paper is interested in the relationship between the situations and patterns of cross media use as it relates to migrants and transnationalism. It sought to answer the key research question, how does the communicative figurations of the Nigerian Diaspora in US and UK expand our understandings of their transnational engagement? Using the qualitative meta-synthesis method, I did a secondary qualitative analysis of primary findings from two studies on the Nigerian diaspora. The goal was to provide a comprehensive description of the communicative figuration of the Nigerian diaspora as it relates to transnational engagement. I employ meta-ethnography as an analytical approach because each study investigated a specific sub-group of the Nigerian diaspora groups based in different countries, thus I presume each finding would be significantly different from each other. I coded inductively the data (explanation of findings and interviewees' quotations) focusing on areas that touched on media use for transnational purposes. Findings revealed that the diaspora group in the US were preoccupied with voting in the American elections and providing development support to political leaders and development projects in their Nigeria while the doctors in the UK focused on development activities relating to healthcare and this is reflected in their communicative practices. Trends of deep mediatization such as exclusion, immediacy, optionality, among others were evident in their media use within the group. The findings show that even within seemingly homogenous communicative figurations, there are differences in the kinds of transnational activities they engage in depending on the group and how they use the media technologies for those activities.

DCC01 - Data literacies, policies and economies

PP 075: Critical data literacy for civil society and advocacy

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This paper discusses findings from a research project that aims to identify the key components of critical data literacy for community organisations. Big data are everywhere today and civil society organisations, NGOs and charities produce a huge volume of data. Making sense of data and communicating in ways that are relevant to broad audiences and for the social good requires the skills and literacy to access, analyse and interpret them. Thus far literature on data literacy mostly focuses on administrative and technical competences and is aimed at professionals and service providers (Frank et al, 2016). The project addresses the knowledge needs of community organisations, in order to make data relevant and accessible for the social good. It focuses on the skills that can help the public address the critical and ethical questions that relate to data and data driven technologies. The paper presents work from ongoing research that addresses these questions, and argues that there is pressing need to develop practices that allow civil society to use open data for advocacy, to make data more relevant and appealing to communities, and enable their engagement in policy debates. Drawing from empirical work that identifies key elements of critical data literacy relevant to community organisations, it reports findings from workshops with civil society organisations in the Southeast of England where we explored how a combination of storytelling, visualisation and analytics allowed participants to generate debates around specific issues that affected their communities and the sector. Following the conference call to "stretch" media and communication research by bridging theories from other academic fields, it engages with emerging debates in the fields of critical data studies and data literacy (Carretero, Vuorikari and Punie, 2017; Dalton and Thatcher, 2014; D'Ignazio, 2017; Hill et al., 2016; Kitchin and Lauriault, 2014). From this engagement, it offers a discussion of how media and communication theory can help us understand complex developments in datafication and public engagement with data.

PP 076: Data harms and democratic futures

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There is widespread consensus that with big data comes great opportunity, but also great risk. There is no consensus about what should be done about these risks. In this paper I argue that actively switching the frame from one of risk to one of harm lends some clarity to debates about uses of new big data systems. Democratically, switching the frame to harm increases our sense of urgency given how big data systems exacerbate inequality and discrimination, reinforce existing power dynamics and discourage the already marginalized from civic participation. Temporally, interrogating data practices through the lens of harm compels us to attend to the now and actively investigate how people are already being negatively affected by uses of big data, while the term risk implies a future that can be prevented. Analytically, switching the frame to harm compels us to build knowledge from the ground up by seeking out and learning from those who are experiencing and responding to data harms and trying to prevent them.

As big data systems are integrated into decision-making and information systems across sectors as well as public and private spaces, attention must be directed to better understanding data harms. Doing so provides us with a better appreciation of where we are heading and where we may want to change course. This paper details results from 'Investigating Data Harms', a transnational project, and draws on three types of data: 1) the Data Harm Record which is a compilation of concrete examples of harms already caused by uses of big data, 2) reports by information and privacy commissioner offices and 3) interviews with practitioners across the fields of law, social work, and education who are investigating and challenging the data harms they see on the ground through their lines of work. As argued by Eubanks (2018) and Barocas and Selbst (2014) new big data systems do not treat everyone equally, the already marginalized in society are more likely to be negatively affected by big data practices. The Data Harm Record shows that big data applications are already harming communities and individuals as people are targeted based on perceived vulnerabilities, have their personal information used in ways that disadvantages them, can be subject to discriminatory treatment and social sorting (unintentionally and intentionally) in ways that affect access to services and opportunities (Citron and Pasquale 2014). Collectively, we are now all too aware of how online information environments can be manipulated (Woolley and Howard 2017). Real-world harms are also caused by poor data quality, data errors, and algorithm and machine bias (Angwin et al. 2016). Interviews with practitioners demonstrate the limits of current understandings of 'harm'. These limits in understanding affect the ability of groups to challenge new forms of algorithmic governance legally and politically. I conclude by highlighting and discussing the ideas being put forward transnationally about the kind of

transparency, accountability and means for citizen intervention required to address the kinds of harms we are seeing in this new big data age.

PP 077: Data visualisation literacy: What does it look like, and how is it acquired in the workplace?

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Data visualisations are an increasingly prevalent form of communication in everyday life. Examples can be found in most workplaces, and include the graphs and charts we use to gain insight, inform, promote and campaign. Our ability to make sense of these data visualisations, both as audience and creators of them, is what I refer to here as 'data visualisation literacy'. In the emerging field of critical data studies, boyd and Crawford (2012) have drawn attention to a new digital divide in society that is based on unequal access to, and ability to make sense of, data. With visuals being the main way we get access to data (Gitelman and Jackson, 2013), how much sense we can make of data visualisations, therefore, has an impact on which individuals and institutions can participate in our data-based society (Kennedy and Hill, 2017). We know that the range of skills and competencies required to make sense of data visualisations is diverse (Kennedy and Hill, 2016), and that this must include having a critical awareness of their mediated provenance (Gray *et al.*, 2016). However, at present there are no adequate conceptualisations of 'data visualisation literacy' nor is there knowledge of how it is acquired in practice by those faced with reading and creating data visualisations in the course of their work. These are the two aims of my empirical research, the early findings of which I am presenting in this paper.

Considering every engagement with a data visualisation as a 'unique convergence' of user, text and context (Kennedy *et al.*, 2016), I am using a theoretical framework from the field of literacy studies that allows me to research data visualisations from a sociocultural perspective. Firstly, new literacies literature, which considers literacy as a social practice, suggests modelling literacy as having three dimensions: operational, cultural and critical (Green, 1988). Then, drawing on literature from visual, media, information, digital and data literacies, the key competencies identified can be grouped under the terms 'reading', 'writing' and 'thinking', which taken together express a shared goal of seeing people become critical users and producers of their medium (Potter, 2005; Avgerinou and Pettersson, 2011; SCONUL, 2011; Bassett, Fotopoulou and Howland, 2013; Letouzé *et al.*, 2015). I am taking an action research approach given that literacy, also a social practice, is best acquired in the context of the learners' lived realities (Freire, 1996). Collaborating with social action organisations who are new to working with data visualisation, we are designing and delivering a live data visualisation project that is of use to them, working with the resources available in their workplace. We are also reflecting critically on their experiences throughout the project. Taking this novel and interdisciplinary approach to researching how we make sense of data visualisations, not only should participants acquire some data visualisation literacy, but I also hope to generate practical knowledge of wider use, such that more individuals and organisations can participate in today's data-based society.

PP 078: This analysis of intelligent transport policy and standards shows their bias towards motorised transport over active/sustainable modes such as cycling, plus implications for digital/data culture

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This paper is concerned with intelligent transport and smart mobility and considers the digital cultures emerging at the intersection of The Internet of Things, datafication and transport/mobility. Specifically, the research shows the intense bias of policies and standards in these areas towards the automobile and other motorised modes, rather than towards more active and sustainable modes such as the bicycle. For this, the paper draws on recent academic concepts to develop a conceptual framework and then present results of an empirical analysis of international policies and standards. Increasingly only those modes of transport/mobility are 'visible' in the socio-economic context that have data at their heart, i.e. are smart/intelligent – underlining the significance of this research.

The conceptual framework draws on three areas of research (policy is considered across). The digital/data culture element of the framework is informed by critical data studies, including Kitchen's understanding of data 'doing' work in the world, Couldry's research on governance and data, and Andrejevic's work on data divides. The transport/mobility element of the framework draws on more techno-centric perspectives around 'Intelligent Transport' (Perallos, Hernandez-Jayo, Onieva, & Zuazola, 2016) often used in policy documents, as well as more critical 'Smart Mobility' (Büscher, et al. 2012) perspectives that consider political, social and embodied aspects of mobile people and societies in the digital/data age. It also builds on the 'Smart Velomobility' concept (Behrendt, 2016). The standards element of the framework builds on

critical approaches to the policy and politics of standard bodies (Delimatsis, 2015) and research focussing on the ICT aspects of this (Lyytinen & King, 2006).

The paper details the methodology for compiling the documents and archives for the search, and the key word search protocol for analysing the documents and resources. It presents the results of an analysis of 2013-2018 EU policy papers, including those published under the themes transport, internet of things and smart cities – as all these areas consider aspects of intelligent transport/smart mobility. The second body of material analysed are the ISO (International Organization for Standardisation) and IEEE (The Institute of Electrical and Electronics Engineers) online archives, the two organisations widely considered the most powerful standard bodies and of key importance to the current and future shaping of intelligent transport and smart mobility.

Sample results of a preliminary analysis show a strong bias. For example, the EC's 'Definition of a Research and Innovation Policy Leveraging Cloud Computing and IoT Combination' (2014) mentions "car" 14 times and "vehicle" 19 times, "cycling" and "bicycle" 0 times with "shared bikes" the only reference to cycling in the entire document. The IEEE database returns 1918 results for a search on "car" and 0 for "bicycle". The discussion of the results provides a counterpoint to the current focus on 'autonomous cars' in discussion of intelligent transport/smart mobility. Rather than understanding 'intelligent transport' as a continuation of automobile cultures, the cycling perspective provides an alternative, more active/sustainable approach to mobile digital culture. The paper closes by outlining future research and potential policy implications for digital culture.

PP 079: Tracking the trackers: The political economy of invisible infrastructures

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Surveys have repeatedly shown that citizens from all parts of the world are deeply concerned about the possible infringements to their privacy that follow from the use of digital media. At the same time, media use practices amply demonstrate that the same people are reluctant to take the frequently recommended steps to reduce the risk of infringement: using safe browsers (Tor), using adblockers, deleting cookies and social media profiles etc. This discrepancy, along with the very real exploitative practices of online tracking and profiling, has led researchers to call for a stronger ethical commitment from global companies, e.g. by requesting increased user control with stored information and more detailed privacy settings on social media sites. We fully acknowledge the value of such propositions, but also suggest that infringing technologies can only be adequately dealt with at the level of regional regulation. We present an empirical analysis that maps all web trackers invoked across the 50 most used sites from the 27 EU member states. The list of trackers is obtained via reverse tracking technologies, which record all active trackers at any visited site.

Our analysis shows two patterns of tracker activity across the different sites: First, it indicates a substantial degree of regionalisation: Countries in Northern Europe, which have more consolidated digital infrastructures, tend to employ a smaller set of trackers compared to countries in the South (Hasebrink, Jensen, van den Bulck, Hölig, & Maeseele, 2015). Furthermore, the landscape of trackers employed in the North is dominated by global players such as Alphabet and Facebook. Countries in the South and East employ a wider variety of (often regional) trackers with smaller overall footprints. Second, results indicate a cross-regional pattern of tracker uptake which reflects differences between types of sites (Helles, 2013): The tracker profile of different types of sites clearly mirror the business models typical of those sites: Online shops (e.g. Ikea) have fewer trackers, while news sites (which rely heavily on online advertising revenue) employ a more expansive and diverse universe of trackers.

We link findings to theories of the political economies of global exchange (Wallerstein, 1974), and suggest the existence of a ranked system of international and interregional trade in online behavioural data. Only a transnational system of governance will be capable of prohibiting extensive profiling of online behaviour (Helles & Lomborg, 2013). We further suggest the differentiation of tracker activity across different regions and different types of sites needs to be included in the impact assessment of future regulation, and that the diversity of trackers used by legacy media sites (news sites and television stations) represents a unique challenge due to the special circumstances relating to an unregulated press. The paper concludes by reflecting on how analysis at the macro level of infrastructures may be used to sensitize our research questions at the 'user end' of digital infrastructures.

DCC02 - Selves and identities

PP 080: Selling brands while staying 'authentic': Instagram influencers' construction of an online persona in the new media landscape

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This paper investigates how Instagram influencers construct their online persona in relation to their audience, advertisers and the platform Instagram. Influencers intersperse their online narrative with advertorials (Abidin, 2016). As user-generated content is becoming increasingly professionalised, influencers find themselves in a position where they need to present an authentic and trustworthy version of themselves to their audience, while also keeping in mind the demands of the advertisers they collaborate with. Simultaneously, the platform also constrains the ways in which they can present themselves. How do these tensions play out in the way Instagram influencers construct their online persona? And, in this process, *how do they negotiate their relationship with their audience, advertisers and the platform Instagram?*

To answer these questions, the study focuses on travel influencers and combines interviews with ten influencers with an analysis of their twelve most recent Instagram posts. Preliminary results suggest that travel influencers remain invested in presenting an authentic version of the self as a strategy for attracting followers (Gaden & Dumitrica, 2014). They openly reflect on their advertising practices, asking audiences to understand that sponsored content is an integral part of their feed. These reflective practices form part of the efforts to develop a strong following that can subsequently be commodified (Smythe, 1977). The influencers actively build communities around their feeds, maintaining interaction with their followers through asking questions in their captions, promising to reply to comments and opening up about personal matters. When posting sponsored content, these influencers make use of several strategies to embed the advertisement in their feed, for example by photographing a product against a travel-related backdrop, or through a lengthy caption which embeds the advertisement in the narrative of travel.

PP 081: #TheInstagramIssue: Exploring the adoption of social media logic by women's glossy fashion magazines in light of their intertextual relationship with Instagram

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Women's fashion magazines exist in an increasingly diversified media panorama, co-existing with digital and social media platforms. These platforms, particularly Instagram, are becoming increasingly popular, reaching already over 800 million monthly users (Instagram Press, 2017). Instagram has established itself as central to visual culture. In order to respond to the challenges brought by digitization, women's magazines have been adapting their identities and discourses to this contemporary digital media paradigm (Duffy 2013). As such, it becomes important to study the ways in which mass and digital media are co-existing and influencing each other. This paper aims to explore these porous intermedia borders, questioning how women's fashion magazines are incorporating and adapting some of the conventions of Instagram and social media into their printed format.

This paper follows a feminist media studies perspective, combining scholarship on women's magazines (e.g. Ballaster et al., 1991; McCracken, 1993) with more recent studies on social media platforms (e.g. Marwick, 2015; Van Dijck and Poell, 2013). The research is based on the textual analysis of a theoretical sample of three women's glossy magazines – Vogue, Cosmopolitan, and Glamour. A total of 18 issues were collected between April and September 2017. Following a close reading, all editorial articles containing photographic representations of women were coded, noting, amongst other things, the formal characteristics of the photographs, the intertextual relationship of the article with Instagram and its political framing.

This research addresses some of the ways in which magazines have shifted their identities from being centred around the physical object of the printed issue into being defined by a broader concept of transmedia brand (Duffy, 2013; Jenkins 2006). This transmedia brand can be expressed through a broader multi-media universe, where digital and social media platforms can orbit around the printed magazines. These magazines have largely adopted, and adapted, a social media logic, particularly the logic of quantified popularity (Van Dijck and Poell 2013), often emphasizing the large number of Instagram followers of the celebrities and Insta-famous users featured in the magazines. These magazines have also embraced several Instagram conventions, such as the use of hashtags or username handles, although using them in ways that are often divorced from the original technological affordances (Livingstone 2008; Van Dijck 2013). Furthermore, the studied magazines have embraced the idea of an Instagrammable aesthetic, used to value and encourage the consumption of fashion, beauty and lifestyle goods, emphasizing their photo-worthiness and ability to attract Instagram 'likes'.

Echoing the popularity of fourth-wave feminism (Chamberlain 2017; Munro n.d.), these magazines have also adopted seemingly feminist discourses. Yet these discourses co-exist with postfeminist sensibilities (Gill 2016), that focus on celebrating individual achievements and fashion as empowering, losing the focus on institutionalized inequalities.

This paper explores of the interrelationship of mass and social media logic, echoing broader cultural transformations in the contemporary media panorama. As both magazines and Instagram play important roles in the construction and dissemination of narratives of femininity, it becomes important to explore their multi-layered texts, seeking to understand how these changes shape their representation strategies and underlying gender politics.

PP 082: Desired ethnicities: Interfaces of dating services and the politics of visibility

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This paper starts with the observation that while the majority of the most popular social media (such as Facebook, Instagram and Twitter) do not ask their users about their ethnicity (or race), the majority of the most popular dating sites/apps (such as Grindr, Blued and OKCupid) do ask about ethnicity in their registration interfaces (even though most often it is a non-compulsory option). Moreover, different dating services provide different subcategories to choose from: some provide a generic category for 'Asian', others differentiate between 'Asian' and 'South Asian'; some give a 'Middle Eastern' option, others differentiate between 'Arab' and 'Mediterranean'; and what some dating services name 'White', other name 'Caucasian'. These observations provoke a number of questions: Why does ethnicity matter in online self-presentation for romantic and/or sexual purposes? What are the implications of making ethnicity visible online (e.g. acknowledging ethnic identifications versus enabling racist practices of filtering out users based on their ethnicity)? What are the differences in conceptualizing 'ethnicity' in subcategories to choose from (e.g. based on race, geography, nationality or language)? And what are the implications of those different conceptualizations, taking into account that the most popular dating services are used in many different countries around the world (e.g. Palestinians and Israelis users could fall within the same category [Middle Eastern] on one dating service, while being separated on another one [Arab and Mediterranean]). In this paper, I offer a deeper reflection on ethnicity as coded in dating sites and apps. To this end, I will first review literature on ethnicity and race online, especially as related to sexuality (e.g. Nakamura, 2002; Gajjala et al., 2008; Shield, 2017). Next, I will compare ethnicity options on 7 popular dating services registered in the US as well as 4 dating services based outside the US: two in the UK, one in Germany and one in China. Thanks to that, I will be able to explore the differences in coding ethnicity in online dating and connect the differences to different cultural backgrounds in which the makers of the dating services are embedded. Finally, to broaden my conclusions, I will compare those global dating services to dating sites and apps in a particular local context, that of Poland. This country becomes an interesting case study because more than 95 per cent of residents of Poland define themselves as 'only Polish' and 'white'. Consequently, it does not come as a huge surprise that the most popular local dating services in Poland (Fellow.pl, Queer.pl and Kumpello.pl), do not provide any ethnicity option. My suggestion is that ethnicity (and race) are exnominated on those Polish sites and apps: the whiteness of their users is presumed to the extent that it is not required to be visible. Drawing on the analysis of coding ethnicity in global (but culturally specific) and local dating services, I will conclude by reflecting on the politics of visibility of ethnicity in contemporary digital culture as well as the impact of the emerging global dating platforms on conceptualisations of ethnicity.

PP 083: One self, multiple identities: Question of integrity comes online

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One's self can be described as complex and consisting of various identities or self-aspects (i.e., Burke & Stets, McConnell), as one can have different roles and relationships in different contexts (i.e., a person can be a brother, a student, a co-worker and a father, all at once). This means that the task to represent all of one's identities online or to build one's action in a way that does not lead to inconsistencies with one or more identities becomes a challenge, especially during youth. In the context of social network sites, the factors that can create the complexity are the number of friends / online connections, the homogeneity of the network of friends, as well as one's comprehension of presenting offline identities online. Thus, the challenge to manage the diversity of various identities could be associated with a question of one's integrity. According to the origins of the term, integrity is related to authenticity, wholeness, completeness, and honesty (Beebe). When speaking about one's actions and "being" online, integrity is almost never looked upon (Robards is an exception), as in most cases the research of digital self and presentation of self in digital environment deals either with digital identity, considered as one, congeneric part of one's real self, or with a representation of a specific identity (i.e., professional identity, religious identity etc.) online. Applying the term of integrity to the context of digital environment raises many new questions, some of which are – what are the criteria that determine whether one possesses integrity in digital environment; what is the motivation to reveal all the identities online (or, on the contrary, hide any of them); how one's offline

self is integrated in digital self, representing various identity that one has; how is the "online integrity" influenced by the ability to synchronize profiles of various SNSs, as well as tools promoting the effect of presence offered by SNSs?

These and other questions concerning the integration of one's offline identities into an online presentation of self are the focus of the conference presentation, thereby offering a discussion about the most effective ways to explore integrity in digital environment, as well as presenting results from pilot research (content analysis of the profiles of SNSs users and their public communication, in-depth interviews) conducted beforehand.

The results include analysis of Latvian youth communication online, exploring how the content they publish represents identities they claim to have and whether they tend to hide or, on the contrary, emphasize any of the identities, as well as their own understanding of being true to all the aspects of self they possess.

The presentation is a part of PhD thesis, in which it is planned to develop a definition and criteria of integrity applicable to the context of digital environment, as well as to explore influential factors that are related to SNSs tools, the usage of mobile technologies, and various personalities of the users of SNSs. Overall, it will a new way to understand the relationship between online and offline selves.

DCC03 - Children, youth and YouTube

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There is an increasing popularity of YouTube among children and adolescents (Burgess & Green 2008; Lange 2014; Burroughs 2017). This panel looks at the growingly intense relation between childhood, youth and YouTube, in multiple dimensions, to illuminate the affordances and constraints brought by the prevalence of this social media platform to children and young people around Europe, as throughout the World. As children are a group whose voice tends to be silent, we need to interrogate how participatory culture offers voice to children and young people, and respects their rights as promoted by the United Nations' Convention on the Rights of the Child (1989). More specifically, how are their digital rights (Livingstone & Bulger 2014; Livingstone & Third 2017) being respected and what new challenges do they face. We believe different cultural views on digital culture in relation to children and youth, as well as the common questions in relation to market, may help to illuminate this discussion.

This panel discusses the rise of microcelebrity and social media influencers (Senft 2013; Marwick & boyd 2010; Abidin 2015) in relation to children and young people as popular online content producers and as audiences. Through the case study of the 8-year-old Danish youtuber Naja Münster, Johansen looks at the recreation of children's culture enacted by her persona through both playful and commercial strategies. The author uses interview with the child youtuber and her mother. The commercialization of children's YouTube channels is analysed by Núñez Gómez and Tur Viñes, specifically by looking at the content of brands in videos from Spanish children's channels. The content of videos is also analysed by Blanco-Ruiz and Sainz de Baranda, namely 48 of the most popular videos of 12 Spanish LGTBIQ youtubers' channels that were pointed out as popular among 1550 adolescents aged 12-18, to look at their construction of gender and sexual identities and their appeal to young audiences.

Children's experiences as participant audiences of YouTube and youtubers' contents are explored by Marôpo, Jorge and Nunes in relation to the channel of SofiaBBeauty, a 17-year-old youtuber, her commercial discourses and the way her followers react to those. Murumaa-Mengel and Siibak, through focus groups with 52 followers (aged 12 to 17) of microcelebrities in Estonia, found that following micro-celebrities has become a daily routine for the young, but that the viewing experience is described to combine contradicting feelings of shame and engagement.

PN 019: Throw me a good like! YouTube-kids as virtual playmates

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In this paper, I will discuss the increasing popularity of YouTube among children and adolescents (Burgess & Green, 2008; Lange, 2014; Burroughs, 2017) through an analysis of a Danish youtuber, an 8-year-old girl, Naja Münster, who is among the most popular Danish speaking youtubers. Naja had her own channel on YouTube in December 2015, and now (February 2018) has more than 169.000 followers with viewing rates on her most popular videos over 700.000. Naja is the younger sister of another Danish youtuber, Morten Münster (aged 19), and her whole family, especially her mother, her brother Max (aged 14), and her dog Mini all stars in the videos she posts on YouTube.

The study of Naja Münster as a YouTube celebrity is part of a larger study on YouTube as children's favourite place to be and to go for entertainment, relaxation and fun. In this paper, I will examine the content on Naja's channel and relate it to the data from an interview, I have done, with her and her mother.

The content on Naja's channel can be divided into two main types of video. Firstly, we find the videos in which Naja takes over well-known genres and forms from other, older youtubers; always with a specific, parodic twist, which could be more or less intentional, but always with an interesting effect. Naja can be understood as a child playing YouTube; that is, trying out specific formats and genres through playful, interpretive reproduction.

Secondly, we find the videos in which Naja invents her own narratives as a playful child. She goes monster-hunting in the forest behind her house or in a two-episode video runs away from home, as such playing out a well-known narrative from children's literature and film. These types of videos have changed significantly over time, from six-year-old Naja, who talks about what to do on a rainy day, to eight-year-old Naja getting dressed for a slumber party at her friend's, flashing the latest, sponsored clothing and accessories from a well-known Danish children's clothing brand. This, obviously, reflects the fact that Naja grows older and gets different interests and orientations along the way. But it also reflects the fact that she has become a brand with increasing commercial interest for sponsors.

Children have always sought inspiration for play (Johansen, 2018), whether through interaction with other children, through media, or through commercials for toys. As such, youtubers – or other social media influencers – form a specific kind of hybrid, inspirational persona (Jerslev, 2016; Abidin, 2017; Raun, 2018). Naja may at the same time function as a virtual playmate and a channel for commercial brands, in this specific case for toys and play tools, which she illustrates the intended use of and through that provides schemes and structures for play.

PN 020: Digital media ecosystem: Kids influencers and new advertising formats

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User-generated content (UGC) is an important means through which consumers express themselves and communicate with others online (boyd & Ellison 2008); it is what is produced in the moment of being social, as well as the object around which sociality occurs. UGC takes on many different forms, such as blog, Twitter, Facebook posts or YouTube videos.

The emergence of new media—including branded websites, social media and mobile applications— has created additional touchpoints for brands to target children and adolescents. Influencer videos - often as tutorials, product reviews or entertainment- are a form of paid advertising.

Studies confirm that children are less able to identify online advertising compared to traditional television advertising (Kunkel & Castonguay 2011; Panic, Cauberghe & Pelsmacker 2013). Influencer marketing is more effective than more traditional advertisements because it is made to look like "authentic content" rather than advertising.

The most important type of UGC for marketers is that which is brand-related. One thread of brand-related UGC research has concentrated on consumer-generated advertisements and brands. Some researchers consider what motivates consumers to create, what they produce, the quality of their contributions, how the process of co-creation can be facilitated or managed, and the implications for marketers and advertisers (Muñiz and Schau 2007; Berthon et al. 2008; Burmann 2010). Another theme of brand-related UGC research emphasizes how credible and believable consumers find user-generated posts (Cheong and Morrison 2008).

Kids are active consumer of contents, between 0-8 think of internet as an entertainment (Holloway, Green & Livingstone 2013). But for creating the channel and participate, minors have to register themselves and as consequence they must lie about their age. One out of 6 makes it. Just over a third of the Interactive Generation declares, during their moments of Internet browsing, the absence of any action or interest of their parents (Livingstone 2016). Brands take advantage of the number of visits that these minors have in their youtube channels. The lack of studies on these contents makes it necessary to inquire into their influence.

This research, inspired by McRoberts et al. (2016), tries to propose a model to analyze the presence of brands in YouTube children's channels.

Our main objectives are: (1) to analyse the strategies they are using to get more followers as type of language, content and creativity, developing indicators; and (2) to identify the practices of children under 14 as influencers in the channel YouTube and the strategies used by brands to obtain more efficiency.

We have analyzed a sample of 50 videos from the most visited channels created by kids (according to Social Blade and number of views). Some indicators used are: promoting and encouraging viewer engagement, author interaction with audience, speaking styles, editing complexity, slide Usage, position of the brand in the channel during video, if the brand is central or peripheral, direct communication to the

market or information about the brand, types of the advertising, types of prescription, number of subscribers, thematic cathegory, video views, numbers of uploaded videos, age of the kid and parental mediation.

PN 021: Gender stereotypes on LGTBIQ YouTube channels

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Youtubers are idols and influence millions of people who follow their channels every day, mainly adolescents. These new media stars, born in transmedia create their own content outside the major corporations and media groups. For the first time in history, transmedia literacy makes it possible that ordinary people become influencers, unofficial agents that determine the flow of messages to their community (Scolari, 2013; Jenkins et al., 2015).

However, there is a clear lack of gender diversity, in the top 30 youtubers in Spain there are only 2 women. The majority of men focus on toilet humour and gaming, while the women seem to be obsessed with make-up tutorials and knowing "what to wear".

Across the millions of Youtube channels, LGBTIQ (Lesbian, Gay, Bisexual, Transexual, Intersexual and Queer) youtubers are gaining more & more young followers who identify with their content and are able to have direct contact with these "stars". New personal cults that make thousands of young people identify with the charisma of the personality of youtuber (Cocker y Cronin, 2017).

The aim of this study is to analyse which are the principal topics of the speeches on LGBTIQ Youtube channels in Spain and what is the motivation that leads young people to follow these channels and not follow other more popular ones. The content analysis is based on a selection of videos from 12 LGTBIQ youtubers' channels: YellowMellowMG, Dulceida, Abi Power, Tigrillo, Juanmasaurus, Miare's Project, AbiPower, Celopan, King Jedet, Miare's Project, Madame Tibisay, HolaSoyGerman. This selection of channels is based on a questionnaire made to 1550 adolescents between 12-18 years old. We have 48 units of analysis. The selected videos are included in the "Popular Videos" playlists.

The results show that the content created by these youtubers are more diverse, with content ranging from personal stories to bullying. Most of the videos analysed include content about personal experiences. They use the public's desire for details about their personal lives to make entertainment videos, for example: they talk about lifestyles mixed with beauty. But despite this, these channels continue to reproduce some gender stereotypes because they are not outsiders to patriarchal culture.

The subject of sexuality is a recurrent issue in interviews or vlogs. Topics about their private lives such as a partner or ex is discussed, but also includes videos about sexual experiences and their sexual orientation. They show affective-sexual diversity beyond the heterosexual normative model.

Although some gender stereotypes continue to be reproduced, youtubers have begun to introduce more diverse themes into the audiovisual industry that provide an opportunity to change traditional hegemonic discourses and representations. And brands also take advantage of this change to reach new target audiences.

PN 022: SofiaBBeauty and commodification: A teen youtuber and her audience negotiate commercialism

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As the field of microcelebrity (Senft, 2008; Marwick, 2015; Jerslev, 2016) is becoming increasingly monetised, professionalised and industrialised, with the public recognition of content creators as social media influencers (Abidin, 2015; Khamis et al., 2016; Holland, 2017), it is crucial to understand how digital producers promote the brand culture (Cunningham & Craig, 2017) and how audiences negotiate the meanings of the commercialism inserted in their content (Bakioglu, 2016). While interaction between youtubers and their audiences has been analysed on the establishment of an emotional connection (García-Rapp, 2016) or for incivility such as trolling or ranting (McCosker, 2014; Lange, 2014), the interaction around the commercial aspects, which is crucial in the 'influencer' model, has been less analysed. We believe it is especially relevant to look at how popular vloggers manage intimate or emotional material appeal to viewers (Marwick, 2015) enmeshed in commercial discourses. This (micro)celebrity logic transforms a particular meld of "influence and intimacy into a new source of money and fame" (Berryman & Kavka, 2017: 2).

Therefore, we want to analyse how the online presentation of a young Portuguese digital creator, SofiaBBeauty, a successful 17-year-old youtuber focused in lifestyle and consumption and vlogging since she was 12, is marked by a neoliberal and post-feminist self (Banet-Weiser, 2018) which is immersed in a

commodification process (Berryman & Kavska, 2017) with her audience. SofiaBBeauty is a semi-professional video producer, with scheduled content production and display, disclosure of the products she uses and starting her own products (Dantas & Godoy, 2016). Her videos in which she shares her everyday life, specially beauty and fashion routines, engage in a virtual performance marked by a public femininity (McRobbie, 2009) and by values such as independence, capability and empowerment connected with neoliberal and post-feminist subjects (Banet-Weiser, 2018). Sofia has endorsed fashion and makeup brands, beverages and food, on YouTube or other of her social media profiles. She won the Nickelodeon Kids Choice Awards in Portugal (2017) and is making a transition from adolescence to adulthood intensively investing in creating a self-brand and career opportunities anchored in YouTube and other social media in close connection with what Rose (1999) once called the entrepreneur of the self.

We analyse her association with brands in her videos, in different forms - our sample was composed of 12 videos, one per each month of 2017 and representing different formats that could be related with brands (vlog, haul - 2, giveaway, Q&A, first impression, favorites, lookbook, morning routine, make up, travelling, brand in the title). We also analyse the reactions of her audiences, by inductively analysing the users' comments and reactions (we categorised the audiences' comments as acceptance and appraisal of, or criticism towards, the brand and/or the YouTuber, and negotiation, identifying their main arguments for each position).

PN 023: Engaged and ashamed: Audiencing practices of Estonian youtubers' young followers

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Micro-celebrities have become virtual companions for the young, influencing their outlook on life, general preferences and consumption choices. On the one hand, microcelebrities make the backstage (Goffman, 1956) consciously visible and accessible, inviting the audience to see the personal, private, mundane – the authentic self (Marwick, 2013). On the other hand, microcelebrities often monetize their following by integrating "advertorials" into their channels (Abidin, 2015) or communicating biased and opinionated views of the world (Trammell & Keshelashvili, 2005) in order to gain different kinds of capital. Microcelebrities have altered the celebrity culture, the ways that people relate to celebrities, how celebrity is produced, and how it is practiced.

Considering the above, we set out to explore the practices of young followers of microcelebrities (mainly YouTubers) in Estonia to understand what role do the contemporary influencers and microcelebrities play in the lives and preferences of the young; and how the young audiences are interpreting and interacting with the content.

Focus groups (N=10) with the 12-17 year-old followers of the microcelebrities (N=52) reveal that following and "keeping up" has become a daily routine for the young, something that has become a habit. However, the viewing experience is described to combine contradicting feelings of shame and engagement.

The young contextualised microcelebrities' content mostly as authentic and sincere, rarely interpreting it as a strategically planned production for gaining economic, social and cultural capital. Interestingly, we noticed the participants to be sort of numbed by the attention economy logics – even in cases of serious ethical and moral misconduct (e.g. Logan Paul case), young audiences shrug and move on, looking for fresh (but familiar) material.

Participants in our focus groups often described practices that were similar to fandom but usually refused to identify themselves as fans. Furthermore, Estonian microcelebrities were often criticized and made fun of (unlike global stars), genuine admiration was hidden away or diminished in group discussions.

Our findings thus suggest that there is a growing need to map and develop digital literacies of young audiences – understanding content, knowledge of production processes, and an ability to critique media (Buckingham, 2007) – so as to better interpret the content that is created by the new taste-makers.

DCC04 - Young people's experiences of cyberhate: a multi-dimensional and cross-national analysis

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The panel presents the findings of a new survey conducted within the EU Kids Online network in late 2017 and spring 2018 in the Czech Republic, France, Italy, Norway and Slovakia on representative samples of children aged 9-to-17. The survey included a set of questions on hate speech and hateful content, in order to address the pressing issue of harmful speech which is thriving on social media. Drawing on prior research, hate speech was defined as "hateful or degrading messages or comments online, against people or certain groups of people", including text, images and videos that represent forms of abuse and discrimination on the basis of ethnic, racial, religious or sexual criteria. However, while we are seemingly

"experiencing something of a 'moment' for hate speech online" (Shepherd et al. 2015, p. 1), and while it is now being expressed primarily on social media, hate speech was not born on the internet. Taking a more historical perspective shows that attempts to define harmful and racist speech scan be traced back to the beginning of 20th century (Blaya & Dummond, forthcoming) and the phenomenon itself is linked to longstanding issues of discrimination and inequalities in the public space (Shepherd et al. 2015). Hate speech consists of a range of acts and types of speech that attack groups or groups identities causing different level of harms. As a consequence, the term is slippery and not defined in a consistent manner. Faris et al. (2016) acknowledge that harmful speech can be defined from a number of different perspectives – either focused on the outcomes, on the intentionality of the attacker or the content of the message – and conclude that hate speech is "speech which demeans or attacks a person or people as members of a group with shared characteristics such as race, gender, religion, sexual orientation, or disability (Faris et al. 2016, p. 5). Hate speech is aimed at hurting, intimidating, dehumanising and degrading the individual or collective targets, and to incite hatred against them (Blaya & Dummond, forthcoming). Young people are particularly vulnerable to hate messages on the internet because they are "heavy" users of the internet and social media (Blaya & Dummond, forthcoming). Indeed, prior research associated victimisation with the amount of time spent online (Blaya, 2013; Livingstone et al., 2011), with risk increasing with the number of online services used (Hawdon et al., 2015). The literature review conducted by Blaya and Dummond (forthcoming) also indicates in low-level family ties and victimisation offline a significant risk factor linked to exposure to online hateful content. Hate speech has negative implications for children's wellbeing, especially for minority children, and also compromises their online engagement, including engagement in participatory politics (Middagh, Clark & Ballard, 2017). The presentations in the panel aim to identify the demographic, psychological and social factors that shape children's likelihood of encountering and engaging in cyberhate.

PN 048: Cyberhate in the context of online risk experiences among youth

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Cyberhate is a complex and yet not clearly defined phenomenon that comprises of online hate speech and various types of online content that expresses antagonistic attitudes towards targeted groups of people and that advocates and promotes hatred and discrimination. In prior research, cyberhate experiences were often conceptualised within a broader framework of cyberviolence and cyberharassment (Lwin et al. 2012; Peterson & Densley 2017). It was also examined as one of the possible online risks that young people and children can encounter on the internet, among which belong cyberbullying, sexting (especially unwanted sexting), exposure to sexually explicit materials, or exposure to various types of harmful online content (such as materials that promote eating disorders or suicide). Previous research has shown that young people and children do experience these risks, especially those who are active and frequent users of social media and the internet in general (Costello et al., 2016; Hawdon et al., 2017; Holt et al., 2015; Oksanen et al., 2016; Staksrud et al., 2012). It has also been shown that prior victimization, as well as experienced exposure to harmful online content, are connected to the prospect of cybervictimization and online harassment (Näsi et al., 2014; Räsänen et al., 2016; Reyns et al., 2013). Thus, our first goal is to investigate the associations between the different types of online risks connected to cyberhate experiences. Our contribution will consider the different types of actors in a cyberhate event — members of an exposed audience, victims of aggression, and perpetrators — and it will explore their experiences with relation to the other previously mentioned risks. Specifically, we will investigate the relationships between youths' various cyberhate experiences (as different kinds of actors) and the relationships with other online risks. In addition to cyberhate victimization, cyberhate exposure is considered harmful and associated with negative effects on youth and their subjective well-being (Keipi et al., 2018). It has also been shown that cyberhate experiences are associated with, for instance, lower quality offline relationships or the usage of specific social media (Costello et al., 2016; Oksanen et al., 2014). Therefore, our second goal is to investigate the links between cyberhate experiences and individual factors, also in comparison with their links to other online risks. Our analysis will utilize the data from the EU Kids Online IV project in which the data collection is still in progress. It will include data from European countries that have employed a cyberhate module in their surveys on a representative national sample of youth aged 9-17, including the Czech Republic, Italy, Norway, and Slovakia.

PN 050: Hate speech as a curb to young people's online participation

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Social media have been heralded as a new space of political and democratic interactivity, where especially young people – by virtue of being "natives" of such platforms – could express their political voice and seek political information. After a decade, however, hate speech has seemingly become endemic to much online discourse. Prior research has shown that the prevalence of aggressive patterns of political talk on social media engender frustration and discomfort among its users, (Duggan & Smith, 2016; Ekström, 2016; Mascheroni & Murru, 2017; Throson, 2014). For many youth, then, "political neutrality" (Thorson, 2014) – that is, avoiding to get involved in political discussions on social media – becomes the only viable strategy of self-presentation (Thorson, 2014). Informal and spontaneous conversations on political issues have always been sensitive to the social context, and the unwritten rules of the interactional order which establish what behaviours are appropriate and what, instead, are negatively sanctioned and stigmatised (Eliasoph, 1998). However, the affordances of social media and its dynamics – first and foremost context collapse (Davis & Jurgenson, 2014; Marwick & boyd, 2011) – require young people to develop new competences and conventions to manage "socially mediated publicness" (Baym & boyd, 2012). So, while many abstain from political discussions on social media in order to avoid the negative consequences of "context collision" (Davis & Jurgenson, 2014), others develop new communicative competences (Mascheroni & Murru, 2017) that help them navigate the shifting boundaries across networked publics, and actively pursue "context collusion" – namely they "intentionally collapse, blur, and flatten contexts" (Davis & Jurgenson, 2014, p. 480) in order to bring together a diverse audience and publicise political opinions. Drawing on this body of literature, the present contribution analyses the recently collected EU Kids Online data on hate speech from the viewpoint of political participation. It explores the correlation between exposure to hate speech and engagement in political discussion, in order to verify the hypothesis that politically interested youth are also more exposed to harmful online discussions. Moreover, it also explores the correlation between hateful speech, political talk and the possession of communicative skills, so as to test the hypothesis that politically active young people manage to negotiate their self-presentation on social media and express their political voice amidst at time heated discussion, thanks to the acquisition of a set of communicative competences.

PN 051: Cyberhate, the young people and lifestyle

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Although the Internet has opened up many opportunities in terms of connectedness and access to information and knowledge, it can also be misused to convey hate, racist and xenophobic content. In an international context of increasing racism, xenophobia, anti-Semitism and Islamophobia in Europe (FRA, 2013) and the US (Potok, 2011; Hawdon, Oksanen & Räsänen, 2015; Lennings, Ammon, Brummert, 2010), social media have become a privileged tool for propaganda and victimisation and cyberhate, has become a major concern (ECRI[1], 2012). Issues of racism and xenophobia remain potent both on the Internet and in "real life" with online hate speech and incitement having potentially greater impact when spread in social media (Recommendation No. R (97) 20 of the Committee of Ministers of the Council of Europe on "hate speech"). The Internet offers hatemongers opportunities to recruit and promote a collective identity (Perry & Olson, 2009) that may be attractive to the most vulnerable groups (Hawdon, 2017), including young people. Although a survey by Ybarra, Mitchell and Korchmaros (2011) concluded that only 3.5% of children age 10-15 visited hate sites in 2008, more recent work (*e.g.* Hawdon, Oksanen & Räsänen 2014), has shown that 53% of respondents were exposed to online hate content and 16% were personally targeted. In Europe, *Net Children Go Mobile* reported that the greatest increase in online risk to children is exposure to hateful comments (from 12% on average in all countries in 2010 in EU Kids Online data to 23% in 2013) (Mascheroni & Olafsson, 2014). As stressed by Costello, Hawdon, Ratliff, and Grantham (2016), online victims and perpetrators are in virtual contact through their electronic devices but they can also share common spaces In Real Life (Smith, et al., 2008; Jones, Mitchell, and Finkelhor, 2013). According to Selon König, Gollwitzer, and Steffgen, (2010), victims of bullying often get revenge online and research shows an overlap between offline and online bullying (O'Moore, 2012; Schultze-Krumbholz et al., 2015). As for cyberhate, based on the EU Kids Online survey on digital practices and cyberhate completed by young people aged 9-17, we will investigate the association between online and offline lifestyles (leisure, group of friends, online activities, etc.), attitudes to violence (online and offline), and cyberhate experiences (victimization, exposure, and perpetration) in order to identify the correlates of cyberhate in terms of lifestyle.
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DCC05 - Exploring discourse in/on the digital

PP 165: Constructing the dark side of the web: The representation of deep web and tor network technologies and users in British newspapers

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The ongoing expansion of surveillance practices over the internet, promoted by governments and corporations worldwide aiming the control over the circulating data for multiple reasons, raise implications on the post-panoptic society. This new era of vigilance's ubiquity has affected individual online behaviour leading citizens to adopt privacy enhancing technologies as a protective measure. In this scenario, Tor Network, the most known Deep Web software, is one useful resource. In general, Tor is a browser that allows users to have online anonymity through a system of safe access created by layers of encryption, reassuring the right of privacy and allowing a level of online freedom on every-day experiences. However, using Tor and supporting online anonymity are constantly associated by media to a negative appropriation of the Internet potential, relegating this technology to a peripheral position in the context of the web. On the news, the association between Deep Web and crimes such as terrorism and paedophilia are shaping the perception over this system in a pessimistic way, even making people questioning the positive appropriations of anonymity, such as assure safe communications and resist censorship in authoritarian regimes. This research addresses how British newspapers represent Deep Web, including a range of synonymous for this technology such as Darknet and Invisible Web, and in which extent the use of Tor is associated to privacy and surveillance issues. This study also reflects on Tor representation, describing and discussing the concepts associated with the system, and how users are commonly portrayed. Consequently, it allows unveiling how the imaginary of the Deep Web, and also its user, is constructed on media daily coverage in the United Kingdom, considering the boundaries over the Internet's centre, the Surface Web with Google and Facebook algorithms, and its periphery, the so-called dark side of the web. For that, this work applies content analysis to over 600 articles published between 1989 and 2017 in six higher circulation newspapers with distinct political views – the tabloids Daily Mail, Daily Mirror and The Sun; and the broadsheets Daily Telegraph, The Guardian and The Times. The initial findings indicate: how Deep Web technologies are conceptualised, including chosen term, definition, and associated adjectives; how Tor Network users are usually referred to; in which extent newspapers link these systems to surveillance practices and/or illegal activities; which are the preferred newspaper's sources and how they describe these technologies; among other relevant data.

PP 166: Wealth without money: A critical discourse analysis of RepRap developers' mailing list archive

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The aim of this paper is to analyse the opportunities of RepRap project, which is a free open source 3D printer, and the tensions between the members of RepRap community in the light of the political economy approach. RepRap 3D printer is one of the most well-known Free Open Source Hardware (FOSH) projects because it is claimed that human beings are in the third industrial revolution, which leads to the new process where means of production are getting much smaller and cheaper. 3D printer is a machine, enabling people to manufacture the tangible goods at home. Recent technological improvements have an enormous potential to be able to make fundamental changes in the cycle of production, distribution, and consumption. Prosumer (producer and consumer) is now a suitable term for people who consume the items self-produced by 3D printer. In this context, use value of items is coming into prominence while exchange value of a commodity is more vital in the market economy to accumulation of capital. The production model of RepRap is essentially relied on Commons-based peer production (CBPP), which refers to open communication between peers in the community. In this sense, the community is interested in not only technological improvements, but also social improvements. One of the most popular of the slogan of the community is "wealth without money" (Bowyer, 2004). Although the slogan seems to have an anti-capitalist claim, the community is indeed not against the commercial purposes. The contributors of the community sometimes conflict with each other regarding the aims of the community, and all these conflicts are reproduced at the discourse level. In this paper, I apply a critical discourse analysis for analysing the discussion of RepRap developers in the mailing list archive. The findings suggest that there are great tensions among developers of the community regarding commercial-oriented activities and copyleft license policies.

PP 168: Conflict and social media discourse studies: Issues, challenges and opportunities/solutions

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The availability and affordances of social media can be seen as a tool to spread terrorism. The development of new technologies plays a major role in facilitating roles of terrorist, radical movements to mobilize their ideas and recruit new people and true believers. A small poster printed from the Internet and hung in a local

bodega may look beautiful and peaceful with flowers and bright colours, but could actually be an embraced call to terrorist attacks and glorification as a martyr; however, this does not come without factors.
 These major arguments lead to the major focus in this study which is mainly on terrorism in the context of social media. This paper has two fold objectives. The first one is to critically analyse social media practices used by radical and terrorist movements exemplified by the Islamic State. The second one is to shed lights on challenges facing researching terrorism in social media and suggesting solutions mainly to methodological frameworks.

This paper draws on the body of literature at the intersection of social media, terrorism studies and critical discourse studies (KhosraviNik 2017) to lay the foundation for a social media critical discourse analysis of the ways Islamic terrorist propaganda machine appropriates the digital participatory spaces. The paper accounts for social media discourses of the so-called Islamic State aka ISIS/ISIL.

The preliminary results show that Islamic State's members or sympathizers redistribute IS's materials by sharing, liking, editing and re-uploading on various social media platforms rather than one platform. Strategically, they use 'Fake Account Creation' to increase their publicity and mobility to reach wide audiences.

This research comes without facing major challenges presented mainly in data collection and sampling as well as finding a framework to analyse communication practices of social media. Also, there are factors that affect virtual audiences of terrorist groups/movements on social media, e.g. accessibility of the medium itself such as age, gender, location, socio-economic status, the availability of content mainly its linguistic demands as most of Jihadist or terrorist movements' forums are published in Arabic language, but still there are some materials are produced in different languages.

DCC06 - The datafication of society. How algorithmic data processing is changing the foundations of communication

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Many grand narratives on the transformation of society relate recent changes to data and datafication: we are living in a "society of data" (Süssenguth 2015) or a "datafied society" (Schäfer/Van Es 2017). In this context, the notion of datafication is not only used to describe how digitization transforms our media environment. In a much more fundamental sense, datafication as a concept grasps how numerical data have come to represent and influence social reality (Beer 2017; van Dijck 2014).

But developments related to datafication do not follow a linear trajectory. They do not even share velocities in different social domains. The manifestation of datafication differs fundamentally, for instance, in politics (Madsen et al. 2016), finance (Knorr Cetina/Reichmann 2015), and education (Williamson 2015). That said, across social domains the construction of society in general is increasingly reliant on data. This confronts us with both empirical and theoretical challenges: If we consider social construction as closely related to communication, we need to understand how the foundations of communication transform through datafication and algorithmic data processing. At the same time, such an understanding demands a perspective that fully reflects society and that builds on social theory. For this, a conversation between a range of theoretical approaches is required.

By focusing on four challenging dimensions of how datafication and algorithmic data processing is transforming the foundations of communication and society, the panel is designed to facilitate such a conversation. Analysing the everyday from the point of view of a materialist phenomenology, the first paper discusses the relationship between deep mediatization and datafication. Reflecting everyday engagements with data visualization, the author of the second submission sensitizes us to the fact that many people get access to data through their visual representation and tries to built up a theory of visualisation in datafication based on social semiotics. Starting from a theoretical approach that blends systems theory with a historical perspective, the next paper takes journalism as an example and illustrates the reciprocal relationship between a datafied society and journalism – itself becoming datafied to different ends. Examining the power relations and temporal dynamics of everyday social media platforms, the panel next explores how platformed datafication, through algorithms and automated prompts, reshapes the social for their users. And taking a systems theory approach, the last paper positions algorithms at the center of her considerations and argues for a shift in analysis from the idea of artificial intelligence to a new, more powerful and more flexible concept of communication.

By bringing these perspectives together, the panel will show various ways in which data and its algorithmic data processing will change the foundations of communication - and by this of society as a whole. In order to adequately grasp the related processes of transformation theoretically as well as empirically, we need a renewed media sociology. This renewed media sociology should deal with the datafication of society and not confuse it with the idea that our social world itself is nothing more than assemblages or networks of individuals.

PN 071: Datafication and deep mediatization: The transforming construction of the social world

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Today's society and the underlying social world are deeply shaped by datafication: the representation of social life into computerized data. This questions existing approaches to the social construction of reality in a fundamental way: it is to build a fully materialist phenomenology which takes at the same time the construction of meaning and technical infrastructures into account and starts out from the fact not just of digital media but also of the new data-driven infrastructures and communications on which today's social world increasingly rely. It means understanding how the social is constructed in an age of deep mediatization when the very elements and building-blocks from which a sense of the social is constructed become themselves based in technologically based processes of mediation. The social is mediated, and mediation is increasingly sustained by manifold technologies of communication: by 'manifold', we refer not just to the plurality of today's media channels and interfaces, but their interlinked nature, and the many-dimensional order that results and that encompasses our whole media environment. As a result, the ways in which we make sense of the world phenomenologically become necessarily entangled with the constraints, affordances and power-relations that are features of media as infrastructures for communication.
The aim of our paper is to discuss how far deep mediatization is related to datafication and outline an approach how we can grasp the mediated construction of reality from such a point of view. We first will explore the concept of deep mediatization that it involves a fundamental transformation in how the social world is constructed, and so can be described. Offering such an account we will explain more in detail the need to understand data and datafication in a proper way to describe this changing mediated construction of reality. Taking various examples from everyday life and journalism we will finally explain how we can link such a more general understanding to a detailed analysis of the influence of our changing media environment to sense-making practices and social order.

PN 072: The visual in datafication: On the entanglement of the numeric and the visual

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In our increasingly data-driven societies, data are accorded growing importance, assumed to have the power to explain our social world and relied upon in decision-making that affects all our lives. Increasingly, data matter. An important way that many people get access to data is through their visual representation, specifically in the form of data visualisations which, like the data on which they are based, are also widely circulated. This paper reflects on the role of the visual in the datafication of society, and its notable absence in scholarly debates about datafication to date.
At the heart of theorisations of the new forms of data visualisation that circulate in times of datafication lies a contradiction. On the one hand, some visualisation experts believe representing data visually makes it possible to communicate data effectively and gives people the opportunity to analyse and examine large datasets which would otherwise be difficult to understand. This idea that visualisations make data transparent and accessible has a long history, and is one with which many present-day visualisation professionals sympathise. In contrast, critical commentators argue that data visualisations do ideological work: they privilege certain viewpoints, perpetuate existing power relations and create new ones. Visualisations are not neutral windows onto data, critics propose: they are the result of the decisions and priorities of the people and organisations who make them, and those who make the software used in the visualisation process. Furthermore, because a major way that most people access data is through their visual representation, visual sensibilities are required in order to engage with and make sense of data, not just cognitive reason and statistical skills. This entanglement of the numeric and the visual, at the heart of most people's engagements with data in their everyday lives, means that data stir up emotions. And all of this is to say nothing of visualisations' visual, semiotic and aesthetic forms.
Given these factors, what should a theory of visualisation in datafication look like? Drawing on social semiotics, this paper attempts to build a theory of visualisation which takes seriously celebratory and critical perspectives, emotional dimensions and visual form.

PN 073: Through the lens of data. How datafication is changing journalism's observation of society

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Data journalism does not simply mean that journalism becomes datafied. In a much more fundamental sense the various forms of datafied journalism represent a reciprocal process between media-related change and social transformation and can best be understood as journalism's response to the datafication of society. In other words: the more the social domains that journalism is supposed to observe are themselves datafied, that is, the more their social construction relies on data, the more journalism itself needs to be able to make sense of data to fulfil its function for society. In this, journalism is profoundly affected by datafication, and, by being intrinsically intertwined with the development of digital media technologies, is at the same time a main driver of this process.

In this paper, we discuss four forms of datafied journalism, examining them both as they exist today, but also the ways we might historicize their evolution over time: they are data journalism, algorithmed journalism, automated journalism, and metrics-driven journalism. Given that these forms of datafied journalism are part of and also mirror broader transformations of the datafied society and of public communication, we should also assume this is a historical process. The datafication of society is not a new process that simply began with the increased presence of the digital in social life, but one whose origins go back to the 16th century in western Europe, or perhaps even earlier.

The paper thus begins by outlining the relationship between data journalism and general societal datafication more generally. We then discuss the four distinguished forms of datafied journalism, placing them 'in history,' as it were. Finally we discuss how algorithms contribute to the construction of the public sphere and social reality more broadly: Algorithms have not only permeated every stage of the news production process (finding topics, fact checking, select, distribute, produce the news and impact their consumption), they are beginning to go beyond these quotidian functions and literally perform journalism-like services on their own.

PN 074: Platformed (social) datafication: How digital media platforms use data to shape the social

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The social mediation of everyday life – where social and digital media platforms from Facebook and Twitter to Instagram and Snapchat, are heavily intertwined with the personal, the political, the mundane, and the extraordinary experiences of its users – has involved an extensive process of datafication. The development of these platforms has been dependent upon users providing their data, in the form of content, personal information, interactions, and permissions (among others). How platforms have responded to and endorsed various user practices and applications of these sites, beyond that for which they were originally developed, though, also demonstrates a process of platformed datafication.

Platforms use user activity and cultures – another form of data – as their hook to push ongoing engagement with the platform. Engagement is data: the more time a user spends on a platform, or the more they interact, the more data is provided about them, and the more individually tailored their experience becomes. Having richer data about their users allows platforms' automated content delivery processes, including algorithms, to provide prompts, suggestions, and information that – in theory – is what they are interested in.

This paper examines platformed datafication through how platforms shape the social: how social contexts and connections become additional realisations of the data already available to platforms, and are in turn used to encourage users to engage further with the platform. In particular, it focuses on two examples of platformed datafication: algorithmic feeds; and automated recommendations, pushes, and prompts. Drawing on empirical research into the prompts and notifications of popular social media platforms, particularly around the temporal and the political, this paper takes a deep dive into the datafication strategies of platforms. It explores how platforms push the social simultaneously out of time and into immediacy, and how such strategies also underline platform politics and privilege that are (in part) further attempts at increased datafication. In doing so, it highlights key concerns about the power dynamics apparent on social media platforms, and how this is impacted by ongoing platformed datafication.

DCC07 - The digital future of reality: interactive documentaries as tools to process and tackle complex representations of the mediated world

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How we explain and revive facts through digital media is changing fundamentally in the era of the mediated reality. Digital technologies have been deeply affected by our relationship to what we believe is 'real' and how we mediate this (assumed) reality. Several paradigms shifted reconfiguring the nature of the communicative 'fact' in its stages of creation, dissemination and reception. Mostly, our conception of 'Reality' in a media-philosophical sense is in a process of change – the reconfiguration of our relation to 'factuality'.

Augmented and virtual reality, artificial intelligence, content creation robots, neural networks, algorithms or immersive media, to name just a few technologies, are mechanisms and emerging cultural techniques that media professionals and journalists already have at hand. Artificially expanding or substituting the infinitely complex dimensions of reality with digital content is one of the most significant phenomena of and a mayor challenge for the media ecosystem, and also a rich open space for artistic experimentation. The digital systems we are creating nowadays to explain our reality are building the basis of the future of media, and, at the same time, establishing how we represent and understand the world through them.

In this scenario the new emerging research field of interactive documentaries provides new theories and methodologies to critically frame socio-cultural, media, personal and ethical changes in how we conceive 'Reality'. I-docs draw novel and innovative ideas 'from the margins' of digital media, of what communication and media studies have to offer to how we tackle the complexity of (mediated) reality. Interactive documentaries are factual digital models and representations that inquire how new technologies can be applied to explain facts while exploring and questioning their essence. In doing so these projects inspire new ways of mediating with factuality and media production. And they are turning out to be great tools for empowering and represent marginal social stratums and unattended voices. This is happening thanks to the their ability of mutation depending on the issues and places they cover, in a transcultural model that runs away from major media configurations and standardized technologies.

In this panel, we are going to explore different understandings of how 'Reality' can be represented, conceived, altered and processed through the lenses of the digital systems, tools and methodologies used in factual interactive practices. Ranging from revisiting documentary and media theories in the digital to new media studies and new conceptualizations of VR, media algorithms, interfaces, aesthetics of complexity, actor-network-theory and digital ethnography, presentations will discuss case studies of both webdocs and VR factual productions, and will contribute with new methodologies and thoughts for discussing 'Reality' in a mediated world.

PN 075: Interactive documentaries: A few thoughts on creative understanding and critical complexity

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What does aesthetics represent within contemporary interactive documentaries and what is its effect on the users? Over the past number of years, audio-visual production has seen the introduction of different degrees of interactivity that allow the user to participate in the creation of content and in the development of a story. With this as its foundation, my paper will focus on the combination of contemporary theoretical issues of critical complexity (Qvortup, 2006; Ekman, 2016; Dovey, 2016) and transmedia aesthetics (Manovich, 2005; Jenkins, 2010) in relation to interactive documentaries. The main aim of this paper is to define the interactive documentary form through a re-categorisation of screen aesthetics in relation to participatory transmedia that work with factual narratives. Furthermore, it will analyse the specificities of the aesthetics of the interactive documentary form and, focusing loosely on the concept of aesthetics of complexity, I will define two large areas of interest: engagement and dis-engagement. The aesthetics of complexity in this paper will not deal with the aesthetics of the form (as a pure form) of a finished and well-rounded entity but, every element, fragment and process can be seen as a knot filled with meaning that has the ability to transfer this meaning to other knots and, as a consequence, to the whole experience. It other words: a net (this relates somehow to Murray's content streaming, 1998). Several 'vectors' (this is how I define these sub areas) characterise the aesthetics of engagement and dis-engagement, including: monument, distraction, memory/nostalgia etc. However, these vectors that I have identified operate on a more marginal level, they are distant from the main narrative, they are not completely obvious nor completely involved in the global structure, but they represent a vital part of the experience. In order to demonstrate the concepts above, I will utilise a number of case studies like 'feature' interactive documentaries, such as: *He Said/She Said, Highrise and 18 Days in Egypt* and transmedia projects based on my experience as Associate Director of *IRiS (International Research Centre for Interactive Storytelling, Leeds, UK).*

PN 076: The agency of the algorithms as actors in the field of the audiovisual culture

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By observing the technical evolution of the way society has been sharing images in motion we can describe a transition from chemical processes found in early cinema, followed by electromagnetic techniques of video and television, to the contemporary dominance of digital processes. Even though all three methods still coexist today, the digital has become the predominant one that allows remediation of the older methods and at the same time has brought genuine methods to produce, realize, distribute and consume audiovisuals. The digital medium allows creating, viewing and transmitting images just by encoding the information of those images into binary data that can be processed, stored or transmitted using network infrastructures.

In this computational and networked ecosystem, many artefacts have been developed such as personal computers, digital cameras, mobile devices, virtual reality devices, augmented reality technologies, including many soft technologies such as codecs, computer vision, communication protocols. We can notice how all of those artefacts from the contemporary audiovisual field use computation, hence algorithms.

We center our attention on the agency of the algorithms as new actors in the process of mediating reality and how they determine ways to create, consume and disseminate stories. Since algorithms have not an specific representation, they are invisible if we understand them as operations. Graphical User Interfaces (GUI) are considered to be the point of contact between user and the computational process. As GUIs are not the algorithm itself, they need to use metaphors, symbols and representations to show and to hide the operations that the algorithm is capable of. In this article we analyse the GUIs of audiovisual editing tools to reflect on how the interactions and representations of algorithms are handled. Focusing on i-docs, we compare three types of interfaces: those for non-linear film edition (Premiere like software), authoring systems for i-docs (Klynt, Korsakow and Eko), and finally we review few tailored i-docs that use web standards such as HTML, Javascript and CSS.

We pay attention to the fact that digital medium allows both; the remediation or virtualization of older media and the redefinition of media itself, determined by networks and computation possibilities and constraints. We conclude the article with a classification that helps to reflect on how GUIs are connected to the nature of this digital medium.

We end up with some questions for further research on how to visualize the choices done by algorithms when storytelling is assisted by AI or complex algorithms, and how the agency and presence of algorithms interfere in our notion and perception of reality as a mediated post-human interaction.

PN 077: Revisiting the real and the virtual in VR documentaries

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With the onset of the first techniques and theoretical frameworks of the first virtual reality wave - during the eighties and nineties - the 'real' and the 'virtual' were two concepts used as confronted binary models of representation. The virtual represented all the characteristics that the real did not have. One of the most mentioned definitions was this take of Ted Nelson: "I use the term virtual in its traditional sense, an opposite of real" (Nelson, 1980). Despite that Pierre Lévy (1998) and other scholars and philosophers emphasized that from a philosophical point of view the 'Virtual' "has little relationship to that which is false, illusory, or imaginary", that was the predominant metaphor used. This distinction had important implications in the way the 'Virtual' was conceived, always as a contraposition of reality, a journey through the senses and the imaginary. Overused metaphors as the total "immersion" or the sense of "presence" were the totems upon technologists, academics and writers stood the concept of the 'virtual' as something replacing the real. Contrary to this previous conception of what virtual reality was, still present in our digital mindset, the new wave of virtual reality documentaries –used here in a broad sense of immersive media experiences- is offering new challenges for revisiting the understandings and relations between the 'real' and the 'virtual'. In recent years a big enthusiasm moved producers, researchers, filmmakers, artist and journalists to explore and create VR factual films. These authors have been working conceptually with different ways to represent 'reality'. Moreover, they also use augmented and mixed reality technologies that are mixing, blending and augmenting what we call 'real' with images that belong to the 'virtual'. But as much as all these layers and forms of digital cinformation are based on the 'real' world and its data, we might not call it 'virtual' anymore. This "not that virtual" representation of the virtual is generating new approximations to the sense of presence very much discussed previously in the experimental literature of virtual reality.

If in VR documentaries the 'virtual' is no longer an opposite place to be nor a replace of the real, what is it? What types of marginal visions of 'realities' we are representing in VR? What kind of relationships can be built with our 'reality'? And finally, what is the embodiment presence that the public has with this 'no-longer-

virtual'? In order to bring fundamental discussion to this important question, in this paper I am going to revisit the foundations of the philosophy and paradigms of the 'virtual reality' (Nelson, Lévy, Murray) with new social media theories of the mediated world (Couldry) and research on immersive VR experiences (Slater) and the phenomenology of embodiment in narratives (Ryan), and confront it with a few new virtual reality documentaries that transcend and challenge the past 'virtual' conceptions.

PN 078: Sensing the network, mediating complexity. Working with actor-network-designs in interactive documentary

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Following contemporary philosophical perspectives, the world increasingly appears as an entangled mess of (non)humans constantly merging and reforming. Augmented by mobile screens, interfaces and networked information, our being in and (sensory) engagement with the world is in a state of constant flux. At the same time, these increasingly complex infrastructures stay hidden from unskilled views: As usability and convenience are determinative of the dominant discourse in technological advancements, programming codes and their embedded ideologies often remain invisible to those who lack the necessary skills or interest. With evermore tools at our disposal to open those black boxes and make the (net-)work behind them more tangible, this paper interrogates possible implications of learning to use such tools for making and disseminating knowledge in interactive documentary.

In my postgraduate research on skilled digital mediation, I investigate specific ways of looking (differently) at the world through computational networked environments. Drawing on my case study of the Korsakow System – an authoring tool for creating generative multiple links between media files – I demonstrate how software used for authoring online media content can become a "cognitive artefact" (Cole 1997) to attune our senses to the complexity and fluidity of actor-networks and their nodes. As my research has indicated, learning to work with Korsakow's generative algorithm can open up new opportunities for the unfolding and ordering of such "observation richness" (Latour 2004) as we are confronted with today. Based on these insights I will draw on the lessons learnt of working with Korsakow and critically reflect on its affordances but also its limitations and modifications necessary to increase its suitability as tool for mediating complexity. In line with experimental approaches to media productions and representations of reality, this paper builds on current perspectives coming out of actor-network-theory, new materialism and digital ethnography to examine possible ways of analyzing and mediating complexity. Most importantly, I will highlight the sensorial dimension of learning to work with software and its potentials for achieving a better understanding of complex socio-technological configurations. While software applications might help scholars to unpack these entanglements, they often fail to make them graspable for their research participants as well as an interested public. What we need, then, are mediating devices that facilitate attunement to our multi-layered environments through skilled "digital visual engagements" (Grasseni/Walter 2014). Thus, this paper will point out central features for computational modes of mediating socio-digital entanglements and conclude with some methodological propositions for managing complexity with participatory actor-network-designs (Storni 2015).

DCC08 - The challenge of digitized media worlds: the continuation of asymmetries between 'subjects' and 'influencers'

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This panel aims to address the conference theme of Centres and Peripheries by challenging the prevailing conceptualization of corporate IT and media influencers as 'purveyors' of social connectivity and 'personalized services' to the end-user. The rise of digital media, Big Data and algorithmic culture are generally presented either as enhancing personalized communication and democracy, or as apocalyptic sources of control. However, the current academic preoccupation with Big Data, or more broadly with 'the digital', as *the* defining feature of the contemporary media landscape, risks devaluing issues of continuing 'asymmetry' between institutions and individuals - or centres and peripheries - by focusing on 'the thing itself' rather than its context.

Institutions, from media companies and government to immaterial organizations such as social networks, are symbolic entities that potentially regulate, shape, nudge, or tweak human behaviour and thought. Their centrality within societies has long been a locus of debate on unequal distribution of resources such as information and connectedness. Yet, the panel argues that the ongoing process of 'deep mediatization' of society through datafication/digitization has, in practice, apparently reinforced their position as an irreplaceable 'centre' of overriding importance, resulting in a disempowering and even exploitation of

personal agency (Couldry and Hepp, 2017; Zuboff, 2015). Nevertheless, given the *prima facie* individual-oriented practices such as personalization, reconsidering the locale of centres and peripheries in the current context of communication goes beyond mere reflection of institutional impacts. This requires an in-depth methodical analysis of how individuals' priorities, norms, practices, and experiences in everyday life are changing.

Coming from different angles and fields of study, this internationally diverse panel of scholars draws on evidence from a range of empirical perspectives to question the tendency towards totalizing understandings of digital and algorithmic cultures. This panel critically examines digitized media worlds from corporate, governmental, educational, and interpersonal perspectives, with an aim to account for how personalization more fundamentally reinforces the asymmetrical relationship between institutions as the curator of media worlds and individuals as the audience.

In the first paper, Ruth Garland shows that digitization of the media landscape has not necessarily ushered in a more direct and dialogical form of government communication with citizens, and how mediated traditional news values continue to take precedence. Second, using data gathered through biographical-narrative interviews, Jeannine Teichert theorizes how communication media play a central role in creating and configuring one's social networks. Third, studying digital educational technologies in Swedish schools, Ingrid Forsler shows how these install standardized forms of knowledge and compromise teachers' capability to adjust/personalize teaching materials to individual pupil's needs. Fourth, Jun Yu also reflects on the ramifications of technological mediation for individuals, but within the context of social media, and with a specific focus on how personalization, as a central actor of mediatized worlds, curates people's social worlds and thereby redefines social solidarity. Finally, Yu-Kei Tse unpacks the 'personalized' viewing experience Netflix claims to offer, showing how such experience to a large extent is rather constructed by pre-determined algorithmic rules.

PN 087: Be creative for platforms? Digital labour and platformization of webtoon production in South Korea.

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In the early 21st century, the establishment of 'Webtoon' (a neologism for digital cartoon) platforms by two major web portals in South Korea has brought about an upheaval in ways Webtoons are created, published, distributed and consumed. Previously produced by passionate amateurs and circulated free-of-charge via their personal websites and blogs, most Webtoons today are almost exclusively created, managed, and published by the 'Webtoonists' (Web + cartoonists) commissioned by the Webtoon platforms.

On the one hand, such reorganization of the Webtoon industry has dramatically increased the number of Webtoons produced, the market value of industry, and even the symbolic power of Webtoon as a cultural content (KOFICE, 2015). Arguably, the major force that has enabled and sustained this expansion is creative individuals *qua* prospective Webtoonists who are talented and willing to work for the platforms, and so the platforms have continuously enticed them through a range of incentives and strategies. However, while a new symbiotic relationship has *seemingly* come to exist between the platforms and individuals, the full consequences for creative individuals of this 'platformization' – platforms acquiring centrality and becoming a centralized system of production, distribution and consumption of cultural contents (Nieborg and Poell, 2018) remain largely under-explored. More specifically, how does the Webtoon platform (inter)mediate and hierarchize the *prima facie* participatory and individual-centred mode of cultural content production and, thereby, give rise to a new type of labour?

This paper examines this shifting relationship between creative individuals and the platforms as a new 'centre' in the geography of media production, as well as the concomitantly changing nature and meaning of creative work. Drawing on the political economy concepts such as 'immaterial labour' and 'cognitive capitalism' (e.g. Moulier Boutang, 2012; Terranova, 2004), and using a rich set of data collected through a) two-year online observation of two major Webtoon platforms and b) in-depth interviews with 14 Webtoonists, the paper concludes that the outcome of platformization is more complicated than the orthodox Marxist suggestion of hegemonic dominance of digital cultural industries by a new ruling class. It also evidences the emergence of a new labour model hinging on an array of unforeseen technologies, incentives and the metrics of popularity, which has created a new crowd-sourced labour pool excluding non-tech-savvy individuals, reshaped the meaningful nature and process of creative work as to serve the needs of audience, undermining solidarity among Webtoonists, and thus increasingly rendering the position of creative individuals 'peripheral' in the ecology of cultural industry.

PN 088: From periphery to centre – How media influence the selection of friends

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In a time, referred to as 'deep mediatisation' (Hepp 2016), it is more than ever important to be able to connect to our friends and know our foes, irrespective of talking of mediatised worlds or within our offline-lives. When we think of our personal definition of 'friendship', most probably, we think of humans we have included in our personal online and offline social networks. The ones we share "strong ties" rather than "weak ties" with (Granovetter 1973). The ones, we call our closest intimates (Lambert 2015) that are nowadays most likely friends as well as family members (Chambers 2012, p.183), depending on the importance of social relations we foster. Surely, these relations do have a strong influence on our everyday life choices, even on our individual choices of communication media. As Couldry & Hepp (2017, p.6) point out, media change our communicative behaviour - but they also influence the social construction of our everyday lives. The question this paper analyses is, how the selection of friends is based on our individual life choices or whether communication media do play a significant role in the construction of our social networks of friends.

By analysing individual preferences and practices of communication media and their effects on the individual selection of friends, the importance of most valued people becomes obvious on two different dimensions: Geographically and socially, participants illustrate their understanding of communicative peripheries and centres as well as their sense of social exclusion, when communicating with their networks of friends by different media. Generally, socialising with people using the same media is easier than managing a network of friends by different individual media. Hence, deniers of mainstream media might be marginalised to the communicative periphery of a network of friends, otherwise they have to 'defend their seat' in the communicative centre. By means of biographical-narrative interviews of five participants, all born in the 1980s and proving a highly mobile lifestyle, this paper shows how influences of communication media impact the communicative construction of social networks. Theory development takes place along with the process of sampling, according to the conceptualization of Grounded Theory (Corbin & Strauss 2015).

PN 089: Adaptive or standardizing? Imaginaries about personalized learning in educational technology meets teacher practice

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In recent years, education has become an increasingly important area for technology companies to invest in. The educational technology industry promises that digital technologies and systems will help make teaching and learning better, more efficient, personalized and flexible. These promises often draw on data-driven methods for evaluation of knowledge, such as educational data mining, learning analytics, and machine learning, materialized as adaptive learning systems. In one ed-tech company's description of their adaptive learning tool, we can read that it "maps the knowledge and skills of each learner, adapting learning materials in real time and creating an experience that is pleasantly and uniquely challenging for every individual learner". This 'algorithmic imaginary' (Williamson 2016) has also made its way into policy and national curricula, not least through the concept 'digital competence', according to Liisa Ilomäki et at (2011, p. 1) a "more or less a political concept, reflecting beliefs and even wishes about future needs, and has its roots in the economical competition in which the new technologies are regarded as an opportunity and a solution", not least an opportunity to personalize and optimize learning to a low cost. However, as critics have pointed out, personalization through data driven methods takes place at the cost of increased managerialism within education and a reductionist understanding of knowledge (e.g. Selwyn 2015).

This paper explores how the role of the teacher changes in relation to technologies for adaptive learning. While promoters of educational technology suggest that the role of the teacher is transformed into a facilitator of the students individual learning process, based on current data from the students performance, this study shows that the possibility for teachers to adjust and personalize the level of education in many cases decreases with the introduction of adaptive learning technologies. Based on 120 mappings of the digital infrastructure in Swedish schools collected by teacher students, the paper discusses how the workarounds demanded by the introduction of digital technologies take up most of the lesson time, on the expense of individual mentoring. It further shows how standardized and predefined forms of knowledge dominate the adaptive learning tools available in the studied schools, indicating a decrease both in teachers agency and in their possibility to adjust the teaching material to the students interests and capacities.

PN 090: Social solidarity in the age of algorithmic communication

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What role do social media play today, when divisions between different socio-economic and political groups and individuals are ever-growing? Many of our practices, from interactions to transactions, occur on and through digital platforms, and so they have become the 'hidden hand' (Amin, 2008) of even the most

mundane human activities. Meanwhile, social media platforms increasingly assume a central role in human communications, as implicated in Zuckerberg's 2017 manifesto on "Building Global Community," and seen as providing a new, vital social infrastructure that gives people the power to build communities through spaces where people can freely connect, interact, and communicate. This is *prima facie* an enhancement of the quality of social life and empowerment of individuals.

However, what if this new, seemingly *free* space creates conditions that are incompatible with certain values fundamental to the fulfilment of our social life? Most if not all major digital platforms are powered by algorithms that increasingly personalize our social and information environment. This has already raised valid concerns regarding how such personalization may deprive individuals of their opportunity to encounter a plurality of information, news and countervailing opinions, while surrounding them with the kind of mediated environment that supports only what we appear to believe in, or what is most popular and self-validating. Extending this concern, my project aims to explore how the curation of our social and informational worlds by personalization algorithms affects our perspectives on social and political matters, and comes to redefine our 'social solidarity' - a crucial condition for people from politically, culturally and socio-economically varying backgrounds to live and enjoy a communal life together. Inspired by scholars such as Ash Amin, Craig Calhoun, and Richard Sennett, this project takes the foundation of social solidarity as everyday interactions and practices, and presents an empirically grounded discussion of how social solidarity is articulated through people's interactions and practices on, through, and with social media platforms, with an aim to re-theorize the concept within the context of algorithmic personalization.

Even those who would not go as far as Sennett (2012) - when he emphasizes co-operation between different people as the most significant theme of a democratic mode of living - would not deny that the division between various political, socio-economical, cultural, ethnic, and religious groups is growing, both across the world and within a society. Against this backdrop, I analyze the potentially divisive role of algorithms, with an aim to elucidate the extent to which such *allegedly* free space for communication and community-development is actually conducive or detrimental to our social life. In a nutshell, the primary goal of this project is to investigate, within the transition to an environment increasingly mediated and governed by algorithms, the potential contradiction between social solidarity and the condition of communication under which we live, with a view to identifying potential solutions that might genuinely enhance social life over the longer-term.

PN 091: Personalized for whom? Netflix, recommendation system, and audience agency in the age of #algorithmeverywhere

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The so-called post TV era has been marked by a number of emerging forms of digital media, featuring interactivity on-demand functions and user participation in the production, consumption, and distribution of their content. To understand how such development has shaped the notion of audience activity, it has been increasingly important for media studies scholars to investigate how emerging audience activities are constructed, and under what technical and social conditions.

Taking the US television streaming service Netflix as an example, this paper examines how emerging media platforms' use of algorithm – on which many of their interactivities and on-demand functions are based – has shaped audience agency. As the most globally established video streaming service to date, Netflix is well known for being heavily data and algorithm-driven. This is especially manifest in its focus on developing personalized content recommendation and search algorithms that help audiences navigate its content offering and personalize their viewing. Netflix's CEO Reed Hasting claimed (2016) that the platform hoped to "get so good at suggestions" to the extent that it can one day show its audiences "exactly the right film or TV shows" for their mood when they turn on Netflix.

Drawing on the theories of audience research and the theory of deep mediatization, (Couldry & Hepp, 2016), this paper problematizes Netflix's rhetoric on the cultural and economic functions of its algorithms in press releases and interviews, and then analyses how Netflix's algorithmic architectures have determined the ways audiences' personalized viewing is constructed.

This paper argues that, despite Netflix's promise to offer audiences greater control over their viewing, the platform employs a series of computing designs preventing audiences from finding what to watch, and knowing what and how much content it actually offers. While audiences are greeted with recommended content seemingly tailored to their tastes and needs, they are at the same time discouraged from navigating the content library independently. A large number of unofficial sites have emerged to "unmask" the hidden structure of Netflix's content library, and thus in turn offer a more democratic way for audiences to navigate and know what content is actually on the system.

On the one hand, the emergence of such sites, and the audience' use of them, can be seen as a form of agency. On the other hand, however, the fact that Netflix constantly endeavours to revamp its system to prevent such sites from accessing the architecture and meta-data of its content library indicates its

reluctance to offer a more democratic access for audiences to personalize their viewing. As such, far from being a form of viewing with enhanced audience agency, the personalized viewing Netflix offers is strictly pre-determined and confined by its algorithmic rules. When personalization has increasingly become a common television experience, it is important to problematize the very notion of "personalization", and consider how a given personalized function is constructed, by whom, and for whom.

DCC09 - Exploring meaning: fictions, truth and change

PP 327: The instant consumption of "gross out": Hitting "replay" on culturally suppressed emotions in China

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"Whereas you are you...emotion is a data source"
- Psychologist Susan David

In her 2017 TED Talk, Dr. David demonstrates to us that "bad emotions" should be valued rather than ignored. Negative emotions are an integral part each human being. As such, they play a crucial role in the construction of self, culture, and society.

Using multi-disciplinary perspectives (media, communications, psychology, etc.), this paper examines the explosive growth of the practice of webcasting the consumption of "disgusting food" in China using the Kuaishou (instant broadcast) app, which amassed more than 200 million users in eight months, and in 2017, became the most popular short-video app in China with 700 million users (more than half of the Chinese population). Our paper reflects on the deep emotional-cultural undercurrents which drive this phenomenon, and an analysis of the intersections of morality, populism, self-expression, "good taste", and the repressive mainstream factors contributing to this extraordinary backlash.

We argue that although widely criticized by professionals and the general public, the "ugly" videos made available on *Kuaishou*, provide average people the opportunity to visually and viscerally experience, process, and participate in valuing and reclaiming the emotional "energy" held in personal narrative through means not otherwise accessible to them.

Psychological studies correlate most definitions of disgusting as being orally related. Research also ranks food as central in nine domains, including body products, animals, and sexual behaviors, which can all evoke disgust. Along with the typical fare on *Kuaishou*, where the consumption of worms, animal giblets, live frogs, and a wide variety of other non-food substances and objects are commonplace, the app serves up a potent concoction that pushes and blurs the boundaries between disgust and pleasure, behavior and reward. "Live Seeding", where popular webcasters are rewarded by "online tips" from their fans, the stimulus of the performances of disgust (through exaggerated gesture and facial expression) allows viewers a smorgasbord of emotional triggers, choices, and meaningful connection.

The authors examine how definitions of disgusting food varies, and how *Kuaishou* incorporates this "Gross Out" factor to increase and broaden it's appeal. Webcasts of international "gross-out" challenges, where, for example, traditional Chinese foods such as preserved egg and fermented bean curd - which many Chinese people consider delicious - are sampled by duly disgusted foreigners.

The phenomenon of "Disgusting Food" webcasting is a fascinating, complex, and multi-layered artifact of Chinese and global digital *mediaculture*. It cannot be defined or dismissed simply as "negative" or "ugly", but calls for more nuanced exploration and documentation.

PP 328: Corporational determinism: How digital media companies shape narratives of media change

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The development of digital media in the last decades has been accompanied by the emergence of powerful narratives and myths about their impact on contemporary societies. Drawing on literature in media studies, organisation studies, and corporate communication, this paper addresses how some of the leading companies in the digital domain appropriate these narratives, making substantial efforts to identify themselves as the main drivers of the digital revolution. It proposes the concept of 'corporational determinism' to describe how such corporations present themselves and are presented by others as leading the fabric of technological development, thereby disregarding the complexities of media change and integrating popular histories of technology within their corporate identity.

Companies in different economic sectors construct and have constructed narratives of this kind. The case of digital media corporations (i.e. corporations whose core business lies in the production and selling of services and goods related to digital media and the Internet) examined here, however, is particularly crucial if we consider how their corporational determinism is embedded within a wide range of influential narratives in contexts such as journalism, politics and, last but not least, academia. Throughout the last few years, in fact, mainstream media such as popular books (e.g. Walter Isaacson's *The Innovators*, 2014), films (e.g. *The Imitation Game*, UK/USA, 2014), and TV series (e.g. *Halt and Catch Fire*, 2014-present) have disseminated a growing range of fictional and non-fictional narratives about histories of computing and digital media. The ability of some of the biggest corporations in the digital media sector to control and make use of such narratives has very meaningful consequences: it may help these companies to market more effectively their products, and also to build stronger arguments and claims for their right to inform debates and decisions about the governance of digital technologies.

The paper is organised in three sections. The first section reviews approaches to determinism in scholarly discussions of media change. Moving from Raymond Williams' influential critique of determinism, we emphasize his contention that not only technological determinism, but every approach offering a single cause as the single factor to explain change should be questioned – no matter if such overarching factor is technology, society, the agency of individuals, or media corporations. In the second section, we introduce the concept of corporational determinism through a range of examples of narratives constructed by some of the leading digital media corporations. We argue that this entails writing and rewriting narratives about the companies' capacity to shape the past, the present and the future. Finally, the third section interrogates if critical media scholars, even if they intend to unveil and problematize the dark side of big digital companies, might ultimately incorporate corporational deterministic narratives as well.

PP 329: The model of (fake) news in the age of search engines

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Search engines belong to the most commonly used digital tools in our daily, consumer and professional activities. The extensive exploitation of the web engines software systems significantly contributes to the processes of gathering data and processing information. The news industry, as one of the central parts of information sector, is facing exceptional opportunity (or challenge) resulting from the mentioned digital transformations. At the same time, digital news environment, where almost everybody can become "produser" of news stories that "have no factual basis but are presented as news" (Allcot, Genzkov 2017; Vargo, Guo, Amazeen 2017), is facing the challenge of de-professionalization and the crisis of trustworthiness (fact-checkers being in its infancy). These fake news, also defined as "completely false information that was created for financial gain" (Silverman 2017; Vargo, Guo, Amazeen 2017) are often regarded as legitimated and influential source information and have significant impact on societal and political decisions of citizens worldwide.

Google search engines and Google News application plays exceptionally important role within the current news industry being an interesting subject of investigation where the problem of fake news is considered. The studies devoted to the Google News (an automated news page) in relation to the outcomes of traditional journalism has been predicated on viewing news audience as actively creating their news environment, what makes the role of professional journalists decreasing (Carlson 2007). A the same time, other studies also devoted to the Google News and professional journalism, showed a heavy reliance of Google News on newspaper publishers (Chyi, Lewis, Zeng 2016). These complex network of the mutual dependencies implicates asking the research questions devoted to the current model of news journalism, news values (newsworthiness) and the news model applied in media practice. Another important research problem is related to the question whether the current news model is conducive to fake news and which way.

Taking into account technological developments mentioned above (Granka 2010), it is reasonable to expect they evoked some changes in the dominant model of news applied in new media and in traditional media as well. Especially, we are interested in the investigation of the current news practices in order to understand what constitutes news and fake news and what are the elements of current dominant model of news that favors the production and reception of fake news. The methodological framework of the research includes mixed methods approach and the web software application - Google Trends, used as a digital tool for gathering data for further analysis.

DCC10 - Everyday life with data and algorithms

PP 398: Dating and datafication: The objectification and standardization of intimate connection

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Dating applications on smartphones (e.g. Tinder, Happn, Grindr) are based on the automated accumulation, sorting and interpretation of data; they allow people to connect. As they are becoming increasingly popular to use, dating apps are embedded into many people's everyday intimate connections. The automation of data processing is a significant evolution in the social construction of intimacy, which is becoming increasingly dependent on media technologies and its institutions (Couldry and Hepp, 2017). As dating apps are domesticated into the everyday lives of people, these 'personal digital data assemblages' (Lupton, 2016) are deeply meaningful, constituting affective, sensory and practical infrastructures that are making intimate connections possible (Pink et al., 2017).

This contribution is interested in the personal and experiential ways dating apps both emerge and are implicated into people's intimacies. Drawing on ethnographic research in the city of London (Kitchin and Dodge, 2011; Pink, 2009), involving 12 young single professionals between 18 and 30 years old, *I focus on meaning makings related to the use of dating apps and intimate connection trough datafication*. As such, datafication processes are researched as how they are experienced between human interpretation and algorithmic processes, but also in relation to the environment such as the cosmopolitan context of London. It draws on how intimate lives in large cities is, by default, characterized by intense (digital) communication, difference and diversity, but also loneliness and complexity.

The results argue how the participants in the ethnographic study were continuously troubled between connecting and disconnecting from dating apps; dating apps were taken to be a morally problematic phenomenon. Drawing on the participant's values, dating and datafication is discussed in relation to objectification and standardization. Objectification draws on feminist theory (Nussbaum, 2000) and explores how participants *feel* as treated like objects by dating apps, which is empowering as well as discouraging. Second, standardization draws on critical theory and argues how participants reflected on intimate connection as the product of a digital industry, threatening authenticity while also adding functionality to intimate life.

PP 399: Doing personal digital infrastructures: Managing connected technologies and data in everyday life

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Media usage increasingly involves seemingly peripheral, albeit often complex organizational and administrative tasks such as managing data, setting up and connecting devices, or learning how to fully exploit the technological capacities of media technologies that are used on a daily basis. Particularly with the proliferation of digital photographs, videos, sound and other files, the relatively low prices for storage media and the introduction of cloud services the need to store, organize, and synchronize personal digital material has become an important yet often underestimated responsibility in the context of everyday media consumption and digital lifestyles. Curating (Bergmann & Whittaker 2016), maintaining, or doing these personal digital infrastructures – the networked media settings, technologies and digital organizing systems used by an individual – and giving meaning to them are the subject of this paper.

Theoretically, it draws on the concept of mediatization (e.g. Couldry & Hepp 2017; Hepp et al. 2017; Lundby 2009) and on a media deconvergence perspective (author & other 2017). Mediatization refers to the pervasiveness of mediated communication in all domains of society. It has both a quantitative and a qualitative dimension and focuses on broader socio-cultural transformation processes which are linked to media communication and new forms of constructing social reality. According to Hepp et al. (2017), we have now entered a stage of deep mediatization which is marked by the massive generation, circulation and processing of data. Media deconvergence, on the other hand, stands for the refusal to recognize the ongoing changes as linear, connected developments. Taking into account processes of diversification, fragmentation and ambiguity that accompany media convergence or are a part of it, deconvergence sheds light on the various disruptions and discontinuities that characterize the use of media and also the organization of personal digital infrastructures.

Against this backdrop, the paper presents findings from a qualitative content analysis of 50 lengthy, self-reflexive written accounts of how individuals handle the digital material they are regularly confronted with. The study a.) explores people's individual strategies to store and organize digital data and to manage the interplay of their personal media technologies, and b.) identifies sites of tension where technological change is experienced as a challenge or even burden due to the increased administration tasks it imposes on the users. For many, the management and organization of personal digital infrastructures seem to be an unresolved problem that needs action but lacks a clear entry point. The overlapping uses of different technologies, storage devices and cloud services make it difficult to establish effective routines and give rise to workarounds. Interestingly, older storage technologies and established practices are often still prevalent

even though newer digital services would allow for more convenient handling. Altogether, the findings demonstrate a relatively high level of complexity and disorder and thus support the deconvergence model. On a broader scale, they also hint at the necessity to expand existing ideas about the use of media technologies and digital literacies.

PP 400: Affordances-in-practice: An ethnographic critique of social media logic and context collapse

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Drawing on data gathered during ethnographic fieldwork in Mardin, a medium-sized town in southeast Turkey, this paper shows that social media users actively appropriate online platforms and change privacy settings in order to keep different social spheres and social groups apart. Keeping different online social contexts distinct from each other is taken for granted as a way of using social media in Mardin. By contrast, social media scholars have extensively discussed the effects of social media in terms of *context collapse* (among others, see Marvin, 2013; Marwick and boyd, 2011; Marwick and Ellison, 2012; Vitak, 2012; Wesch, 2008, 2009), seen as the collapsing of several contexts upon one another (Wesch, 2009). The paper highlights how context collapse is the result of patterns of usage within Anglo-American contexts and not the consequence of a platform's architecture or social media logic. The uses of social media in Mardin do not give rise to a collapse of context. Facebook users tend to communicate to imagined audiences that already exist in the offline world, and hadn't come to terms with the emergence of new online spaces that mixed up unrelated social environments. The ethnographic evidence illustrated in this article raises important questions related to the relationship between users and platforms. It shows that the uses of a technology intended by its designers are different from the actual uses, Facebook's architecture is not an immutable and normative structure, and its usage has to be understood within the cultural specificity of a given context. The collapse of context, indeed, has been portrayed as a consequence of platforms' affordances, defined as the properties of an environment which make possible and facilitate certain types of practices (boyd, 2014). I argue that the concept of affordance has often been used to describe situated patterns of usage within particular Anglo-American social contexts, as if they were stable properties of a platform. By contrast, my findings advocate for a perspective that views social media as a set of practices that cannot be defined a priori, and are not predetermined outside of their situated everyday actions and habits of usage (Bräuchler and Postill, 2010; Couldry, 2004; Gray, 2015; Moores, 2005, Postill 2010). Therefore, I aim at contributing to the theoretical conversation about social media by proposing a refinement of the often ambiguous notion of affordance. To emphasize the relational component of affordances and highlight their contextual variation, I suggest a theoretical refinement of *affordances*, and proposes the concept of *affordances-in-practice*.

PP 401: Living and being with algorithms: Towards an hermeneutics of algorithms

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Algorithms pervade our lives. They are inevitable mediators in our mundane interactions with social, mobile or networked media shaping what we know, what we can come to know, what ideas to believe in, who to follow, who to like, who to friend, what to buy etc (Gillespie, 2014). Because of their permeation in our culture and society and the social and cultural impact of their dynamics, algorithms can no longer be considered only as 'technical objects' inserted into culture. Algorithms are culture (cf Gillespie, 2016; Hallinan & Striphas, 2014; Seaver, 2017; Seyfert & Roberge, 2016), suggesting that we live with and appropriate algorithms into our lives. By taking a point of departure in Hans-Georg Gadamer's philosophical hermeneutics developed in '*Truth and Method*' (Gadamer, 1989), I am going to argue that we can take a step back and develop a perspective from where to inquire what it means to understand algorithms in our lives. Gadamer's philosophical hermeneutics is concerned with making the argument that texts are not objects at a distance to be interpreted. Texts are part of tradition and we are part of tradition, meaning texts are part of us. Understanding texts means applying them to our own historical situations and not in accordance with their historical situation or the intentions of their authors. Transposing this line of reasoning to algorithms, we can start to reflect on how to make to hermeneutically make sense of algorithms. Emphasizing the need to see algorithms as pieces of communication and tradition, I will be developing what I will call a hermeneutics of algorithms. Further, for Gadamer understanding and interpretation are modes of being. Therefore, with Gadamer (1989, p. 297), we can ask about algorithms what it is we understand about them when we interpret algorithms and what does understanding mean here? Such an understanding is about the way we make sense of them in everyday life and how they are part of a tradition. This sort of understanding is not about doing away with our prejudices and enacting critical attitudes towards algorithms as objects out there. It is about living with algorithms. The very existence and lively

presence of algorithms, whether complex, symbolic, black boxed, non-transparent, or multi-layered, in our everyday life requires communicative and interpretative actions by us, as we are continually implied by, interpelled by, or domesticating algorithms in order to make sense of our everyday world to the extent it is algorithmically constituted, mediated, calculated, and configured. In this perspective, understanding and interpreting algorithms can be seen as a mode of existence and mode of living with and enacting algorithms.

DCC11 - Scandals, outrage and critical thoughts on digital media

PP 402: „Me too – but to me she does not look like a victim" – Facebook discourse of a sexual harrassment scandal

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While sexual harrassment has become a salient issue recently, scholarly analysis of the subject has a long tradition. Public judgments and representations of sexual violence have significant impact on the public recogniton of the issue and this consideration has led to research on victim blaming by observers on the individual level, and on rape myths on the collective level as well. Nevertheless, the existing conceptualisations about the relationship between these domains are often simplistic, presupposing a direct and unidirectional relationship where existing rape myths in society lead to individual acceptance of rape myths. The aim of the present paper is to introduce an intermediate level, that of discursive practices related to sexual harrassment on an interactive level, building on the literature on sexual scripts on the one hand and critical discourse analysis on the other. The case study presented here focuses on discursive practices in social media related to a Hungarian sexual harrassment scandal. 30 thousand comments were analysed relying on a mixed method approach that included quantitative descriptive statistical analysis on the one hand and critical discourse analysis on the other. The results show that the proportion of those who stood by the victim and those opposing her was relatively balanced, however support for her diminished by the end of the researched period. Sexual harrassment myths were voiced by one-fifth of the sample. Questioning the credibility and motives of the victim stood out as the most widely shared such myth. Both support for the victim and sexual harrassment myth acceptance showed gendered patterns in the analysis with women being more supportive towards the actress and less likely to accept sexual harrassment myths. The critical discourse analysis identified four discursive strategies relevant to the reproduction of sexual harrassment myths on the level of discursive practices: normalisation, judicialisation, comparison and hierarchisation. While there are significant differences between supportive and oppositional readings of the Sárosdi story, these practices are overall present in the corpus, leading to misleading discourses on sexual harrassment among those discussing them. The aim of the article is to contribute to our understanding of how sexual harrassment myths are reproduced on the discursive level in society.

PP 403: Social media jurors: Online involvement of activists in legal cases

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Juries exist for several thousand years, and in certain legal systems they are considered an integral part of a fair judicial process. In this paper we argue that a contemporary instance of the concept of jurors has recently emerged — "social media jurors" — which encompasses public action on social media in reference to *legal cases*.
We argue that this phenomenon maintains a tight correspondence with "previous instances" of jurors, and distinguish between three "generations" of jurors: formal jurors, viewers as jurors, and social media jurors. The first type, *Formal* jurors,are assigned to jury duty by the legal system, where jurors have a direct impact on the outcome of legal cases. The second type, *viewers-as-jurors*, are viewers who follow courtroom drama and "true crime" films based on actual trials. These viewers function as jurors in the cultural/ popular realm; their experience mirrors the experience of the formal jurors, but they have no formal role or impact on a case (Bond, 2012; Clover, 2000; Panse, 2014). The third type, *social media* jurors, are active in online social media arenas that focus on legal cases. Although they, too, play no official role in a trial, this phenomenon can be seen as the most recent instance of jurors-who make informal judgments about legal proceedings.
We illustrate our arguments through of the case of public action for justice for Roman Zadorov's trial, which was convicted of the murder of the late Tair Rada in Israel. Over the past ten years, the murder of Tair Rada, a 13-year old student found brutally stabbed to death in her school in 2006, has captivated the media and the public. Less than a week after the murder, Roman Zadorov, who was employed as a handyman in the school, was arrested as the primary suspect. A week later, he confessed and reenacted

the murder. Zadorov very quickly recanted his confession, a position he still maintains. Still, Zadorov was convicted in the District Court and his Supreme Court appeal was rejected in 2015. Although Zadorov was found guilty in Rada's murder by three legal forums, the Israeli consensus seems to be that the verdict was unjust (Bender, 2015).

In time, extensive social media activity has developed calling for the acquittal of Zadorov. The largest Facebook group dedicated to the affair is "All the truth about the murder of Tair Rada", now consists of more than 250,000 members and boasts continuous current activity. In an unprecedented move, the State Prosecution published a lengthy document battling charges levelled against the verdict on various Facebook groups (Sadan, 2016).

Due to the size and magnitude of ATM_TRRIP's ongoing activity, the sharp anti-establishment "aroma" of the discussions, the unusual reaction of the establishment to its activities, and the wide presence of original audio-visual and textual materials, we use this case to illustrate the phenomenon of social media jurors, characterize their activities online and offline, and analyze the strategies behind these actions.

PP 404: Managing the control anxiety: The symbolic construction of digital technologies in Time magazine, 1950 – 2017

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Media coverage of digital technologies fulfills a double role: it contributes discursive repertoires (i.e. symbols, stock phrases, narratives, arguments, etc.) to the social imaginary of technology and it makes technology meaningful by relating it to existing social concerns and dynamics. In this process, media coverage participates in the symbolic construction of 'legitimate' social hierarchies and norms for leading a 'good life'. In this paper, we examine the symbolic construction of digital technologies in the covers of *Time* magazine over the past 70 years. Working with a wide definition of digital technologies – which includes hardware, software, and networked technologies – we first outline the four themes identified across the covers: the ambivalence of the computer/human integration; the moral panics around children's uptake of digital technologies; the celebratory techno-capitalist framing of digital technologies; and the question of trust in a digitized environment. The themes emerged from a discourse analysis of a corpus of 75 covers that took into account vocabulary choices (including figures of speech) and semiotic choices for illustration, along with the narrative/ arguments constructed by the juxtaposition of cover titles and images. Across all four themes, we chart the discursive transformation of talking about digital technologies through the years. We note that, overall, the celebratory techno-capitalist framing has remained a constant, while the other themes have undergone important discursive shifts. We conclude by arguing that these four themes and the discursive transformations within them speak to a wider anxiety associated with the reflexive awareness of uncertainty in modernity (Beck, 1992; Giddens, 1990): control over one's existence, control over the social body (Beniger, 1986). In line with Ungar's suggestion that exaggeration of the threat posed by technologies creates new opportunities of using "moral panics to engineer social consensus and control" (2001: 276), we discuss how the themes identified in our research raise questions such as: what forms of control of the self and of the social body are legitimized by these symbolic constructions? And what allocation of power and social roles do they recommend?

PP 405: Mapping online hate speech. Forms, causes and dynamics of hate in online reader comments

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Comment sections on news websites and social media pages are considered to promote political participation and democratic deliberation: Due to their interactive design, they have the potential to represent a wide variety of topics and opinions and connect an otherwise disperse audience (Reich, 2011). But with these new technologies, phenomena such as hate speech, which proved to be one of the main drawbacks of digital discussion spaces, also became virulent (Meltzer, 2015; Coe et al., 2014). Hate speech is a generic term that encompasses speech attacks based on race, ethnicity, religion, gender or gender orientation. It is intended to draw attention to social differences and manipulate them (Waltman & Mattheis, 2017). While hate speech can become legally relevant in many countries, it is not limited to such extreme cases. Hate speech is associated with different negative consequences for the individual and is also seen as a threat to democratic deliberation and social integration.

This paper reports on an interview study with 19 community managers and moderators working for a wide variety of German news outlets. It adds to the knowledge about hate speech in two respects: So far, communication scholarship knows little about how hate is expressed in mainstream news commentaries; existing studies are mostly based on the analysis of specific hate novels or blogs (e. g. Waltman & Mattheis,

2017). Therefore, we *first* explore the various forms of hate speech in reader comments and thus contribute to a refined classification in terms of its content and linguistic forms. *Secondly*, our study expands the research on the explanatory factors of hate speech (e. g. Coe et al., 2014), by exploring which topics, news sources or authors typically trigger hate and according to which patterns online discussions escalate. As social media in Germany currently face an increasing pressure to monitor and eventually delete user comments (because of a new social networks law), we opted for an interview study with those journalists who read all incoming comments and decide which ones can be published. The sample of our study was designed to grasp a broad range of experiences with hate speech. It includes news staff working for different types of popular online media. The fieldwork is completed. Preliminary results show that hate in online comments is not only expressed by using offensive language, but also in an ironic or 'creative' way, in order to pass through the filtering software. Migration issues in particular seem to trigger hatred.

DCC12 - Death online: immortality, posthumous communication, technological loss, and digital remains

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This panel explores the dynamic relation between digital media and contemporary notions of death, ephemeral and eternal. Death is the most profound of human experiences, argued the philosopher Martin Heidegger (1996). As such, it has inspired generations of artists, thinkers, psychologists and technological innovators. The field of media studies is no exception with its long trajectory of conceptualizing technology from the prism of death and vice versa: studying the circulation of representations of dying and suffering; exploring the use of technology for memorialization; historicizing the perception of media as a portal to the world-beyond; and conceptualizing the essence of inscription technologies as a death mask.

However, death is changing along with the digitalisation and mediatisation of everyday life. Thus, we argue that the study of new media and death is a pressing issue for our interdisciplinary field. Motivating this panel are the rapidly growing and diverse conversations surrounding death and the impact of digital technologies in a variety of environments from popular imagination through care-work, communal rituals and scholarly debates. In many ways, reflections on death crystalize core norms, values, tensions and beliefs of social systems. For this reason, panellists discuss the topics of (im)mortality, posthumous communication, loss and remains, to bring death to the fore as a tool for theorizing digital media and the current moment.

This panel expands and interjects into existing conversations debating the relation of death and technology by theorizing and problematizing existing social and technological categories beyond questions of remediation of practices and representations online. We draw on approaches from sociology, psychology, philosophy, law and media theory as grounds for re-thinking both contemporary communication technologies, as well as current social constructions of death and its aftermath. Johanna Sumiala (University of Helsinki) elaborates on Zygmunt Bauman's notion of death and late-modernity and argues that we can read the current moment as a propagation of a utopian vision of immortality via technology. Ella Klik (NYU) pivots to the death of technological artefacts and information, arguing that loss is inherent to new media and is essential for understanding digital memory and culture. Focusing on the dialectics between change and stability, future and past, Paula Kiel (LSE) analyses the potential materialization of post-mortem online-communication. Katrin Doveling (University of Klagenfurt) explores how the sharing of bereavement and memory online leads to digital affect communities, which elicit horizontal social comparison amongst peers through emotional resonance and alignment. Finally, Tal Morse (Hadassah Academic College) discusses the interrelationship between social practices of online mourning and memorialization and emerging technological and legal practices that regulate access to digital remains in light of privacy laws.

PN 126: Re-thinking (im)mortality in the postmortal digital society

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In this paper, which combines media sociology with philosophy, I elaborate on Zygmunt Bauman's (1992a, 1992b) ideas on death and immortality in the framework of the present-day digital society. In his seminal work on death in late modern society, Zygmunt Bauman claims that contemporary society has become obsessed with immortality. From Bauman's perspective, while modern societies are mainly concerned with 'deconstructing death' and putting death into the backstage of modern society, late modern, digitally saturated societies are preoccupied with 'deconstructing immortality'. The desire to deconstruct immortality does not, however, downplay its societal significance. Instead, Bauman sees immortality as being shaped by the fantasies and aspirations of a given society and its individual members. Hence, immortality can be conceptualised as a kind of utopia (shared fantasy of becoming immortal) that motivates contemporary digital society and provides it with meaning(s) for life in the shadow of death. In this paper I wish to further

elaborate Bauman's ideas on immortality in light of the present society and argue for a critical understanding of digital as key technological, social and cultural condition for death and related immortalization in what Hviid (2017) calls a postmortal society.

PN 127: Loss and the digital: Stories of the irretrievable

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The digital sphere is an unlikely space for loss; the 21[·] century is often celebrated as the realization of the dream of total recall. We are— popular wisdom tells us— living in an age when everything is preservable and data is immortal. On the contrary, this talk will consider the topic of the death of technology or its End-of-Life (EoL) and the consequent loss of information from the theoretical perspectives of post-phenomenology, materiality and media theory. Hardware crashes and or disappearance of data are significant, as they occur in the context of black-boxing of digital technologies; therefore, this inoperability offers a rare glimpse into the system itself.

I consider three different manifestations of loss. First, accounts of the erasure of data of people who had passed serves as a corrective to the heralding of digital media as the great archiving machine. Routine loss of information and, worst, of meaningful personal memories whether due to a technical malfunction, human error, or a bug in the code is not uncommon. Second, since digital technologies are embedded in daily life and act as psychic supplements and storage containers, they often become companions that evoke an emotional response when they cease to operate. "THIS IS THE DAY MY HARD DRIVE DIED. SO LONG, PAL," mourned a Twitter user. (Walskaar, 2016) Here, technology as mirroring of human life in its expedited cycle of innovation-use-obsolescence grants an opportunity to contemplate on mortality qua inanimate yet intelligent objects. Finally, EoL is a term used in the tech-industry to mark the phasing out of a product, no longer producing, supporting or updating it. This technological death leaves its material traces and ecological footprints everywhere around us in the form of 'dead media'. Death, manifested as e-waste, is bound up with a vast and complicated network of relations and interests, and is produced by consumer culture and corporations that have little regard for more than shelf life. Thus, I argue that a theoretical engagement with the digital condition mandates thinking and feeling with the loss that it entails.

PN 128: Post-mortem online communication: Between change and stability

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Since their nascence, communication technologies have repeatedly blurred the boundaries between presence and absence; in so doing, they contributed to the social construction of death and the dead. Characterized by a tension between inclusion and exclusion from public life during modernity, communication technologies in Western societies have contributed to practices of containing and controlling the presence of the dead in everyday life. Digital media also partake in the increasing blurring of boundaries between presence and absence, life and death — and as the technology of communication of our time— have consequently triggered and inspired popular fantasies and anxieties, as well as actual practices and scientific innovations related to communicating with the dead. These are many times claimed to be potentially challenging the social construction of death in Western societies.

Of interest in this context are emerging commercial services designed for post-mortem online communication, offering users to plan and prepare in different ways to be active online after their passing. Focusing on such services provides a useful entry point to examining core social values, mainly through the contradictions they present between change and stability. The appeal of these platforms lies in the promise that they will continue to function eternally or at least well into the future. Yet, the success of these services depends on contradictory assumptions of stability and change regarding individuals, technologies and social structures. For instance, while required to continuously update to keep up with changes in software and code, technologies used by these platforms must also remain compatible (thus unchanged) with the technology used for creating messages today. More importantly, while challenging some social institutions and values related to the social role of the dead, other social institutions – such as marriage - are expected to remain unchanged for messages to hold their meaning.

As is many times the case in relation to future imaginaries, the very creative and groundbreaking is interwoven with the unchanged norms and values of the current social order (Ott & Aoki, 2001). Thus, my focus on services designed for interacting and sending messages posthumously allows for a reflection on the core values underlying the social construction of death and the dead in Western networked societies. This paper unpacks the conditions and assumptions required for such services to prosper focusing mainly on the contradictions between stability and change, life and death, future and past. The paper further

elaborates on these issues exploring the concepts of structure and anti-structure (Turner, 1969) and permanent liminality (Szakolczai, 2000).

PN 129: Digital resuscitation: How digital information technologies change perceptions of personhood and privacy in the aftermath of death

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As our lives go digital, so will, inevitably, our death. Emails we send, pictures we post, and thoughts we share are all stored digitally. During our life, we, the users, control our own personal data, as a matter of social practice and as realization of our legal right to privacy. Once we die, our privacy, as a legal right, dies with us, but our personal data remains online. These are our digital remains, the bits and pieces that reflect our digital personality, and at the same time, make up the memories for our friends and family. After passing, the social norms and legal conventions regarding access to digital remains are no longer clear, and a conflict might arise between the dead user's privacy and her family and friends' wish to utilize the digital remains for mourning or commemoration.

The online environment reshapes many social practices, allowing new possibilities of social interactions and compelling us to rethink current norms, perceptions and legal rights. Attitudes towards privacy and death are no exception. What happens to our privacy once we die? What are the social functions of digital remains? Who should control them – the user, the heirs or the digital platforms? Should the law reinforce social norms which are in a flux, or respond to technological development? How would the answers affect the way we manage our posthumous data before we die?

This paper delves into the social and legal meaning of digital remains and unpacks the different and sometimes conflicting rights of the user and mourners, and the meaning of posthumous privacy. It explores digital media's new affordances of engagement with the dead, and the gaps between emerging social perceptions of digital remains and evolving legal responses thereto, by focusing on the dynamic interaction between (1) social norms regarding death and mourning; (2) the relevant digital technologies; and (3) the legal framework.

Based on a national representative online survey of Israeli population (n=478), the paper reveals the users' perspective, perceptions and practices regarding access to digital remains, and the complexities to reconcile conflicting perceptions and wishes of users and of users vis-à-vis mourners. Moreover, the paper points to the shift in contemporary personal information management, that blurs the distinction between life and death and questions prevailing norms and regulation of privacy and access to information.

DCC13 - Youth, parenting and happy families

PP 484: Rhythms of moving in and between digital media: A study on video diaries of young people with physical disabilities

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This paper advances the scholarly debates regarding young people's online activities, by exploring their differing 'rhythms' or pace, and wayfaring or journeys, within and between online and offline places. The importance and intricacy of these different paces and trajectories emerged in the study of how young people with physical disabilities use the internet at home, recorded through video diaries. As a framework for making sense of these everyday movements or trajectories online, this paper draws on the concepts of 'rhythm' (Lefebvre, 2004 [1992]) and 'wayfaring' (Ingold, 2007), which help to unravel how young people with physical disabilities move in and between digital media devices, online sites and activities in an embodied and rhythmic way that happens at a fast or slow pace. This paper develops a new framework for analysing digital media use and access and proposes methodological advances in studying digital media use as dynamic movement that provides alternative insights on digital inequalities.

The paper draws on three cases of young male participants with different physical disabilities to reflect the spectrum of rhythms, pace and digital journeys that were evident across the video diaries. The first case focuses on Scott (who is more physically able than most peers in his school) and how he performs fast repetitive journeys in and between digital media. The second case presents Noah's journeys, focusing on repetitive replaying of a platform game. Lastly, Mick's video diary shows a slower rhythm, intermittently using a fantasy role playing gaming site and being aided and distracted by his parents, who are also engaged with their own digital devices and conversations.

The paper suggests that the concepts of 'rhythm' and 'wayfaring' help to analyse often unnoticed, embodied and habitual aspects of digital media use and its inequalities. In this study, the concepts help to unravel how young people with disabilities may have more privileged journeys through the digital, traversing diverse sites and activities, or less

privileged ones, entailing limited movements within one site or slow movement with intermittent engagement with the digital.

PP 485: Media production in everyday practices: What and how are teenagers producing?

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In their daily lives, young people access and use a range of social media through their mobile devices. Facebook, Messenger, Instagram, Snapchat, Youtube are some of the social networks that Portuguese teenagers access daily to talk with their friends, to access information, to share content, to entertain themselves. According to the main results of the European Project 'Transliteracy – Transmedia Literacy' [645238/H2020], in teenagers' relationship with the media, it is their role of consumers and reproducers that is more visible than that of producers. However, according to Jenkins (2006), in this era of a new participatory culture, facilitated by the convergence of the media, the line between consumers and producers is blurring, since consumers are invited to actively participate in the creation and circulation of new content. Being the potential of a participatory culture strong and agreeing that digital technologies provide a range of new resources and opportunities for creation and expression, and agreeing also with Hobbs (2017: 3) when she notes that "people learn best when they create", the fact is that data from some recent studies do not give us such an enthusiastic view of the active role of young people as producers. Paraphrasing the title of an article by Bird (2011), this leads us to question, as the author does, "Are we all produsers now"?

This paper is presented in the scope of the 'Transliteracy' project and it is driven by three main objectives: to identify teenagers' practices of creating and sharing using digital technologies; to present examples of their productions; to discuss how they are producing and how skilled they are at using digital tools to create. This analysis is based on data coming from a questionnaire administered to 78 teenagers aged 12 to 16 years old; workshops on 'Participatory Culture' with 40 participants; and 40 interviews conducted with these adolescents.

The results show that teenagers are actively involved with a diversity of digital media and that they actively interact with friends using them, but their production experiences are of a short-range, being driven primarily by personal and peer interests and occurring mainly in out-of-classroom spaces. Some teenagers do not produce at all: they do not feel comfortable playing the role of producers or they simply feel they have nothing to share. And others produce but do not like to share, they are concerned with their online privacy and safety. Data also provide interesting information to discuss the production process of these teenagers. With the technology in their hands, they like to take action quickly without a storyboard or a sense of purpose. Based on these data, the authors will argue that digital technology can, but does not necessarily, develop production practices. They will also discuss

PP 486: Teen mobile practices: Circulating, sharing and storing digital materials

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In this presentation, we understand teens mobile practices of circulating, sharing and storing digital materials as being linked to the concepts of active participation, interaction and support in the cloud. From this standpoint, we examine the practices of a teen who uses mobile devices to manage digital photos and videos, either authored by herself or downloaded from the Web. We use three main theoretical frameworks as our starting point. First, we assume that the circulation of digital materials among young people has been examined considering participatory activities (Jenkins, Itō et al. 2015; Livingstone 2016) and multimodal communication (Kress 2010) (Brennan and Holford-Lovell 2016). Second, we understand sharing practices as activities, organised and widely enacted within particular cultures, which involve interaction with other people and material tools (Goodnow, Miller et al. 1995; John 2017; Nicholas 2017). Thirdly, we assume photography, video, and text as well as devices such as mobile phones and tablets to be ubiquitous (Hand 2012) in modern society.

The general aim is to explore the rationale that guides adolescent practices when they store, share and circulate digital materials on the Internet. We will look at how these practices are mediated from a double perspective: on the one hand, socially mediated, when teens interact with adults and peers, both online and

offline; on the other hand, the material or immaterial mediating tools related to the hardware and software allowing digital discourses. The specific goals of this paper are the following:

1. Analyse the social and material support processes that inspire youths in their digital practices and, more specifically, how these involve online and offline support among adults and peers;

2. Explore the particular meanings that teens attribute to the concepts of circulating, sharing, and storing digital materials. We will focus on their relationship with ubiquitous social media timelines and streaming content; and

3. Describe the criteria according to which these practices are carried out by using hardware and software tools. We will approach the digital discourse generated by the multimodality of photos, videos and texts.

The empirical data we discuss below comes from a two-year long ethnographic study which aims to analyse the online and offline practices of a young person using mobile devices. This particular study, which began in October 2014, focuses on a girl -who we will refer to as Nadia- who is 10 years old as of 2016. We tracked her public and private online presence when storing digital materials on iCloud and social networks and also held informal interviews with her.

The main results stemming from the interpretations proposed could guide the design process for ubiquitous mobile devices, taking into account the way in which they are present in the everyday lives of young people. Moreover, these results will contribute to understand teen practices in both online and offline environments. Children and adolescents make for interesting subjects in this regard because they anticipate and infer particular functions of technological tools which can often go unnoticed by adults. Also, they are pathfinders in remixing and spreading contents in unexpected ways.

PP 487: The secrets of happy families? Regulating (re)productive labor with agile family management

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"Agile" is an umbrella term for a group of software development techniques focused on iteration and rapid development. Created in response to "waterfall" production methods which rely on top-down management and long-term project scopes, Agile methods involve self-managing teams working in a task-oriented manner on short timescales. Work and process are reviewed at regular intervals, and workers and teams are encouraged to accept change as a constant. Agile software techniques have become highly popular as a production methodology, with uptake and adoption by hundreds of corporations across the globe (Denning, 2015).

In 2013, a book entitled *The Secrets of Happy Families* (Feiler, 2013) became a *New York Times* Bestseller. The core idea behind the book is the application of Agile software development processes to family contexts, a practice that author and *New York Times* parenting columnist Bruce Feiler refers to as "Agile Family Management". Thanks to Feiler's book (as well as a series of blogs maintained by "Agile Families" in North America and Europe), Agile Family Management became a popular topic in the business and tech press, where media outlets ranging from *NPR* to the *Harvard Business Review* extolled its virtues as a superior method for dealing with the chaos of contemporary family life.

The incorporation of workplace values and systems into the family and home has been taking place for decades in technologically-oriented contexts; according to anthropologist J.A. English-Lueck (2002), "the structure of goal, milestone, and evaluation used in high-tech work is superimposed into every aspect of life" in places like Silicon Valley (p. 74). However, the mainstream popularity of Feiler's book and the resonance of Agile Family Management in the popular press indicates a shift: the incorporation of technological management practices within the family is no longer a fringe practice relegated to a narrow swath of tech employees and/or enthusiasts, but a proposed solution for *all* families to achieve happiness, no matter their configuration, circumstances, or location.

This paper establishes the discourse of Agile Family Management within the Western cultural context and analyzes the implications of its widespread circulation. It argues that that the characterization of Agile Family Management as the ideal set of rules for family life can be attributed to the infiltration of instrumental logics into relational contexts. This state of affairs is connected to the rise of "work's intimacy" (Gregg, 2013), a state of affairs that has been exacerbated by the widespread adoption of networked technologies. This paper also argues that Agile Family Management constructs a very specific view of what a "happy family" is (or should be), a view that is very narrow in scope and is influenced by historical myths. In conclusion, it discusses some of the implications of relying on technologically-oriented solutions for sociocultural problems.

PP 488: Maternal interpersonal social ties and the internet: Digitally mediated interpersonal connections as critical for maternal wellbeing

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This paper presents findings on the internet and both newly forged and existing maternal connections and relationships in the critical 'perinatal' period before and immediately after childbirth. Globally, maternal wellbeing in the critical perinatal period – the timeframe before and after childbirth – is evidenced to be critical for both mothers and infants (UN, 2015). Simultaneously, with the burgeoning of a range of digital interfaces and sites, mothers have been seeking advice, support and camaraderie online (c.f. Cheresheva, 2015; O'Connor & Madge, 2004;), these practices themselves located against now established practices of patients, vulnerable groups, stigmatized groups and parents going online for information and support (c.f. Amichai-Hamburger, 2013). However, there is as yet little evidence of the practices arising in terms of perinatal wellbeing in the context of the digital mediation of women's interpersonal connections. Theoretically, this paper posits a framework where two conceptual strands are brought together – (1) one theorizing online interpersonal connections drawing upon the work of Haythornthwaite, 2002; Wellman, et al, 1996; Ellison et al., 2007; Valkenburg & Peter, 2011 and Baym, 2015; and (2) the second theorizing maternity and motherhood through sociological theories of intensive mothering drawing upon sociological theories of intensive mothering following Hays, 1998; Douglas and Michaels, 2005 amongst others. Methodologically, the paper reports on empirical work, funded by a grant from the British Academy and the Leverhulme Trust (2016-18), which investigated the role of media technologies in the everyday lives of women before, during and after childbirth, and consisted of interviews conducted in 2016 and 2017, in a qualitative research process with 50 women, the vast majority of whom were mothers, including immigrant women in the UK, and a sizable fifth of whom were healthcare professionals, including individuals from charities supporting women perinatally. In terms of the online data, this work consisted of analyses of social media discourse, on microblogs (e.g. Twitter), parenting forums such as Mumsnet (author removed), video-blogging sites such as YouTube (author removed) and social networking sites such as Facebook (author removed).

Drawing on qualitative interviews and on online data from a range of digital sites, I present three strands of findings.

First, I discuss how the moral weight of motherhood in neoliberal societies, rendered particularly visible in the perinatal period, complicates a central boundary in the study of online interpersonal relationships between information and communication. Second, I note the complexities and relative significance, in emotional terms, of weak social ties in digitally mediated perinatal connections, paying attention to the blurring of lines between bonding and bridging social capital. Third, I consider how the material and emotional roles of traditionally held-to-be-important offline maternal support networks of mothers are re-negotiated, re-positioned and even bypassed through online ties.

The paper does not promise dramatic or necessarily straightforward tools with which to make sense of perinatal interpersonal relationships on digital interfaces, but suggests, instead, that the findings presented take forward the conversation, both on digital interpersonal relationships, and on maternal wellbeing, that has largely, until now, been studied in its offline contexts.

DCC14 - Time and temporalities in the digital age

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The digitalization and mediatization of life are woven deeply into how time is constituted in various social and cultural contexts. This is, at least in relation to modern societies (Rosa, 2005), often described as a feeling of acceleration. The aim of this panel is to move on from such broad conceptualizations by discussing time and temporalities from different theoretical and empirical viewpoints. Two tendencies highlight the importance of such reflections.

At first, social media, apps as well as mobile devices have made the internet an almost indispensable and fully immersed part of daily life. Yet, the temporal structures within social media, other platforms and apps are not necessarily aligned with the social and embedded time of individuals. Secondly, while the relation between broader temporal regimes and the individual use of time have been studied (Neverla, 2010) there is an increasing need for research that focuses on the contemporary media landscape in which digitalization has become an almost indispensable part of how people structure their everyday life, which is underlined by research that has emphasized the need to be permanently online and permanently connected (Vorderer, 2015).

The five presentations in this panel address both tendencies. The first presentation addresses parallels between how Isaac Newton conceptualized time and space and the understanding of temporality within recent communication research and argues for a more nuanced conceptualization of how temporalities are constituted in digital environments. Following on from this the four ensuing papers each in their ways zooms in on the constitution of time through digital media in specific empirical and theoretical contexts. The

second presentation focuses on how disruptive media events are accompanied by national and dispersed temporalities in the "real-timeness" of a Twitter feed and how this challenges the normativity and pace of a truce of nation affirmation instigated by legacy media and politicians. The third presentation deals with algorithmic feeds and displays, which represent a timelessness promoted by social media platforms. Rather than showing information in a linear form, algorithmic ordering complicates a narrative, promoting endless scrolling and engagement, which challenges the user to figure the actual chronological order of content. The fourth presentation tackles the individual perspective of time and temporalities in a digital culture and discusses the concepts of time and temporality and the related struggles for autonomy and control that can be found in peoples' personal accounts about living in a world imbued with digital media. Finally, the fifth presentation looks at how subjective recognitions of distant others may not happen in spite of the myriad distractions of a media-saturated world but are rather predicated precisely on those distractions and as such nuance more general assumptions about the superficial speed of the digital environment.

Taken together the five papers in this panel highlight significant ways in which digital media constitute divergent, contradictory and interrelated temporalities. As such, this panel hopes to instigate more research and discussions on how digital temporalities negotiate individual autonomy and broader temporal orders.

PN 169: "Absolute, true, and mathematical time" – Communication research and its conceptualization of time in the digital age and why Isaac Newton would have liked it

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When talking about media effects, about changes, and development of attitudes, opinions, or emotions, we are always talking about time, too. No researcher would probably deny time is an important parameter when measuring media effects. Yet, time does not only affect media effects, previous research has also pointed out that society develops temporal structures (Neverla 2010: 187). Society and the understanding of time influences each other and underlies their changes. Especially the digitalization of life implicates changes in society and temporal structures (Röll 2008: 45; Schmolke 1997: 29). Researcher must deal with time and temporalities in the digital age, they have to rethink synchronicity, simultaneity and dynamics. Though, the understanding of time and space seem not to change in communication research, especially in media use and media effects. In fact, the way these two disciplines deal with temporalities would even please even Sir Isaac Newton. As Stephen Hawking (2001: 31) states, most of the people understand time and space in the way Isaac Newton did: "Absolute, true, and mathematical time, of itself, and from its own nature, flows equably without relation to anything external." (Newton 1962: 6) In this understanding, time is independent from all other variables and for each person always the same. Interestingly, not only people would underline such an understanding of time but also does communication research. Still aware of the acceleration of time (Rosa, 2005) the implicit assumption of communication science bases on time being linear. In this case, time is irreversible but still able to accelerate itself. Although Einstein has proven with the theory of relativity that time is relative, the areas of research media use and media effects still deal with the old understanding and tries (and struggles?) to apply a general assumption of linearity and causality to new challenges like the synchronicity and dynamics of a global communication in the digital age. This paper discusses how Isaac Newton understood time and space and which parallels are comprehensible to the contemporary understanding in communication research. The aim is not only sensitizing for time as variable but also to discuss a more nuanced conceptualization of how temporalities are constituted in digital environments in the digital age.

PN 170: National and dispersed temporalities — the case of disruptive media events

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A recent study entitled "Community Repair through Truce and Contestation — Danish legacy print media and the Copenhagen shootings" (Bødker & Ngomba, 2017) investigated how national legacy media negotiated the tension between a focus on national unity and inclinations towards initiating ideological clashes over security issues, immigration etc. While this was a tension between an eternal present of a de-historized national community and the disrupted and less predictable temporality of conflict, the more immediate issue of temporality concerned how long the truce would last (about a week).

Following on from this study, which did not look at social media, this paper analyses the tweets (obtained from sifter.com) of the hashtag #copenhagenshooting from the day of the shooting (February 14, 2015) and one week ahead. Looking at the tweets it quickly became clear that the exchanges on social media did not share with legacy print media the obligation to (or norm of) a truce devoted to unity and the somewhat infinite temporality of the nation. Right from the first shooting, content on Twitter was embedded in a variety

of dispersed temporalities, which at the same time, and in opposition to legacy media, did not speak/from an undefined but assumed centre.

The uneven unfolding of the Twitter feed was rather inscribed within a range of dispersed temporalities each of which were linked to various notions of mobility: interlinked and divergent places, various identity positions and shifting social and cultural orders. Such mobilities thus played into the construction of "real-timeness", which —according to Weltevrede, Helmond & Gerlitz (2014) — is not only a question of the speed of transmission but rather something assembled through "the interplay between technicity, actors, practices and experience of web devices" (130). What will be examined in this paper is consequently how the mobilities inscribed within the "real-timeness" of the Twitter feed both played into and challenged the normativity and pace of a truce of nation affirmation instigated by both legacy media and politicians.

PN 171: Platformed time(lessness): Interrogating the algorithmic ordering and temporal prompts of digital media

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Temporal concerns are critical underpinnings for the presentation and experience of popular social media platforms. Understanding and transforming the temporal is key to the operation of these platforms and how they prompt their users to remain engaged. Time is a means for platforms to intervene in user activity: it showcases how platforms variously privilege the new and novel, the old and forgotten as catalysts for participation. Popular platforms like Facebook, Twitter, and Instagram have also moved from reverse-chronological displays of content to algorithmically-determined ordering that focuses more on what a user might be interested in than temporal linearity.

In this paper, I argue that these platformed interventions render time a site of contestation between digital media platforms and users. Algorithmic feeds and displays represent a timelessness promoted by platforms. Rather than showing information in a linear form, algorithmic ordering complicates a narrative, promoting endless scrolling and engagement since there is no sense of whether or not a user has – or could – see everything. Users have to work to find out what is happening 'now', or to work out the actual chronological order of content, since feeds are a mixture of the current, the promoted, the recent, and the suggested.

Concurrently, platforms promote constant and repeated participation on the part of their users, with temporal prompts a key means for gaining user attention. The temporal is used by digital media platforms to both encourage engagement and to dissuade disconnection and inactivity: Facebook and Twitter push notifications to users if they have not posted content for several days or when their friends start posting again after a long absence. Time and temporality provide suggestions for new status updates, and are prominently featured in the platform-led automated curation archives of a user's (digital) memories.

These platformed engagements with the temporal, though, elicits contestation between their concerns and the desires of their users. Archival content is automatically resurfaced without warning and, potentially, against users' wishes; any preference to see content in reverse chronological order is not supported by platforms, even when seeing 'real time' ordering of breaking news or crises is necessary. This paper argues that the combination of the automated and algorithmic temporal prompts construct a new sense of temporality on digital media (or temporalities, across platforms). In doing so, I investigate the power relations invoked by platformed time, as platforms reshape the digital temporal and how it is experienced – and contested – by their users.

PN 172: Forced-time, lost-time, me-time: Personal concepts of time and temporal autonomy in digital cultures

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Time and media are closely related. Media and communication technologies structure temporal experiences (Kaun 2015) and affect how we make sense of time in our life-worlds. Traditionally the time people spend with media and invest in the use or reception of specific offerings was differentiated from the time without media. In the 'evertime of constant online connectivity' (Morrison & Gomez 2014) virtually all domains of social life are marbled with digital media and the lines between media–time and time-without-media-use became blurred.

The sense of 'permanently online and permanently connected' (Vorderer et al 2016) resonates in public discourse and is normalized through research, manifesting in the rhetoric of instantaneousness, permanence and personalization as the "new normal" (e.g. Vorderer & Klimmt 2016), thus obscuring inequalities in digital cultures and late capitalist societies. Whereas the entanglement of digital media with daily routines has become ordinary for many people, for others the responsibility to actively structure their

time with and against the ever-tempting presence of digital possibilities is burdensome and stressful (Shu, Tu & Wang 2011, Reinecke et al. 2016, Weinstein & Selman 2016).

Against this backdrop we investigate from a user's perspective, which concepts of time and temporality and which struggle for autonomy and control can be found in peoples' personal accounts about living in a world imbued with digital media. Our empirical findings are based on secondary analyses of data collected in a series of four studies (using interviews and media diaries) we conducted between 2014 and 2017. The studies originally addressed a variety of attempts by users to recalibrate their relationship with digital media, such as people who join digital detox programs, people who abstained from media usage for religious/cultural reasons, or people who are engaged in mnemonic online communities in which they nostalgically criticize today's digital media in contrast to their former media experiences. We re-read the data from these studies regarding (1) which concepts of time people employ to make sense of time in their (non-)use of digital media, (2) through which practices and strategies they try to sustain/regain temporal autonomy. Further we explored (3) which past and contemporary imaginaries people draw from to envision a better life with(out) digital media and (4) identified how they normatively narrativized time.

In the re-analysis we found various concepts of time that make visible the layers of experiencing and valuating time in the everyday and unmask the false universalism of the alleged "new normal": (1) "Forced-time": Digital media demand participation due to their omnipresence and the subsequent expectations by others. (2) "Lost-time": Digital media are considered time-consuming with little benefit yet lots of distraction from more important things. (3) "Me-time": Abstaining from digital media allows to focus on oneself to regain autonomy. (4) "Real-time": Spending time online and "in" digital media is degraded as unreal, unimportant, and inauthentic. Spending time offline in the "real" world is considered superior. (5) "Template-time": Nostalgic memories of the past inspire imaginations oriented at "better times" in which media supposedly were less burdensome.

PN 173: Subjective recognition in a distracted world: The affordances of affective habits and temporal discontinuities

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In an era characterised by an economy of attention, the temporal capacities of media audiences are regarded as a finite resource. For those in the business of promoting intersubjective recognition of distant others, such as journalists and humanitarian campaigners, the conventional response is to incite mediated encounters that are either temporally extensive and sustained, or else intensive and disruptive. This paper, however, argues that temporal extensiveness and intensiveness are not necessary conditions of intersubjective recognition. Further, it is plausible that substantive engagement with distant others is not clinched in spite of the myriad distractions of a media-saturated world, but instead is predicated precisely on those distractions. Interviews with heavy media-use journalists and campaigners in Egypt and Lebanon are used to posit that it is the temporally discontinuous and dispersed nature of multiple media immersion that affords the kinds of affective experience – busyness, pleasure, pique and above all ambivalence – around which the modes of subjective recognition theorised by Emmanuel Levinas (1961) and Jean-Paul Sartre (1945) can crystallise. The political principles and personal motivation these media practitioners exhibited are not internal qualities that they wield on their worlds, but the outgrowth of patchy, provisional media habits they find themselves doing amid the mundane rhythms of everyday life.

In theoretical terms this is grounded in terms of Levinas's concept of pure duration, which can be understood as an accusation that emanates from our pre-reflexive sense of intimacy with multifarious over time – one which emerges from being in the world, not from scrutiny, demand or reflection. For Levinas, the principle of taking responsibility for the self, in spite of our experience of it as something into which we are thrown rather than something that comes from within us, derives from the claim that existing is temporally prior to the existent. All this means is that existence doesn't start from some primal origin and then goes about existing in different ways in the world: we begin with ways of existing in the world, including mediatized, and only come to understand the idea of existence over time. There is no 'deep' meaning or revelation at some imagined end of being in the world with others, nor any claim to reclaim an originary solidarity long since compromised by the depravities and degradations of modern life.

In research into media temporalities, this frees us from the commitment to imagining new kinds of representation or mediated experience that will break through the cyclical fog of our overstimulated everyday lives to clinch real subjective recognition of the other. In professional contexts that other is objictified through work routines to become temporally-specific tasks experienced affectively, but this does not preclude substantive subjective recognition. By this logic, the distant others of media spectatorship, often experienced fleetingly and similarly affectively, may not only be reduced by their mediation to inert spectacle. Under particular circumstances it is possible that temporal, affective media consumption habits can sustain more politically substantial relationships between viewer and viewed in the longer term.

DCC15 - Streaming media and meaning making: issues of (sounding) arts, technology, democracy, education and communication – Spotify as a case

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As a contribution to a scholarly discussion in relation to the theme of the conference: *Centres and Peripheries: Communication, Research, Translation*, this panel will gather and communicate research that focuses on streaming media and the prerequisites for human meaning making from different angles and methodological starting points. In the center of the discussion, Spotify serves as a case. We will approach the theme of the conference from three different angles. First, we will stretch the boundaries of media and communication research as an academic discipline as we collaborate cross the borders of media and communication technology, music education, musicology, education, literature, and sound engineering, in order to better understand as the complex phenomenon of streaming media and its potentials for meaning making, or *Bildung.* Second, we touch upon the perspective of translation, as we are using, at different levels in the research process, several forms of expression, not only written English. And third, we take equality and democracy as a starting point for thinking about equality of access to music, via Spotify and other streaming companies offering musical culture and *Bildung* for all.

From a democratic standpoint, the question of what streaming companies offer different parts of society is of special interest. The digitally transformed music industry leaves distribution in the familiar and traditional role of gatekeeper, setting and maintaining the preconditions for people's access to the arts. These concerns have been studied from technological and economic perspectives, with published research to date focusing on audio-visual streaming in relation to the music industry, file sharing, digital distribution and aggregation, human-computer interaction, human-centered technology, broadband infrastructure, click frequency, catalog distribution, playlists sharing, social networking, and peer-to-peer streaming. Audience studies include listening habits, responses to streaming sound quality, relationships between music choice and daily activities, and time of listening during the day, have been made possible through statistical analyses of big data. In consequence, there is currently a need to reflect upon and discuss the meaning and function of streamed art and culture in people's lives, and also to identify the material and technological prerequisites for enjoying access to the services of streaming companies. We have combined our different angles in developing in a collaborative cross-disciplinary project: **Streaming media and meaning making***:* **issues of (sounding) arts, technology, democracy, education and communication – Spotify as a case.**

Our panel presents on an ongoing research program project begun to explore the meaning and function of streaming media as a facilitator of *Bildung*, using Spotify as a case. To fulfill the aim mixed research methods have been required. Technology, law and policy studies from media and communication research have been adopted. Access to Spotify users' activities has implied qualitative methods including "netnography," shadowing and interviews with human subjects, as well as sound quality comparisons by human subjects. A philosophical study of *Bildung* assists the research group in revising and reflecting on our provisional answers to our research questions.

PN 174: Mapping the changing media studies discourse on Spotify

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This paper seeks to map the changing media studies discourse on Spotify, presenting a meta-analysis of empirical and theoretical work to date. The meta-analysis distinguishes media economics, music industry studies, and musicological approaches, and further presents critical theoretical analyses where these appear as facets of other discourses. It also offers points of potential coupling between perspectives. The media economics approach to Spotify presents the company as a vendor of algorithms and as a data processing and transaction-processing service, with Google and Netflix as peers. This approach focuses more on the data-intensive work of Spotify as a selector of pairings of advertisements and listeners, and less on the fact that Spotify is serving streaming music products in particular. This approach has chosen to emphasize the software application "platform" or infrastructure underlying Spotify and other media vendors. The music industry studies approach to Spotify considers the company as a business and technology development in and of the music industry, which inherits competition from other music based businesses after failed firms have tried a similar business model unsuccessfully, and is tied unambiguously to the international and national histories of intellectual property rights (including music copyrights and technology

patents). Musicological approaches vary, but emphasize the transition of the experiences of music listeners and players into experiences of music platform users. The musicological discourse is also situated to various perspectives on teaching and learning music as a variety humanistic and creative inquiry. These perspectives are the most diverse and plentiful in the Spotify discourse. Being an outgrowth of intertwined scholarship in philosophy, music, and literature, this approach incorporates a greater sense of historicity than the other approaches reviewed here. It also sometimes communicates value judgments about the digital transition in the context of music education and music listening, including experiences of loss of meaning associated with algorithmic selection and online delivery of music, and experiences of learning and music discovery. The paper concludes with a proposal to expand Spotify studies into the domain of international political economy, which can incorporate and build on some of the critical inflections of these filial studies. Political economy can illuminate the role of the state in creating a conducive environment for the growth of Spotify from start-up phase to its take-off phase and ever-increasing "financialization". It can also trace links between the firm's corporate leadership and that of other firms, and explicate the steps taken for Spotify to grow its user base internationally. From this perspective, it is also possible to think of Spotify's role in media-based and technology-based "nation branding" for Sweden. Spotify has displaced The Pirate Bay as an indexical relationship between online music and Swedish "cool," and despite having a politically complicated with the Swedish state, official communication by the government of Sweden promotes Spotify as a media technology which is emblematic of Swedish advantages and virtues.

PN 175: Evolving Bildung and the Question Concerning Technology

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This presentation explores the intersection of art, technology, and *Bildung*, especially as they relate to streaming media. We begin by referring to the second part of *Identity and Difference*, "The Onto-Theological Constitution of Metaphysics", in which Heidegger broaches the question of technology in relation to what he terms the "step back" out of metaphysical thinking. Thus, in our reading of Heidegger's text, we pursue what consequences the view of technology and the "step back" has for the idea of *Bildung*, that is, the dismissal of the socio-constructive paradigm, the metaphysics of the "will to power", where man both impose himself onto and deprive the world of its meanings. Instead we include the development of what Heidegger calls "thinking," which is more than a purely rational and mental act, and rather involves emotions, the body, ethical considerations as well as what could be called relationality. Aside from 'thinking', in its mediative sense and social significance [*mit-denken/ mit-sein*], we set out to elaborate on 'saying', that is, the conjoinment of thinking and art [*technê*] as a way of bringing the human being and the being of things out into the open. These dimensions of *Bildung* are essential parts in what we propose to name an "evolving *Bildung*." The term 'evolving' signifies *Bildung* as an open and ongoing formation process as well as a predisposition to the mystery of the meaning of technology. *Bildung* hereby implies a movement towards a state of mind and a place where the question concerning what it means to rehabilitate humanity, technological and Being itself ceaselessly is lived and pondered [*fortgewähren*]. We also set out to address the critical voices that question the phenomenological concept of *Bildung* as being too vague, lacking direction, being indifferent to ethics, and trapped in an ego-logical way of thinking. To us, *Bildung* operates within the possibilities of the human being as *Dasein* [*Möglichsein/ Seinkönnen*], but cannot be *anything*. Rather, the process of *Bildung* can be seen as bound to, supported, and inhabited by, particular people, places, and traditions. To counter the calculative mindset, we focus on how Heidegger's thinking concerning technology can inform our proposed notion of an "evolving *Bildung*." Evolving *Bildung*, we claim, is intimately related to what Richard Capobianco, in *Heidegger's Way of Being*, calls "the temporal-spatial unfolding" of beings and things. In line with Capobianco's argument, we suggest that it is this view of Being, as temporal-spatial unfolding (what could perhaps be called streaming), and toward the contemplative releasement (*Gelassenheit*) around which our notion of evolving *Bildung* is developed. Evolving *Bildung* is thus to be seen as a movement of thinking aiming to come close to that which is yet unthought, which is also, we suggest, how we must approach streaming media as a form of technology and art.

PN 176: Gatekeepers of musical heritage – the case of the Swedish Radio Archive of Music, the Swedish radio and Spotify

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Commercial recorded music is increasingly being available via streaming. In a country, such as Sweden, the particular streaming service of Spotify has gained an exceptional position, becoming the main facilitator of

music streaming. Further, research also show that the company has gained an exceptional status as a company of public service. Streaming services such as Spotify has conquered, not only traditional record stores, but also traditional archives and libraries which former have had the role of provide and store musical cultural heritage. In the wake of streaming, the Swedish Radio Archive of Music, containing a unique width of its collections and cataloguing of content, started to sell out their physical phonograms. The main argument for this digitalization, a turn from materiality to immateriality, at archives and libraries, is the idea of increased accessibility of the good for the public. This argument is based on the premises that anyone with a digital device and Internet access can reach content. In the case of Spotify and music this argument is further supported by the fact that such access can be available legal and for free (although based on advertisement) which further enhances a democratic aspect of accessibility. However, there are no or little awareness of any additional issues connected to or intertwined with streaming which in fact could work rather contractionary regarding access and accommodation of music cultural heritage. I suggest that the development of the digitalization of the musical heritage oversees a number of issues: (i) *Primacy of quantity over quality*, e.g. that the number of available content increase whereas the quality of that content decreases. (ii) The *available contents are of a liquid nature* as rights holders, for different reasons, can add or withdraw their property from the streaming catalogues why the sustainability of content lacks robustness. (iii) The playback *hardware and software* needed to decode streamed music *keeps updating* and changing why future historians will have great difficulties to decode code of today tomorrow. Based on these main issues 'increased access' for the public is nothing but a caprice. Access today are being traded against absence tomorrow. This paper will present the networked actors responsible for policies and regulations regarding music as a cultural heritage in Sweden as a case example by the analyses of policy documents and official reports in combination with interviews of responsible gatekeepers.

PN 177: Evolving musical Bildung in relation to streaming media – Spotify as a case: Reflections upon a pilot study

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The presentation will share experiences of and reflections upon a pilot study based on stimulated recall interviews aiming to explore the meaning and function of streaming media as a facilitator of musical *Bildung*. As, it can be stated that 1) new technology has the possibility to provide information and education for everyone, 2) most people can access the "all kinds of music" for "free", 3) there is a need to reflect upon and discuss the meaning and function of streamed art expressions in people's lives, a study has to be conducted that approaches meaning making actually occurring in streaming activities. Taking the affordances technological streaming companies offer as a starting point, a pilot study of stimulated interviews among Spotify users was designed. The study aims to answer some of the project's research questions from a music educational perspective:
What technical, educational, legal, economical, art related, and ethical challenges arise from the interaction between the streaming media Spotify, music, and human beings?
Bildung does the user experience in the specific contexts that Spotify provides?
Bildung in the Spotify-art-human being interaction?
To address the research questions, from a music educational perspective, access to Spotify users' activities and experiences of streaming media interactions seemed to be crucial. A netnographic oriented approach where chosen, given its focus on distinguishing meanings and human practice in varied contexts, and combined with interface analysis and individual interviews, supported by stimulated recall. The participants gathered their user activities that took place during a limited period of time, and also in what ways these were shared and expressed in varied social media. The observations of each user's Spotify related activities were documented by continuous screenshots, implied by critical moments, as well as an activity diary. The stimulated recall interviews were documented through the use of video , transcribed and subjected to qualitative content analysis. The contribution to the panel aims to share and discuss the use of methods as well as preliminary results, which hopefully can contribute with insights when it comes to how streamed music functions, and can be used consciously, and in by that afford meaning making within the field of music education.

PN 178: Objective measurement and visualization of dynamics in music

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Dynamics in mainstream music productions has decreased in digitally distributed audio formats during the years 1983 to 2007. This is the effect of the so called "loudness war". The effect is driven by properties in

the digital audio distribution chain and the aim to increase perceived audio intensity, *loudness*, in music tracks. In such distribution, which includes streaming platforms, the only way to increase the loudness of a music track is by reducing its dynamics.

To cope with the above problem and the issues with loudness discrepancies in broadcast transmissions, an objective model of loudness has been developed, ITU-R BS.1770. In it's simplest implementation, the model gives one reading for a complete audio segment. For this variant, the difference between the model and perceived loudness has been successfully evaluated. To extend the model to also comprise the perception of loudness fluctuations over time has shown to be difficult; It is methodologically hard to capture subjects' assessments in real-time.

As a part of a larger study, "Evolving *Bildung* in the nexus of streaming services, art and users - Spotify as a case", audio tracks from subjects' playlists will be a point of departure for interviews. One aim of these interviews is to pick up the possibility; extent and/or exemplification of meaning making coupled to the subjects' recently played songs. The same songs will also be analyzed according to different objective measures of dynamics in the audio stream. The two types of data will be used in a discussion that aims to understand more about the affordance, from the standpoint of audio stream dynamics, contributing to the possibility of meaning making within the listener.

Emanating from BS.1770 and other loudness models from present perceptual audio research, a forthcoming study aims to improve existing models for time-variant loudness perception. This model may then be used to describe the perceived dynamics in the music conveyed by the audio stream to the subjects. The improved accuracy of the model should be beneficial when describing the affordance from the dynamics in the audio stream and that in turn may be used to explain statements on meaning making from the interviews with subjects.

The methodology to be used to improve the model is to emanate from different existing models, but parse the loudness data to the rhythmical patterns of the music. This enables a graphical representation of the audio in a similar fashion as a score, where the position of the stems represent the rhythmical position in the score and the length of different stems represent the loudness of the different rhythmical elements. Different scores will be created from the different models to test. Subjects may then rate different "scores", in how accurate they represent the perceived dynamics in the music. A time marker will be animated on the score, in sync with the position in the music track, to facilitate the reading of the score. The methodology will be presented along with the results from a pre-study.

DCC16 - Emerging technologies and innovations

PP 613: The robot as friend or foe? Multicultural verbal communication with a humanoid robot

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Robotic technology has been used in manufacturing for years. More recently, however, robots have begun to enter our social life (Markowitz, 2014). From health care, education, and elderly care to service robots for daily chores: robots are entering our lives in new ways. So far communication and media studies have not taken up this field of research widely, but the relations between humans and robots are a challenge for these fields as well. Particularly the emergence and effect of robots that are designed to interact with humans on a social level are a challenge for communication scholars. Many robots are increasingly engineered to engage us socially, which also raises ethical and policy questions. People are prone to anthropomorphism, which means that we project our own inherent qualities onto other entities to make them seem more human-like. Some authors like Darling (2017) have shown that we attribute human qualities even to simple robots, other studies point to an increased trust in robot human communication (Pfadenhauer/Dukat 2014). In order to elaborate on these studies from an intercultural perspective, we conducted a lab experiment with international participants on the issue of communication and trust in robot interaction.

The study: In this study we conducted a human-robot-interaction lab experiment with participants from four countries (Brasil, Japan, Korea, Germany). Starting from the hypotheses that people trust humanoid robots, even if they give wrong information, we programmed a standard robot (NAO) in order to communicate with the 12 individuals. We chose daily routines for which a robot can be helpful, like making an appointment (task 1) and give advice on how to water a plant (task 2). The third ask reflected on a socially more complex interaction, namely comforting the participants, who claimed to the robot that they had lost their job (task 3). The robot was programmed to use anthropomorphic language (like a personified name or story) and, importantly, to use body movements which reflect on human routines. The data analyzed consisted of pre- and postexperimental interviews and a video- and audio documentation of the participants behavior during the interactions with the robot. The results show no national differences between participants, but confirm

that individuals attribute human-like qualities to the robot. Participants often did not correct wrong information (such as wrong dates), and were happy to follow his advice in other situations.The presentation will discuss these results in the light of media and technology ethics and will problematize on future communication with digital artefacts.

PP 614: The smartphone as a cultural and journalistic innovative element: Critical study of the use of applications and virtual reality in European and North American reference media

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In 2017, 197 billion applications (Apps) were downloaded worldwide (Statista), which absorb 60% of the time that users spend in the digital environment in a few measurements (Ditrendia) and up to 90% in others (Flurry Analytics). Small screens have triumphed and the widespread use of smartphones has broken the barriers of time and space making it possible to access information at anytime and anywhere (Kellerman, 2010, White, 2011). And one of the most interesting innovative elements, especially since the presentation of the iPhone in 2007, is precisely the use of applications (Apps), which grow exponentially (Belair-Gagnon, Agur and Frisch, 2017) and are counted by hundreds of thousands (Khalaf, 2012), provide new possibilities for mobile devices (West and Mace, 2010), give wings to a market in which everyone wants to be (Holzer and Hondrus, 2011) and increase the offer made to the so-called prosumers (Toeffler, 2009).
However, in the field of journalistic information it does not seem that they have reached significant percentages of use, nor the strength of social networks, games, music or leisure: audience data show that their high growth is not accompanied of a notable increase in the reading of news through the pure players applications of general information newspapers, which has remained relatively stable in recent years. It can be for the convenience offered by the search engines of the web and direct access from "favorites", by the platforms that group publications without having to download the applications of each media or by the irruption of the news aggregators. But the reality also points in another direction that could be appropriate: there is a gap between what consumers of news seek and use in their smartphones and what the Apps of digital media offer (Schmitz, 2013).
In this context we consider the following questions:
RQ1: Are applications a useful and efficient journalistic tool?
RQ2: Have they achieved convincing levels of quality and audience in some medium?
RQ3: Can virtual reality or other technological innovations make them more attractive and get them to reach the levels of other activities?
To answer them we analyze the applications of ten reference newspapers with a long history of paper edition (The New York Times, The Washington Post, USA Today, The Wall Street Journal, The Guardian, The Daily Telegraph, Le Monde, Le Figaro, El País and El Mundo), and those of three cybermedia with only digital version and shorter but solid trajectory (Pro Publica, from USA, Mediapart, from France, and El Confidencial, from Spain). The methodology is based on the detailed application of an analysis sheet with 45 parameters to each of the headers cited, and in the collection, comparison and critical synthesis of specific audience data. We have completed the work with different semi-structured interviews to executives of some of the media that at this moment have a consolidated situation, and we provide, in addition to the conclusions, the proposal of a possible App model suitable to the current situation.

PP 615: Social robots as emerging technologies: Exploration through Goffman and Apparatgeist theory

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Robots and related technologies such as automation and artificial intelligence have become a critical part of the industrial development. These emerging technologies are increasingly relevant not only to the production and various business sectors, but also to our everyday social life including the very intimate area that affects our emotional experiences. As such, communication that surrounds robots in our current and near future everyday life calls for research attention of communication and media studies scholars. Although researchers other than robot engineers have been making a considerable effort for understanding the social aspect of robots in order to cultivate proper contexts of societal applications, this increasingly important issue is understudied in our field.
Some researchers of ICTs (Information and Communication Technologies) and the digital media started to examine issues that surround robots, particularly a category of social robots in recent years. A social robot can be a material artifact that takes a shape similar to humans and animals such as humanoid, android, or zoomorphic, but can be a virtual figure such as a hologram, or even a conversation agent without a human/animal-like shape. Noting the body of research documenting intimacy, emotions and mobile phones

in the European context, some mobile communication researchers started to examine the boundaries between humans and machines, reflecting upon a wide range of focuses such as anthropomorphized machines, humanness and emotions, and attitudes toward robots among others (e.g., Sugiyama & Vincent, 2013; Vincent et al, 2015; Fortunati, Esposito, & Lugano, 2015; Gehl & Bakardjieva, 2017). This perspective considers social robots as emerging ICTs/media and opens up the potential for studying their social implications from a communication and media studies perspective.

This paper presents two theoretical frameworks that can be used for analyzing communication with social robots: Goffman's analytical framework of social interactions in everyday life and Katz and Aakhus's *Apparatgeist* Theory (2002). A current project of Twitter analysis in Japan regarding a social consumer robot Pepper, suggests that Goffman's concepts such as the normative interaction regulation and focused/unfocused interactions serve as a useful theoretical framework for understanding social interactions people experienced with a social robot, expected communication patterns interacting with robots, and emotions triggered by its presence in public places. *Apparatgeist* theory, which was originally developed to explain symbolic aspects of mobile phones, proposes a way of analyzing "how humans invest their technology with meaning and use devices and machines to pursue social and symbolic routines" (Katz, 2003, p. 15). This theoretical framework allows us to explore how a social robot may become not only a relational partner but also an extension of us through symbolic and emotional investment on the side of users. As people will start encountering social robots like Pepper in public places in Europe more frequently (e.g., "Paolo Pepper" as a hotel receptionist in Italy), the proposed paper sheds some light on how communication and media studies scholars can contribute to our understanding of this emerging technology.

DCC17 - Beyond media: The next generation diary method

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Diary studies have been an established approach in social science research since the 1920s, with particularly time-use diaries in the 1960s and onwards as the most widely recognized form (Couldry, Livingstone, and Markham 2007, 45). The diary method has its distinctive advantages, for instance, diary data can be collected close to the time of the registered event (Ibid.), and self-produced diaries generate data on the everyday context of mundane practices that would otherwise be difficult to obtain (Zimmerman and Wieder 1977). The strengths of the diary method makes apparent a tool with which media and communication researchers can address the question of how to examine the omnipresence and immersiveness of media in everyday life, for instance by using it to capture cross-media practices (Hasebrink and Hepp,2017). However, in the qualitative research domain, the diary method is still less recognized by communication researchers when compared to interviews, participation observation, or focus groups.

This panel will examine the role and utilization of diaries in contemporary media and communication studies by. First, it discusses various manifestations of media diaries and how they can be adapted to fit different purposes. That is, diaries as structured or unstructured collection methods, providing textual or visual data, as either standalone instruments or as a part of a broader research design where the diary data serves as, for instance, elicitations for interviews, or as supplements for quantitative data. Secondly, going beyond a media centric approach, this panel will discuss ways of extending the utility of diaries to explore both mediated *and* non-mediated communication practices. Finally, the panel also discusses the merits and difficulties of different diary manifestations and uses. As such, the panel provides some visions of "next generation diaries", which explore the development from media diaries to communication diaries, the transformation from textual to visual diaries, and diaries in combinations with digital technologies, such as automatic log data (references: Thorhauge & Ørmen, 2015; Anderson et al., 2009). As such, the panel looks not only at how different manifestations of diaries can be employed to capture complex (digital) media uses where communicative practices cut across platforms or contexts, but also on how new digital media technologies have enabled a new range of diary tools, such as apps for usage registration, social media messaging systems, access to camera and video recording through smartphones, etc.

Gathering leading scholars with diverse research interests from three European countries, this panel aims at creating a forum in which scholars can not only share their experiences of utilizing diaries in empirical studies, but also critically discuss issues and potentials of this method in media and communication research in a broader sense.

PN 213: Diaries as bridging method for the investigation of communication repertoires

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In order to investigate and understand cross-media patterns of media use several researchers have proposed a repertoire-oriented approach. Media repertoires or, in a wider sense, communication repertoires are defined as relatively stable cross-media patterns of communicative practices. This approach is strictly user-centred: it is based on the assumption that the respective pattern makes sense to the individual within his or her everyday life. Thus the approach offers a potential to productively combine the two opposing research paradigms that have been characterising audience research for many years: On the one hand, the large-scale analysis of aggregate patterns of behaviour and their distribution among the population and, on the other hand, small-scale qualitative work on the meaning of media practices. Today we can add a third paradigm that is based on media users' digital traces and the analysis of "big data".

In order to actually make use of this conceptual potential of linking the different paradigms we need methods that help to bridge the gaps between these paradigms. In this respect diaries play a significant role. In the proposed paper we will discuss how media and communication diaries can complement other methodological approaches and help to reconstruct communication repertoires and their meaning in individuals' everyday lives.

This discussion will focus on three conceptual issues that are linked with the investigation of media repertoires.

1) Identifying relevant components of media repertoires: One particular challenge for any empirical study within the repertoire-oriented approach is to identify the appropriate level of the repertoire's "components". With regard to standardized questionnaires the researchers themselves have to decide on the particular media or communications practices they ask for. In qualitative interviews they rather leave it to the respondent to decide which components they find important to describe their media and communications experiences. As for diaries researchers can position their approach, depending on the respective research question, somewhere between these two poles.

2) Understanding stable and variable parts of media repertoires: Another key conceptual element of the repertoire-oriented approach is the objective to describe patterns of media use across different situations. Compared to other methods, due to their direct reference to single situations or incidents, diaries are particularly suitable for this objective. In this respect they may complement the analysis of digital traces that are more powerful in the objectivity of measurement and the sheer number of situations to be observed, but suffer from the decontextualized character of these data.

3) Attributing subjective sense to media repertoires: Media repertoires are regarded as the overall pattern of media use that makes sense to the individual. However we do not assume that individuals intentionally create their repertoire "as a whole". Instead we have to understand specific parts of this overall pattern and how these are combined. In this respect diaries provide rich data on specific patterns that can be used in qualitative interviews as a stimulus to elicit a process of reflection on their subjective sense.

PN 214: Learning from the real thing? - Personal media experiences and communicative practices in next generation media diaries.

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In today's societies communicative practices are woven into the „fabric of everyday life" (Hjarvard 2013) and nearly all domains of social interaction and experience are marbled with mediated communication. A goal for media scholarship thus is to grasp the complex entanglements of media and the everyday life. In recent years, practice theory (PT) (Schatzki et al. 2001) was discussed as a potential means to analytically approach what Couldry and Hepp (2017) described as the mediated construction of reality. Couldry (2012) emphasizes that media use is not something that sticks out of the normal but that is routinized, habitualized and entangled with the *nexus of doings and sayings* (Schatzki 1996) of the everyday. Even though the field of PT is heterogeneous, a *flat ontology* (Schatzki 2016) as well as a *contextual and relational research attitude* (Schäfer 2016) can be identified as its common core. While the theoretical debates are ongoing, only few analytical approaches, that do not exceed the status of case studies, can be identified.

In this presentation we discuss media diaries as a methodological lens on *contexts and relations* of everyday communication and as a potential means to close the gap between PT and its empirical applicability. Although media diaries are rarely reflected in methodology textbooks, they are used quite frequently. Since documenting "the temporal characteristics of mass media usage" (Berg & Düvel 2012, p. 79) is a major goal of common media diaries studies, many applications of the method are, unsurprisingly, media centric. Hence media diaries often reduce individuals to their functionalist role as mere parts of an audience/user-group – possibly overemphasizing the significance of mediated communication – and neglect subjective activities, reflections, or feelings characteristic for diaries. In historical studies, on the contrary, diaries are used as *ego-documents* (Droysen 1958) to observe the *political, social and cultural*

through a *specific subjectivity*. Therefore, diaries contain several overlapping dimensions: *the inner life of the author* and his *private environment*; the *impact of historical events* on the author's private life; *selective perception* of social and cultural change (Hüttenberger 1992).

Drawing upon these features of "real" diaries (e.g. Laqueur 1992; Heer 1997; Author 2008), we evaluate the richness of data and insight into media practices and their embeddedness in the contexts and relations of everyday life that is gained from personal records and non-media-centric journals. Based on a variety of studies conducted between 2015 and 2017, we probe ways how these peculiarities and features of ego-documents can be translated into empirical means of data collection. We employed media diaries (in triangulation with other forms of inquiry) that aimed to reach beyond the documentation of what, when, for how long was done with the media. Informants were motivated to use various means of expression including drawings, cutting and pasting of memes and pictures and recording of audio files to collect and reflect. The goal of these qualitative, ethnographic "next generation" media diaries was to "materialize" ephemeral experiences, gain insights into subjective constructions of meaning and thus enable access to individuals' complex communicative worlds.

PN 215: Visual mapping as a tool to understand the intersections between media and politics. - Some methodological remarks from a media practice approach

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In the past few years, studies that employ the media practice approach flourished in the field of social movements and political participation, pointing out the multi-faceted relationship that activists develop with media at large. Many of these works provide valuable in-depth understanding on the subject matter, moving away from single-media studies and underlying grassroots political actors' agency with regard to the media environment that they inhabit. From a methodological viewpoint, these studies prove that participant observation allows researcher to grasp the live unfolding of media practices, while other methods as diverse as in-depth interviews, big data analytics, and archival research have been also used to reconstruct media-related practices ex-post. The paper aims at presenting and discussing another relevant methodological technique to investigate media practices: visual mapping as an innovative heuristic to be employed both for data collection and data analysis in combination with in-depth qualitative interviews. In other words, visual mapping can also be considered as the diary method in a visual manner. Designed and employed in a cross-country comparative study named PiCME - Political participation in Complex Media Environments (funded by the Italian Ministry of Education, University and Research), visual mapping proved to be a powerful methodological tool to gather rich data on political actors' daily interactions with different types of media and communication technologies, devices and services. Furthermore, the analysis of data collected through visual mapping allowed for an accurate reconstruction of political actors' media-related habits and, starting from this, to elaborate on a more complex theory of media-related practices in contemporary politics going beyond a media-centered approach to the subject matter. Drawing on the experience of designing, conducting and analyzing 45 visual maps and the related in-depth interviews in three Southern European countries – Greece, Italy and Spain -, the paper is structured as follow. First, it briefly introduces literature on media practices and social movements, focusing on the methodological strengths and weakness of the techniques most commonly employed to gather and analyze data. The paper then explains the reasons to develop visual mapping as a further innovative methodological tool to be coupled with in-depth interviews, also drawing on literature that employed visual mapping in other disciplines than social movement studies and cognate fields. In its third part, the paper provides a detailed explanation of visual mapping in the framework of the research project PiCME: it explains the main choices related to each step in the design of visual mapping; it then addresses the main purposes and outcomes of elaborating visual mapping as a complement of in-depth interviews; finally, it discusses the strategy to analyze visual mapping through MAXQDA, a software for computer-assisted qualitative data analysis. Furthermore, the paper presents some of the preliminary results on the media practices that characterize grassroots politics in Greece, Italy and Spain. Conclusions stress the methodological strengths of visual mapping, outline some of its limits and propose further lines of developments of this methodological tool.

PN 216: Contextualized repertoire maps: A qualitative approach exploring user practices around information intermediaries

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When researchers employ computational methods to capture user practices or usage frequency around information intermediaries such as search engines or social networking sites (SNS) they often have to focus on one platform, app, browser or device due to the various technical differentiations. Nevertheless,

individual patterns of media use tend to include a composition of different media and the way in which these components are interrelated can be key to understanding people's information practices. The proposed presentation introduces a methodological approach that enables researchers to qualitatively analyse user practices across platforms and individuals: repertoire maps, an innovative means of self-reporting visual diaries. Drawing on the concept of media repertoires as the entirety of media an individual regularly uses (Hasebrink & Popp 2006) and the sociological analysis of personal networks (Kahn & Antonucci 1980), egocentric network maps are adapted to visualize patterns of media use, and are then contextualized and validated through accompanying interviews and data collected during participant observation or user tracking. This integrative mapping approach is illustrated by a study on the routines and practices of news consumption within and around SNS in Germany. The eighteen participants, who varied in age, gender and political engagement, were given a set of cards and asked to write down every element of their news-related repertoire, may it be personal relations, traditional journalistic sources or SNS. We then asked participants to position the cards according to the importance of each source in their repertoire, placing the more important sources closer to the middle of printed concentric circles on a board. As a final task, the participants were asked to mark the frequency of use for each source, the intentionality of news exposure through these sources with stickers, and to elaborate on the relationship (edges) between these sources. The maps and the participants' accompanying commentary allowed us to contextualize digital practices in a meaningful way across SNS and other sources and infer the subjective meaning of these sources within the social and media contexts of everyday user practices. We then used these maps as a starting point and guide when observing their news-related practices online. In the proposed presentation we demonstrate how this mapping exercise can complement other methods to explore the structure, meaning and processes of cross-media user practices and discuss the scope and limits of this approach and its applicability to other phenomena, practices and user groups as well as the potential for digitizing the whole procedure.

PN 217: Mapping communicative patterns in everyday life: Combining diaries with recurrent interviews

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Six months ago, we began our qualitative fieldwork in China, the US, and Denmark, following a shared methodological approach that allowed for comparability of media use and communicative practices across platforms, contexts and cultural divides. This paper presents that particular methodological setup – a combination of diaries and recurrent interviews - aimed at unravelling complicated, ubiquitously embedded, and mundane media uses and rituals as they occur in various everyday contexts. Particularly, we argue that using communication diaries rather than media diaries, can be a methodological tool that can help address the issue of capturing both mediated and non-mediated communication simultaneously and relationally. Communication and media researchers focusing on digital technologies often define their research area by the level of online or offline integration (Garcia et al. 2009), delimit their scope by focusing on specific genres of (online) communication (such as social media: Miller et al. 2016), specific media (such as smartphones: Thorhauge and Lomborg 2016), or specific contexts (such as the home: Haddon 2016). In contrast, we focus on mapping cross-media, cross-platform and cross-context communications in order to follow the flow of the multifarious practices that make up a person's daily communication. As such, rather than looking at digital media in particular, online and offline contexts in isolation, or a single platform, we "follow the people" (Marcus 1995) and focus on the proliferation of ways in which people communicate.

The overall research question of the projects is how social and cultural everyday contexts characterizing (Chinese, American, and Danish) people's everyday life relate to different I) patterns of communication and II) uses of the Internet (as one of many ways to communicate). However, a preliminary question that needs answering before the main question can be addressed, is how to get at the situated enactment of media practices – empirically as well as analytically?

The study takes the individual user as the unit of analysis in order to understand the meaning behind individual communication motives and needs. As such, we study intermediality (Jensen 2008) on the basis of the respondent and in close relation to actual communication purposes, networks, and contexts. The approach combines recurrent interviews with 24-hour communication diaries in an iterative design. Besides constituting data, the diary entries can also serve as elicitations and prompts for the follow-up interview. The communication diaries are configured to the individual respondents in the sense that the report type and medium is entirely up to them and contingent on their regular media use. The diaries are time and context bound rather than reliant on memory (survey) or contextually detached (big data), while the interviews contextualize the diary data points and allow for the individual respondent to infer meaning from, make sense of, and co-interpret their communicative practices. As such, we invite participants to take part in the translation of their data into scholarly accounts. The purpose being to get at people's individual understandings of their communicative practices, or simply "what the devil they think they are up to" (Geertz 1983).

DCC18 - Sharing, stories and well-being in digital media

PP 687: Sharing is caring? Sharing economy participants between ideals and economic logic

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Sharing economy services commonly match private providers, who offer access to their personal goods and services, with private consumers in *peer-to-peer* interactions (Frenken, 2017). The *sharing economy* is characterized by the mediation of the matching process via online platforms. Sharing services tend to leverage the overall positive image of the sharing economy, including arguments in favor of its social and environmental sustainability, for example by providing new means of income and by enhancing resource efficiency (Frenken & Schor, 2017).

As a result, empirical studies have identified three key rationales for participation in the sharing economy: environmental, social and economic motives (Schor, 2014). However, these studies also reveal that the economic motive tends to dominate social or environmental concerns. This raises the question of how consumers actually justify their participation in the sharing economy. More specifically: Do consumers engage in a reinforcement of the favorable image of the sharing economy in order to rationalize their consumption behaviors?

In this paper, we present findings from three focus groups conducted with a total of 18 students from a German university, who are involved in the sharing economy as consumers and, in some cases, as providers of services. We aim to reconstruct their frame of orientation as it guides their decisions about using sharing services. The focus groups were based on a semi-structured interview guideline to cover salient aspects, such as degree of and rationale for sharing engagement, and to allow participants freedom to discuss critical issues.

The interviews were transcribed and analysed using the Documentary Method (Bohnsack et al., 2010). For the analysis, those parts of the interviews related to the perception and evaluation as well as motives for usning sharing platforms were selected. The Documentary Method allows distinguishing between interview passages where participants present rationalizations and justifications for, and the deeper, mostly nonreflective frames of orientation of their behaviour on an analytical basis.

As a result, we can show that participants generally claim to decide whether to use sharing platforms based on the social and environmental sustainability they promise to offer. However, looking at specific examples of sharing engagement, actual behavior can be shown to be guided primarily by pragmatic considerations, such as financial outcomes or convenience. Accordingly, social and environmental sustainability appear as nonreflectively reproduced narratives of the sharing economy, or as behavioral justification to convey a socially desirable impression.

PP 688: Are mobile dating apps reshaping our (relational) filter bubbles?

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Scholars are investigating polarized 'filter bubbles' (Pariser, 2011) on the Internet. Their hypothesis is that the current informational ecosystem provides us with personalized information matching with our pre-existing interests (or opinions), thus confirming our ideas and values and emphasizing the 'echo-chamber effect' (Colleoni, Rozza, Ardvidsson, 2014). Research on 'echo-chambers' has hitherto mainly focused on platforms such as social media and search engines, and on topics such as politics, or scientific information. Little attention has been devoted to the ways in which the algorithms employed by mobile dating platforms (to rate users, to manage user visibility, etc.) might contrast, or enhance, people's *homophily* (their tendency to like individuals with whom they share some personal characteristics, and/or relational networks). Indeed, some well-known mobile dating platforms seem to reinforce such tendency, thus contributing to what could be defined as a 'relational filter bubble'.

The very concept of 'filter bubble' is contested, as scholars start to argue that "the echo-chamber is overstated" (Dubois, Blank, 2018), and also underline the role of social media in 'breaking' the filter bubbles people are used to in offline realms (e.g. 'selective exposure' to mainstream media). Our hypothesis is that different dating platforms can reinforce or diminish relational filter bubbles; furthermore, different usage practices may interact differently with such dynamics. While Facebook-based apps (e.g. Tinder) seem to be mainly reproducing users' interests (given that matching results are based on what the systems already knows about us), other apps (e.g. Grindr, AdoptAGuy) increase the chances to meet new people and support serendipity, fostering encounters with 'pseudonymous strangers' (Licoppe, 2015).

In order to question whether and how dating apps reinforce relational filter bubbles, or diminish their influence, we explore usage practices and perceptions of Italian mobile dating app users through 12 semi-structured interviews and 2 focus groups.

We adopt a media ecological approach (Barnes, 2008) considering the variety of dating platforms people use in their everyday life. Therefore we include in the analysis users of at least two different platforms.
RQs are the following:
1) Are users aware of the filtering and rating criteria adopted by online dating platforms? If so, to what extent?
2) How do users perceive the affordances and constraints of different platforms? How do they perceive the differences between platforms (including their idea of "appropriate" usage practices)?
3) Do the perception of such mechanisms influence user behavior? Do they reshape their practices to suit the algorithms they depend on?

PP 689: The evolution of digital inequalities: A longitudinal analysis of Internet use and attitudes

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Internet diffusion has prompted research into differences in Internet access, use and the consequences, assuming that effective Internet use yields personal, social and economic advantages. Exploiting the full potential of the ongoing digital transformation in all spheres of life – a proclaimed goal of governments and international organizations – requires ensuring equal opportunities and supporting disadvantaged individuals in their ICT use. High Internet diffusion – 90% in Switzerland – does not resolve digital inequalities. Social differentiation merely shifts from access to usage, entailing questions of whether varying Internet use generates new inequalities in the information society (Author; Van Deursen & Van Dijk, 2014). Despite public debate and policy measures, longitudinal empirical evidence on the state of digital inequality in the information society is lacking. This study contributes to closing this gap by addressing the following questions: What are the usage patterns of the (mobile) Internet and specific uses over time? What digital divides regarding use, skills and attitudes persist and how have they changed?

This article uses repeated cross-sectional survey data representative of the Swiss population collected in 2011, 2013, 2015 and 2017 (N=4459). A series of moderated multivariate regression analyses tested the effects of sociodemographic variables as well as Internet skills and experience on general and mobile Internet access, types of Internet use (information, entertainment, commercial transaction and social interaction), trust in online content, perceptions of digital democratization and privacy-related experiences and concerns.

Results indicate that despite high Internet diffusion, considerable inequalities persist in the Swiss information society, raising concerns about marginalized groups. The gender gap in Internet diffusion and Internet skills increased between 2011 and 2017. Age still had a negative effect on Internet use and an increasingly negative effect on mobile Internet use and skills. Higher education remained associated with higher (mobile) Internet use and had a positive effect on informational use. Educational effects on Internet skills and transactional use, on the other hand, have disappeared. The advantage of high-income and employed groups in Switzerland regarding Internet use has diminished over the years. Being retired, however, newly predicts Internet non-use in 2017. Higher Internet skills have become less important for predicting all four types of use. No consistent demographic or socioeconomic divides were found for trust in online content and perceptions on the democratizing effects of the Internet.

This study substantially contributes to research on digital inequality and the information society: By using nationally representative long-term data, it provides reliable results on current digital divides and their evolution, which have thus far been lacking but are crucial for assessing the success, suitability and legitimacy of government strategies regarding ICT developments (OFCOM Switzerland, 2016). A broad view on Internet use and related perceptions is needed to complement existing, more specific analyses (e.g., use of voting advice applications, health information-seeking) to locate structural digital inequalities in the information society. The case of Switzerland as a European country with very high Internet penetration offers indications of policies that also have value for other social democracies where the Internet is vital for everyday functioning.

DCC19 - From the centre to the periphery and back: assessing the role of digital media research ethics

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Social media, Artificial Intelligence (AI) and Machine Learning (ML) are developing fields of research. The rapidity of changes to digital and social media platforms require ethical guidelines to constantly be updated,

or to apply general principles to new and challenging situations. Preventing harm to subjects, protecting privacy, making research accountable, for example, are universal principles that are challenged by the persistence and reproducibility of data but also by the variety of contexts and platforms created. Associations of social researchers are constantly reflecting on the ethics of internet research guidelines, although not all researchers or even Institutional Review Boards (IRBs) are up-to-date with the ethical implications of research decisions (Zimmer & Kinder-Kurlanda, 2017).

The aim of the panel is to explore the need of considering the challenges facing both researchers and IRBs in a rapidly evolving digital media landscape, and to also reflect on the importance of specific training for social researchers about the ethical challenges of research.

The presentations will explore different and specific cases.

Elisabetta Locatelli will explore the ethical challenges present in the different steps of research while investigating motherhood on social media, from the retrieval of data to the dissemination of the research results. Remaining in the field of social media research, Ysabel Gerrard will discuss some of the unique challenges faced by researchers investigating pseudonymous social media users. She will explore some of the complexities of obtaining ethical approval to research pseudonymous in online environments, particularly when answering questions from Ethics Review Boards (ERBs). Penny CS Andrews will then examine the ethical issues around user expectations, privacy, and publicly posted content, using political tweets as a case study. She will focus especially on the phases of producing and presenting the dataset. Anja Bechmann will explore a new and relevant field of digital media, it is to say Artificial Intelligence and Machine Learning. The paper will highlight the ethical dilemma between openness and harm to individuals, the problem with claiming research results that are not reproducible and replicable despite a quantitative approach due to the structure and logics of the models. The paper will discuss also potential solutions for these issues and ties the broader discussions on accountability and transparency to the framework of research ethics. Carsten Wilhelm and Jean-Claude Domenget will then discuss the cultural influence of research approaches and paradigms in the context of the ethics of research. They will show the results of a survey conducted among French social scientists about their consideration of ethical issues into the research process.

PN 249: Investigating motherhood on social media: Ethical challenges across the research process

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Mothers are always more using social media for telling their motherhood experience. Several researches are being conducted about their use of social media.

Starting from a research experience about the analysis of breastfeeding images on Instagram, the paper will analyze the ethical aspects of conducting a research on this topic.

A first ethical challenge regards the use of tools for retrieving the contents (posts, images or videos for example). Tools, actually, may have biases or features influencing the sample and the data obtained, for example including or excluding social groups from the sample. A second critical aspect is about the possibility to contact the users to make them aware of the fact that their contents are analyzed or for further steps of the research process, like questionnaires or interviews. A third critical point is the presence of subjects like children that may be represented beyond their will and that are often present in the images posted. The presence of the researcher in the field is the fourth point of attention: should the researcher have social media profiles to present him/herself or not? And, if she or he has profiles, should they be used as personal profiles or as academic ones? A fifth point is about the storage of images and the dissemination of the research results, it is to say to balance between making the research accountable and protecting the privacy of the people involved.

This research case shows the need to extend the ethics of research to the whole research project, from the very beginning to the dissemination of the results.

PN 250: Ethics of researching pseudonymous users across social media

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This paper addresses some of the ethical issues of researching largely pseudonymous social media cultures, drawing on a case study of online teen drama television fandom. Pseudonymous identity negotiations are likely to gain importance as platforms move towards the embrace of a real-name internet, and as such seek to stifle the anonymous, private and largely untraceable digital selves who populated early internet research (for example Turkle, 1995). Pseudonymity raises a unique set of ethical questions for social media researchers, but missing from the current body of Internet Research Ethics (IRE) literature is a dedicated discussion of the ethical differences of research with certain user groups, particularly

pseudonymous but also anonymous and real-name. This paper discusses some of the unique challenges faced by researchers investigating pseudonymous social media users, and begins by reflecting on the importance of pseudonymity for those whose identities are non-normative, stigmatised or risky (Haimson and Hoffmann, 2016). It then explores some of the complexities of obtaining ethical approval to research pseudonymous online environments, particularly when answering questions from Ethics Review Boards (ERBs) about: (1) data available in the public domain, (2) participants' ages, vulnerabilities, and other often-unknown details, and (3) obtaining informed consent from research participants. It concludes by reflecting on the recent rise of anonymous confession apps and what trends in users' behaviour might tell us about how we should treat their data.

PN 251: Producing accountability in AI and machine learning research

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In the current debates of increasingly algorithmic controlled societies and communication arenas, accountability and transparency are frequent used concepts to indicate the need to understand and verify that what the algorithms are doing is aligned with the values that we as a society want to encourage. Yet, operationalizing transparency and accountability as ideals is more difficult than talking about it on a general level.

One of the ways in which such transparency and accountability has been operationalized is through audits (Sandvig et al 2014, 2016; Kroll et al 2016). Audits are various methods to tap into the logic of the algorithm and to look at the data that comes out of the processing. But audits also have quite a few shortcomings especially as they are time sensitive in ever changing algorithms and algorithms that act differently mili-seconds after because they have learned new connections. Furthermore, audits are difficult to establish effectively because the methods require access to codes and data that are proprietary right even though it concern public good.

This paper wants to review different approaches to audits from computer science and social science studies and discuss potentials and shortcomings in the legal and ethical framework of public good versus personal harm reduction. Specifically, in this discussion we will highlight the ethical dilemma between openness and harm to individuals, the problem with claiming research results that are not reproducible and replicable despite a quantitative approach due to the structure and logics of the models. Using case study methods, the paper discusses potential solutions for these issues and ties the broader discussions on accountability and transparency to the framework of research ethics that will lead to three provocative questions to be included in the general discussion following the presentations.

PN 252: A necessary cross-cultural questioning on ethical research in the era of Digital Studies: The French point of view

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In the age of "datafication" and Digital Studies, researchers in Information, Communication and Media studies (ICM) are actively seizing the issues the «digital» creates for the humanities and social sciences (as shown in the recent manifesto of the Information and Communication Sciences, in France in 2017), vis-à-vis the emergence of Digital Studies, Digital Humanities and other transformations in the field.

ICM researchers routinely ask ethical questions, from an economic and political point of view, about the practice of digital actors, data security, and so forth, but the ethics of research practices related in a digital context is also due to be questioned.

In many countries, the growing supervision of research activities by normative bodies in the field of ethics has opened a new field of reflection around the ethics of online research. Indeed, the practice of Institutional Review Boards (IRBs) manifests institutional responsibility for research projects that may prevent them from being realized. This practice, which frames, but also constrains the work of researchers, is subject to much criticism. The institutionalization of the ethical issue also involves the action of professional associations. Some of them have drawn up ethical charters, such as the recommendations of the AOIR (Association of Internet Researchers) working committee on ethics, with a great deal of credibility in the field of ethics in Internet Studies (2002, 2012).

However, even though ethical issues arise in all countries, the tradition in which the IRBs evolve, and the approach of organizations like the AOIR were, until recently, marked by Anglo-Saxon culture.

Francophone work on these topics, conducted within the SFSIC (French Society for Information and Communication Studies), which we wish to present, will hopefully help to weigh in these debates that are already emerging in our administrations.

The results of a quantitative and qualitative survey, carried out in 2017-2018, show that ethical issues are too often peripheral for researchers. For these central issues to be better anticipated, training in ethical validation procedures for a research project becomes essential as the methodologies of research in Humanities and Social Sciences are questioned, through access to the field and the relationship to the respondents.

This work also aims to provide valuable material for a cross-cultural analysis of the ethical issues of digital research, taking into account the diversity of situations. The underlying issues are: the respect of the privacy of the users, the protection of fragile populations (especially minors), the autonomy of the researcher, scientific integrity, the necessary formation about ethical reflection, the role of professional associations, the normative scope of the charters, the power of social control of the committees, etc. can all be approached from a comparative perspective.

DCC20 - The elderly and digital media

PP 765: Ageism in the narratives of older people about ICT's adoption and use

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Digital exclusion among older people is a well know and frequently reported phenomenon. Although this age group is still one of the most expressive on the scenario of digital exclusion in terms of use, it is a phenomenon in transformation as senior people are currently a most growing group of people adopting ICT (Eurostat, 2015; Madden, 2010). Thus, it becomes relevant to understand how and why these processes of ICT's adoption in a later stage of life are taking place as well as what it means in terms of outcomes (Wei et al., 2017) and benefits for the older individuals.

Ageism, along with several other factors, might impact on the process of adoption and use of ICT by older people. In its narrow definition, ageism is "the systematic stereotyping of and discrimination against people because they are old" (Butler, 2001, p.39). Ageism has a cognitive, an affective and a behavioral component, can be negative or positive, implicit or explicit and occur at an individual level, amongst social networks and at an institutional and cultural level (Iversen et al., 2009). Thus, ageist stereotypes can be directed inward by older people on the form of "implicit age self-stereotypes" or the beliefs of older individuals about being old (Gendron, et al., 2015; Levy & Banaji, 2002).

Some studies show older individual connecting the interest and suitability of technology for them with their age. The lack of motivation and interest (Dias, 2012; Lugano & Peltonen, 2012; Morris et al., 2007; Selwyn et al., 2003) and the sense that Internet is a technology that is not adequate or relevant for people of their age group (Eynon & Helsper, 2010) are frequently mentioned by older people as reasons for not using the Internet. Also among senior citizens that are active users, age is mentioned as one of the aspects that determines their use (Kania-Lundholm & Torres, 2014). Thus, internalized and implicit ideas of what is appropriate or relevant for people in a later age might play an important role on older people's adoption and use of ICT. The aim of this study is to understand if and how senior individuals refer to age and age appropriateness on the narratives about their process ICT uptake.

This study is part of an ongoing PhD project on the trajectories of internet adoption among older people and is based on the analysis of 5 biographic interviews conducted with older ICT users living in Lisbon area.

PP 766: Competence or literacy as well for elderly – Situational media education contexts

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German's Media educational research and practice focuses primarily on people. This stands in opposition to the Anglo-American approach which focuses more on media itself (Ganguin et al. 2017). For both, the question of the target group is quite virulent. Often it is answered with groups that orient themselves on generational lines or phases in life (Hartung 2009; Schäffer 2003, Rosenstock 2007) such as "children", "adolescents", "adults" or "the elderly". Also, in Italy, Belgium, Greece and the USA such target groups are common (GMK 2017). Despite the open question about who the target group is, the answers frequently are limited to categories of age.

This categorisation is more discriminating and excluding than useful. On the one hand, this leads to neglecting other attributes that are relevant for media education, for example previous media experience. On the other hand, this approach also has the consequence that the term "the elderly" is used as a category in which to collect the "leftovers"[1] despite the fact, that this residual category often contains

people who have had extremely diverse media appropriation (Bergström 2017; Christensen 2017; Haubold & Ganguin 2017; Doh 2011).

Therefore, this presentation initiates a discussion about the lopsided focus on age as a defining category within the field of complexity digital media not just in media educational, but also in media and communication research and practices in general. Further it shows a situational approach, which focuses on the interaction between digital media and people as chance to overcome this.

Firstly, I will outline the German's and media education's focus on people, when media appropriation is focused, in opposite to the Anglo-American's and media scientist's perspective. Following this step, one discussion point will be when it makes sense to focus research and practice through target groups of age (for example when dealing with a curriculum) and when other contexts are more important than age (such as, for example, social capital or motivation). Investigating, which age-independent contexts could be relevant plays a significant role here.

Based on this, I will (referring to my current PhD thesis) lead to the situation's potential for media education. The aimed combination of communication and media research is fruitful and ends up in an approach which focusses neither singular on people nor on media. Instead of that, the situation and the interaction between them – that is embedded in diverse structures of power – defines, which contexts are relevant for the single situation. With this, a more age-independent and more digital than analog approach will be shown, which is looking for other contexts.

This presentation should thus provide impulses for a discussion that, on the one hand reflects on the dominant focus on age. On the other hand, it asks, how the balance is possible between a media literacy which follows a media-centered user-perspective and an idealistic subject-centered perspective.

[1] Sometimes the old people are not even listed as leftovers, as Renee Hobbs notified, they are totally missed out, as in the informal-media-peadagogy in USA which is called "Youth Media" (GMK 2017).

PP 767: Older people and the variegated use of smartphones

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Pervasive and multifunctional, smartphones are a disruptive technology that already became ordinary. This paper contributes to a better understanding of the smartphone cultures (Vincent & Haddon 2018) by analyzing the practices of use in the old age. By increasing available systematic knowledge about the intersection of ageing and mobile communication we help to deconstruct stereotypical assumptions about the digital life of the older population.

We hypothesize that the smartphone has variegated uses in the old age that have particular dimensions different from other age groups. To test it we focus on the smartphone functions older individuals use in Austria, Denmark, The Netherlands, Romania, and Spain. They constitute relevant and diverse examples of (mobile) Internet penetration in the EU. Data come from country-level representative samples of Internet users aged 60 years-old. The survey, conducted in late 2016, is the first wave of a longitudinal study (http://actproject.ca/act/cross-national-longitudinal-study/) that is unique in the way it approaches the use of media by older individuals. By imposing no upper threshold, it overcomes the usual upper boundary -set on 74 years old in official European data.

Clustering techniques identify three groups of different practices of use. The first one reports voice calls, SMS, and the alarm almost exclusively. The second one adds in some online activities, like instant messaging (e.g., WhatsApp), emails, and Internet browsing. Of relevance in this cluster are the calendar and the photo camera. Finally, the third group broadens the scope of use with, among others, social network sites (e.g., Facebook) and games (e.g., Candy Crush). Text-based and image-based tools tended to replace traditional voice calls in the two latter groups, which reinforces mass-self communication (Castells 2009).

Results point towards a second-level digital divide (Büchi et al. 2016), with more variegated use negatively correlated to age. However, the explanatory power of age weakens when other socio-economic variables are considered; and the differences in use are then better explained by education and income. Finally, the second-level digital divide varies among countries.

We do confirm the diversity of use in the old age. Results suggest some particular dimensions, as the relevance of voice calls among some older users, but we face the usual challenges of survey data, which allow comparability among countries at the expense of more fine-grained approaches.

Contributions of the paper are twofold. First, this unique comparative study allows timely empirical analysis of the smartphone practices among older people of different ages. It brings a nuanced understanding of the particular forms of adoption of mobile apps for both communication and daily organization. Second, results question the power or age as "the" explanatory variable and identify more powerful predictors - like education and income level- for the analysis of the digital divide in the old age.

PP 768: Family dynamics supporting grandmothers to digital literacy, an intercultural analysis

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When thinking about intergenerational transfers of knowledge, we can evoke images of older "experts" teaching younger "novices". Nonetheless, because it is usually younger people who develop a relatively fast expertise in the technological domain, we can also think of an inverse role-playing in their teaching-learning interactions.

Older people are the fastest age group adopting smartphones, although the share of older people using them is comparatively lower than younger age groups. Moreover, the disparities in usages and skills—the "second digital divide" [2] —may imply a risk of social exclusion for older people as smartphones are the most pervasive devices to go online [4].

Studies suggest that it is not only important to tackle digital inequalities for the older in terms of accessibility, but also to provide sustained and customized technical and social support in using ICT, whether institutionalized or not [1]. Previous studies focus much on the provision of ICT learning opportunities in institutional or community settings [5], yet asking for guidance to family members constitutes a common method to learn ICT. In fact, little is known about how informal ICT learning occurs in this setting, as well as how it varies depending on different cultural contexts. Therefore, the goal of our paper is to analyze the learning dynamics grandmothers engage in within the informal setting of their families and compare them across different cultural contexts.

We conducted 11 focus groups with grandmothers 65 years old or over in 4 countries: Canada and Colombia in the Americas, and Romania and Spain in Europe. We asked them about their digital trajectories and how they learned to use ICTs.

Preliminary results show a cumulative learning process [3]. Older grandmothers are continuously building up their digital skills, mainly through informal learning, in response to everyday life needs. Everyday learning experiences are common among late adopters of technologies and happen mainly when extended family is present in their everyday lives. Beyond social pressures and aid in solving doubts, family relationships contribute to ICT learning by making older women aware of new possibilities, instilling motivation and setting new challenges. Common interests and exchange of knowledge and roles are also key in intergenerational learning experiences.

Supporting older adults in learning new technologies is a challenging task, and there is a need to understand how

PP 769: Personal and social time capital in the digital society: An alternative look at social stratification among generation groups. A focus group study of people in academic positions in Estonia.

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With a focus on generational features (Mannheim 1927/28, Vittadini et al. 2013) this paper deals with a problem of coping with fast changes and uncertainty in society that is at the forefront of digitalization and technological innovation and advancement.

The critical sociological perspective stresses that such developments tend to contribute to a climate of technological and social acceleration (2013) from which different social groups benefit to a different extent (Wajcman 2015). Moreover, as previous studies demonstrate (Vihalemm and Lauristin 2017), technological skills, networking capabilities and adaptation to the increasing pace of life and change but also growing complexity in society create new forms of stratification and inequality. In particular, Vihalemm and Lauristin (2017: 442-452) introduce a time-bound social stratification model based on two dimensions of social agency: 1) the capability of converting individual time capital (as conceptualized by Preda 2013), and 2) the capability of coping with acceleration.

Empirically, the study is motivated by the results of a representative cross-sectional survey "Me. The World. The Media" conducted by the University of Tartu in five waves (2002, 2005, 2008, 2011, 2014) among the Estonian population (n=1500 in each wave; two overarching overviews of the results are published in Kalmus et al. 2004, and Vihalemm et al. 2017). The current paper is based on a series of focus group interviews with Estonian people (with different ethnic backgrounds) in academic positions at various universities and research centres, conducted in late 2017 within the framework of the previously mentioned large research project. The participants of the focus groups represent three generations born between 1949–1954, 1969–1974, and 1989–1994. Each of them has been grown up and socialized under different socio-political conditions (for the periodization and transformation of the Estonian society, see Laurstin and Vihalemm 2002).

The study offers an understanding of people within a particular professional domain as more or less coping with technological and social acceleration – or even, as more or less wealthy in terms of their capability of converting individual time capital into other forms of capital, such as economic or social capital.

As the qualitative empirical analysis of the focus group data demonstrates, in spite of internal discrepancy in possibilities and resources between different scientific areas (i.e. natural, human and social sciences), members of these three generation groups represent clearly distinct positions that can be characterized by particular generation- and life course-related attitudes and viewpoints, therefore, defining themselves in such manner in contrast to other generation groups. As it could be expected, their current position in the life course (e.g. various responsibilities and duties that associate with certain stages of life) is one of the significant factors in shaping people's perceptions and practices. However, signs of generational agency could still be observed that serve to discuss and elaborate further on them.

DCC21 - Social media, politics and everyday life

PP 774: Resisting and rejecting hate: Terrorism conflict aesthetics on Instagram following the 2017 Manchester Arena attack

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The frequency of global terror attacks by ISIS has created a climate of fear and uncertainty over the past few years, generating copious amounts of citizen engagement and content across social media. Visual social media such as Instagram in particular have become saturated with images shared by users in response to terror attacks, forming 'impromptu publics' (Mortensen, 2015) around these events.
These grassroots publics challenge and overwhelm dominant journalistic practices, in an ongoing struggle for visibility and expression. Everyday images created and shared by regular citizens in response to terror attacks merge the mundane rituals of social media habits with emotive and often explicit themes. Drawing on the case of the recent terror attack at Manchester Arena, UK on May 22, 2017, this paper examines how the platform aesthetics of Instagram contribute to the visual politics of terrorist events. As the largest image-sharing network with over 800 million users worldwide, images are the focal point of Instagram, making it a key site for understanding the mediated visibility of terrorism conflicts.
Little attention has been paid to the role of conflict images shared across Instagram, as research has tended to preference Twitter largely due to the availability of data extraction tools (Highfield & Leaver, 2016). Combining quantitative content analysis from the 7 days following the Manchester attack with qualitative user interviews, this paper explores the genres of images produced, and the actors creating and distributing them. It examines how Instagram functions as a political space through image sharing, and as a space of collective healing and resistance against ISIS terror attacks.
The main image themes apparent are expressions of solidarity, mourning and remembrance, and anti-Muslim xenophobia. Layers of resistance are also evident across these image genres, for example British Muslim communities attempt to become visible by forging unique 'spaces of appearance' (Mirzoeff, 2017) through online image sharing practices. These peripheral layers of resistance illustrate how the image genres combined with the platform aesthetics of Instagram shape new dynamic communities, connected to the macro political conversation following Brexit. These resistant images claim the 'right to look' (Mirzoeff, 2011), not only against terrorism, but also against prejudicial stereotypes. By investigating the mediated visibility of this recent terror attack at Manchester Arena, the paper aims to unpack the struggles to gain visibility between actors in the centre and those on the periphery in this very current and ongoing global conflict.

PP 775: What's keeping you on/off? Analysis of social media and apps

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In a postdigital age (Thorén et al., 2017) where internet access is widespread, ubiquitous and permanent, and technologies are being integrated into objects (Internet of Things), an emergent line of research looks at non-use of digital media (Kaun et al., 2014; Kaun et al. 2016). While media resistance existed with 'traditional media', digital media and particularly social media may be experienced as more invasive: people avoid and quit specific social media platforms, content and technologies (Portwood-Stacer 2012; Light & Cassidy 2014), actively chose not to participate online (Kaun & Schwarzenegger 2014), seek 'digital detox' and abstain from using digital media in search of human presence (Woodstock 2014; Karlsen & Syvertsen 2016), and manage their on- and offline presence (Syvertsen 2017).
Connectivity being a central element of 'social media logic' (Van Dijck & Poell, 2013), disconnecting has been analysed particularly in relation to social networking sites (SNS), in the context of accounting for audience's relationship with the technological functioning of those digital platforms (Burgess et al., 2016). In this paper, we take a step back and look at social media and their gamification strategies, which are among the most pervasive ones to keep users engaged. Gamification is a concept that is related to the use

of strategies of games in contexts and environments not directly related to the games (Deterding et al., 2011: 2). From an applied point of view, gamification strategies make use of elements traditionally found only in games, like progress bars, badges, points, or other reward systems, levels, challenges, boards, notification systems, etc. Most of these features configure an attempt to increase influence and engagement, as well as to make processes of exit or interruption more difficult to perform. The difficulty tends to be centered on users involvement and active engagement, that is made more palpable through the use of game elements and mechanics, since they have an active role in transforming the user of these platforms in a more active element, an element that is crucial to the digital experience. By using content analysis, we look at the processes deployed by different social media platforms (YouTube, Facebook, Twitter, Instagram, LinkedIn, Snapchat, Blogger, Skype, Pinterest, Tumblr, Academia, ResearchGate) to continually engage users and their configurations to allow users to withdraw from their services.

Moreover, although studies show people rely more on decision-based than technical or consumption measures to decrease their internet use (Ofcom, 2016; Ganito & Jorge, 2017), we analyse the discourses of apps (such as Freedom, Anti-social, Rescue Time, Disconnect, Deseat.me, Checky) to disconnect or manage the use of online media, to understand their different possibilities and how they construct and value time spent offline.

We will discuss these results in the light of the framework of the rights of the users, which have highlighted the right to remove content from the internet, to be forgotten and to a conscious and informed use of digital technologies, without addictive techniques from the industry, notably the social media (Ghezzi et al. 2014; Livingstone & Bulger, 2014; Livingstone & Third, 2017).

PP 776: Citizens, companies and cultural institutions communicating - and debating - about their experience of being an European Capital of Culture on social media (Facebook and Instagram)

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How do people (especially 'ordinary citizens', but also companies, organisations and cultural institutions) use social media like Instagram and Facebook to express their experience of being part of a European Capital of Culture?

This presentation will be based on a content analysis of a representative sample of posts on Instagram Facebook regarding "Aarhus2017" - the Danish city of Aarhus (and the entire region surrounding it) being European Capital of Culture (ECoC) during the year of 2017.

A corpus of about 75,000 Instagram posts has been identified of which a representative sample of 1000+ posts is being analysed. At this moment some of the analytical questions are: What do people (and companies) post in relation to such a cultural mega event? Which kinds of photos are used to express people's experience/participation/opinion? How do people comment on such posts? Are the posts dominated by a small number of participants or widely spread among a large number of different citizens and actors? Is this a centralized phenomenon where generally all posts are from the main city (Aarhus) or do the peripheries play a significant role; do the Aarhus2017 posts stem from the entire region? To what extend is a hashtag like #Aarhus2017 used for mere promotion - private or commercial?

At this moment I am also recruiting among a representative sample of 2,000 Danes, urging them to give access to their Facebook profiles to harvest whatever they may have posted about this cultural mega event. The aim is to get a representative sample (hopefully from 200+ respondents) of the material posted on Facebook in relation to Aarhus2017. In addition to this, all posts made on relevant so-called 'pages' on Facebook (pages related to different cultural institutions and interest groups) will be harvested. Some of the same questions as mentioned in relation to Instagram will be investigated in relation to Facebook.

Furthermore, the use of social media in relation to three specific cases during the cultural year (the opening ceremony plus two specific events causing substantial (social) media debate) will be analysed.

Supplementary to this, a content analysis of 3,200 articles from print newspapers and web news sites is carried out. This is not intended to be focus of this presentation, but the patterns seen in the coverage of these public media will be related to the results from the Instagram and Facebook investigation. E.g. did the social media debate affect the news media coverage - or the other way around?

Likewise, the results from the content analysis of the two social media (Instagram and Facebook) will be related to interview data from 8 focus groups with ordinary citizens carried out during the cultural year and (among other things) asking the focus group participants about their experience of the (social) media coverage of Aarhus2017.

Finally, I will relate the findings from the social media analysis to a citizen questionnaire carried out 6 times during late-2016 to start-2018 to see if changes in public attitude towards the ECoC event may relate to the content of - and debate on - social media.

PP 777: Which value(s) for culture? Crowdfunding, networks and a critical analysis about digital intermediation processes.

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Online crowdfunding is a collaborative system to raise funds for projects, promoted through open-call via digital platforms with social media support, with rewards (tangible or not) for backers. Its application to culture and arts is growing internationally (Bannerman, 2013), with some effectiveness evidences about its potential as tool for user engagement and value co-creation.

Intermediation roles (Silverstone, 2006) are simultaneously played by digital private platforms and by the crowd (composed by online users, stakeholders and goods' potential consumers) supporting campaigns through voluntary adhesion, financial efforts and contributing to enhance word-of-mouth and visibility (Ordanini et. al., 2011).

Cultural intermediation process and marketing product-orientation (Colbert, 2007) are addressed by the discussion about culturpreneur (Walter, 2015), as a new agent's typology with multiple functions for creation of cultural and financial value in global capitalism.

From literature arises the hypothesis that each agent is characterized by an aggregate value, composed by economic capital (assets' mobilization capacity and ownership), social (extension of networks, visibility, reputation, influence) and creative (competencies, resources and activities), which is transformed in the different production phases, replicable within crowdfunding (Marom and Swart, 2015) process.

The research adopts the network communication model (Cardoso, 2008) to embrace a value network's systemic perspective (Parolini, 1996), drawing a parallel between value chain levels and the creation-production-intermediation-reception phases of cultural goods.

Triangulation of methods allows reaching quali-quantitative results, with an international overview through secondary data about EU crowdfunding markets, as well as to analyze contents, features and outcome from a sample of Portuguese online crowdfunding campaigns, complemented with in depth interviews with different types of agents (creators, platform managers, policy makers, backers).

We aim to systematize crowdfunding agents' roles, communication, activities and resources flows embedded, according with their relevance for cultural intermediation and value network system, to shed light on the dynamic transformation of traditional (artist, producer and public) roles, influence relationships as well as to reinforce a critical perspective about potentialities and threats of collaborative web.

Finally, we intend to describe the aggregate system of interactions between agents within 2.0. networks and draw it in the light of the theoretical model of value network, considering flows of activities and material resources (money, rewards, products) or symbolic (services, contents, comments, sharing, mentions) and influence relations that take place in a multiplatform online environment with offline consequences.

DCC PS - Poster Session

PS 23: Digital media and eating disorders: Future directions for impactful research

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Young people's digital world now occupies many platforms and devices, which has presented opportunities for discussing, monitoring, and changing their bodies. The link between digital media and body image concerns is well established (e.g. Rodgers & Melioli, 2016). When those concerns escalate and meet clinical thresholds, they are considered Eating Disorders (EDs). EDs have a complex aetiology including neuro-biological, psycho-social and socio-cultural factors (Culbert, Racine & Klump, 2015). Socio-cultural idealisation of thinness is a key risk factor for EDs (Culbert et al., 2015) and relates to digital media use. EDs often begin in adolescence or early adulthood (Volpe et al., 2016), when digital media has a predominant influence, which begs the question of how digital media use could affect ED prevention, treatment and recovery.

To answer it, a systematic mapping of the current gaps in knowledge can provide much needed direction for future research. To that end, 13 academics, clinicians, non-profit staff participated in a national

workshop. In two parallel focus groups, they discussed experiences of gaps in knowledge about digital media/mobile devices and EDs. Audio recordings of the sessions were transcribed and analysed using NVivo 11 and Spiggle's (1994) iterative approach, where data is coded and the emergent priority themes compared to the literature.

Two research gaps were identified based on emerging themes.

Research Gap 1: The role of digital media communications and online peer networks for ED recovery.

One participant felt that policies within inpatient units on mobile devices do not reflect the significance of the online world in young people's lives. Research increasingly informs us that communication over digital media is an extension of everyday interpersonal communication (Ibrahim, 2015). However, the risks of mobile devices was also discussed as was the importance of people in treatment to have the time to reflect and start their journey of recovery free from external pressures.

"There are two schools of thought: are you keeping someone safe or are you restricting someone's right to family life and privacy?"

Research gap 2: The role of digital media in ED prevention and early intervention.

It was highlighted that having reliable information about EDs is very important in the early stages. A recurring discussion was how people access information. Is it from websites, Twitter, Facebook or bloggers? What are the implications for EDs? How do people know if the information is legitimate or with a specific ideology e.g. anti-psychiatry? Is the unregulated nature of forums/blogs a potential risk?

"Going back a few years most people who felt there was something wrong would be accessing the internet to look for websites. I wonder now whether they're looking more for forums and blogs….if establishing a website is a bit old-fashioned in a way."

Users' decision-making process needs to be explored further in terms of how they decide on the legitimacy of content. As people with ED age and live in recovery, the role of digital media may be changing. Thus, exploring digital media longitudinally over the life course would be illuminating too.

Digital Games Research

DGR01 - Games and persuasion across contexts

PP 448: Persuasive games in context: A theoretical model

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The persuasive potential of digital games has been applied to influence the attitude and/or behavior of players in several fields such as marketing, pro-social communication or healthcare. However, a literature review of the different academic definitions used for the concept of persuasive games shows that there is no consensus in the way researchers define persuasive games, or at least, that they are studying persuasive games from different approaches and with different applications in mind. The differences in the way persuasive games are defined and studied are the result of the wide range of possible applications of this practice, but also due to the complexity of the process of persuasion itself and how the specificities of digital games have an influence in this process.

In this paper I present a theoretical model designed to explain the different ways digital games can be used for persuasion, this is, to influence the attitude or behavior of players. This model is based on the conceptual framework of behavior scientist B.J. Fogg, who explained the three different roles interactive technology can play in the process of persuasion (i.e (1) as media, (2) as tools, and (3) as social actors for persuasion). In the theoretical model proposed in this paper it is explained how digital games can play these roles in different ways, taking into consideration the persuasive goal of the game and the level of involvement of the player. The result is an eight-dimensional model that establishes relationships between these three variables.

To outline the theoretical model presented in this paper, I followed the four step process proposed by Casetti and Di Chio: (1) segmentation: I identified the variables that I wanted to take into consideration when designing the model; (2) stratification: I identified internal elements of the variables selected in the previous step; (3) enumeration and classification: in this step I created a small descriptive map that helped me to continue the process; (4) regrouping and modeling: in this final step I proposed a representative model for the object of study.

The selection of the variables that have been considered for this theoretical model has been made attending to a Player-Context-Game perspective. The purpose of this model is to explain the roles of persuasive games in context, by establishing relationships with the persuasive purpose of the game in a specific context and the level of involvement of players during the game. Considering this three-folded perspective, I have identified the following variables:·

1. Persuasive Roles of Digital Games
    1.1. Games as Media for Persuasion
    1.2. Games as Tools for Persuasion
    1.3. Games as Social Actors for Persuasion
2. Level of Involvement of Player
    2.1. High Involvement
    2.2. Low Involvement
3. Persuasive Goal of the Game
    3.1. Games that aim to Shape an Attitude
    3.2. Games that aim to Reinforce an Attitude
    3.3. Games that aim to Change an Attitude

PP 449: Trigger-happy on the holodeck: Do embodied acts of violence increase aggression?

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The ever-increasing demand for more immersive experiences in video games is pushing boundaries with every new generation of video games employing more powerful technologies. Today, virtual reality systems, such as HTC's Vive or Oculus' Rift headsets, present a technological leap in immersing oneself in video games via head-mounted displays (HMD) and intuitive motion sensing controls. Concurrently, performing violent acts in video games has been causally linked to at least short-term effects on aggressive behaviors, thoughts, and emotions. Furthermore, the more realistic violent acts are in video games, such as firing a gun via a gun-like peripheral, the stronger the effects on aggression. However, the role of virtual reality systems on violent acts in video games and aggression has not been studied, yet. Based on prior studies on violent video games, we predicted that embodied acts of violence in more immersive conditions—regarding visual orientation and natural interaction—would lead to increases in aggressive behaviors and emotions.

To examine this hypothesis, an experiment was jointly conducted at two laboratories (N =165). We employed three different immersive conditions using the same violent video game (Grand Theft Auto 5): (1) playing with HMD using motion sensitive controllers, (2) playing with HMD using a traditional gamepad controller or (3) playing on a screen using a traditional gamepad controller.

We found no differences in aggressive behaviors and emotions among the different immersive conditions, which is contrary to previous studies on the role of immersion in the relationship between virtual violence and real-life aggression. Interestingly, higher feelings of cybersickness from using the virtual reality system are positively associated to increases in aggressive emotions.

The results demonstrate that we cannot assume that greater immersion of virtual violent acts, blurring the line between fiction and reality, would have an effect on aggression when there are cognitive and physiological problems associated with using head mounted displays, such as cybersickness. Thus, researchers examining virtual reality in video games would best be mindful in their research plans of the potential problems of current virtual reality systems and implementing measures to control for them or to minimize their confounding effects on the outcome of interest.

PP 450: Occupational therapy and RPG games: A playful, ecological approach to healthcare education

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An increasing number of studies has investigated the role of simulations in the education of Occupational Therapy (OT), in fostering students' critical reflections. Most OT simulations include different forms of simulated patients: video recordings, virtual reality, computer simulations, or physical mannequins (Bethea et al 2014, Bennet et al 2017, Shoemaker et al 2014). Other simulations provide imitations of clinical environments (Hook et al 2015, Springfield et al 2018).

Although valuable, these studies are based on questionnaires, while there seems to be a need for observational studies, of which Hook et al (2015) is one of the few. Hence little room is given to richer insights about the experience and design of such simulations, where the playful aspect of simulations is generally neglected.

Therefore, this study explores how Role Play Games (RPGs) could foster critical reflections on OT in educational settings, through a participatory design inquiry, supported by situated interviews and ethnographic observations (Könings et al 2014).

Adopting an ecological perspective (Raptis et al 2013, Bødker and Klokmose 2012), OT is defined by teachers as centered on the "clinical dialogue", through which therapists and patients explore and negotiate suitable therapies. This dialogue takes place in what I call "transient ecologies": temporary assemblages of the therapists' knowledge and tools, and the patients' daily sociomaterial practices (Orlikowski 2007), which are in turn defined by people, artefacts, and environments (home, schooling or working places). By engaging in transient ecologies, therapists gather knowledge on their patients' condition and everyday life, hence they help their patients to understand how they can exploit the therapeutic affordances embodied in their daily practices, e.g. cooking or interacting with mobile devices, to facilitate them to recover or to live fulfilling lives with permanent impairments. In this way, therapists perform readjustments in the patients' ecologies, in relation to interaction with people and artefacts, so that the patients' daily practices acquire a new therapeutic meaning.

Currently the OT teachers involved in this study employ paper-based board games and role play, but wish to investigate the use of digital games, to communicate more effectively the application of OT principles into practice and facilitate their students' transition to the profession. Thus, a scenario is proposed, in which RPGs bridge between current research on simulations (Bennet et al 2017) and the teachers' use of non-digital role play in teaching activities. Leveraging on Simon (1996) and his notion of simulations, I approach RPGs as playful simulations, intended as partial imitations of complex phenomena (such as the OT clinical dialogue), which can enrich the communication between teachers and students, and foster in-depth reflections. Moreover, building on Sutton-Smith (2009) this study aims at providing new insights on how RPGs could support rich dialogic and reflective practices in learning settings, enabling OT students to explore "what if" situations, engaging in simulated transient ecologies.

A prototype is under development, where each patient's home represents a new transient ecology to be explored though the theories from OT; evaluations are planned for summer 2018.

PP 451: Serious Games and oncology: How technology can enhance communication in children

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During the past few years, several studies presented an association between increased physical activity levels in childhood cancer patients and an improvement in the quality of life during hospitalization. In

particular, physical functioning is increased, anxiety is reduced, and social integration is encouraged. Considering the fact that physical activity plays a vital role in the physiological and psychosocial development of children, therapeutic exercise in pediatric oncology is particularly important to create a better body response to treatments. However, there is still a lack of comprehensive and evidence-based data in the field of exercise interventions in pediatric oncology.

This work intended to present the conception and the evaluation results of a 2D video game for tablets, the Hope Project, which was developed to solve major issues related to treatments adherence and the sedentary lifestyle of children between 6 and 10 years old, that are diagnosed with cancer. The serious game component allows building a tool that goes beyond entertainment and has the goal to teach cancer subjects, increasing adherence to treatments and interaction with caregivers. On the other hand, the exergaming technology seeks to encourage the practice of physical exercise, using the front camera of mobile devices.

A characterization study was conducted, with the release of a survey for 78 children, to understand their tastes and routines in relation to video games. A prototype of the video game was then developed by a multidisciplinary team of informatic engineers, designers, and oncologists according to the children attitudes and beliefs towards cancer. This prototype was evaluated in controlled sessions with 13 children with cancer, measuring the intrinsic motivation of the participants, as well as the exergaming and the usability components.

The results of the characterization study prove that video game for tablets is the indicated tool to try to address the problems identified. 94.5% of children who have played videogames on tablets really enjoy playing on these devices.

The implementation of the first Hope Project prototype reached high levels of intrinsic motivation on children with cancer, with a mean of 77% of the participants being highly motivated in all the evaluation criteria. The video game entertains the children and the extreme motion technology offers a robust solution for the implementation of exergaming challenges, using the front camera of mobile devices in different scenarios.The main menu and buttons present in the different challenges are logical, minimalist and consistent.

The prototype use increased the knowledge about cancer in 80% of the participants, reducing the hospitalization time and promoting users interaction with health professionals and unformal caregivers.

PP 452: Sparkling games? A reflection of game-based learning approaches for secondary school students in Austria

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Together with secondary school students the project "Sparkling Games" investigates how concepts from the field of game-based learning can be used to develop learning methods and materials covering the topic informatics and society.

The transdisciplinary research team (communication and computer science) explored, in the context of the "pedagogical triangle" between students, educators and researchers, the extent to which computer-based gamified approaches to education in general (Klimmt 2009) — as well as "game-based learning" in particular (Mitgutsch&Wagner 2008) — are effective educational tools in a classroom environment. In our case this involved the integration of content and questionnaires relating to the juxtaposition of "information technology vs. society" for use in IT classrooms at three Viennese high-schools.

The discipline of information technology is primarily concerned with the design of informational and communicational technologies; in an abstract as well as in a concrete sense (Rolf 2004, XXX et al 2017, 2006). However, there are certain shortcomings with regard to societal demands, which must be overcome by drawing from the toolset of the social sciences and humanities. Specifically, this involves a collaboration between information technology, communication science and design disciplines (cf. Löwgren&Stolterman 2007).

The key findings of the interdisciplinary work of research being presented here are as follows: a documented collection of educational games relating to IT and society, including games tested and documented by students themselves. As described by Valcke et al. (2011) and Nagarajan et al. (2012), computer games can play a role in educating students about cyber security and internet safety issues ("SimSafety" by Kalaitzis et al. 2010). Data privacy and credibility of online information sources were recurring topics in multiple student game projects.

Our evaluation — in the context of the aforementioned two-tiered questionnaire survey — showed several learning achievements by students in the field of IT and society. In particular, students showed a marked sensitisation to topics such as data privacy, cryptography and password security. Additionally, students

demonstrated an increase in attentiveness with respect to online studying possibilities, as well as sensitive topics such as mobbing and age-inappropriate content.

The results of students' participation in the project, however, were not limited to learning improvements in the field of IT and society: students also developed a competent approach to media innovation with respect to digital games, both expanding their knowledge of game design *per se*, as well as fostering a do-it-yourself approach with respect to the design process.

Additionally, it was shown that even students with minimal to no existing knowledge of computers and game design were able to develop significant competencies in this area.

There were large differences in the learning environments of the schools participating in the trials (in terms of their digital amenities and the knowledge of the student base), which presented significant challenges to the research. However, through game design workshops, presentations and discussions ("Game City" Vienna 2017), it was possible to offset these difficulties somewhat. These steps also effected additional insights as to the sort of educational content suitable for gamification, as well as design principles for such educational games.

DGR02 - Video game addiction or problem gaming? Alternative perspectives on game-related conflict in everyday life

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In this panel we will question the concept of 'video game addiction' and suggest a number of alternative perspectives on the nature of the conflicts that appear in relation to video game play in everyday life. We will apply the term 'problem gaming' to acknowledge that people may indeed experience more or less grave conflict in relation to video games but that these problems may not necessarily have to do with addiction in the medical sense of the word. The panel is based on a research project on the subject and an anthology that will be published in 2018.

The concept of video- or computer game addiction has entered the popular vocabulary as a common way of talking about the conflicts and problems emerging from video gameplay in the socio-cultural contexts of everyday life. Whether it appears in newspaper articles announcing the advent of a new grave diagnosis, or in domestic quarrels between teenagers and their parents with regard to proper ways of spending time, the concept of video game addiction has become a common signifier for the various types of crises and disagreements that may arise within and around the playing of video games. Indeed, 'Internet gaming disorder' is currently being debated as a possible diagnosis in the diagnostic and statistical manual of mental disorders published by the American Psychiatric Association (American Psychiatric Association 2013). Likewise, the World Health Organization (WHO) has proposed 'gaming disorder' and 'hazardous gaming' in the beta version of the forthcoming ICD-11 (International Classification of Diseases) (Bean et al. 2017), a move which sparked a heated debate between critical media studies and clinical psychology (see Aarseth et al. 2016 and the many replies collected in the same themed issue).

In this panel we will expand and explore the many possible ways 'problem gaming' may be conceptualised and studied once we let go of 'addiction' as the primary framework. We will locate and pinpoint, from a range of theoretical and empirical perspectives, how gaming is seen as problematic or is problematized in everyday life and zoom in on the inner logics of the situations in question. This includes problem gaming in relation to generation conflict, role conflict, broken life strategies, therapeutic strategies and game design. The individual presentation will involve different theoretical frameworks (youth studies, institutional theory, sociology, and game studies) as well as empirical approaches (surveys, qualitative interviewing, participant observation, game analysis) in order to broaden our understanding of the phenomenon and question current common-sense assumptions about 'addiction'.

PN 154: Problem gaming as conflicts between social roles and institutions

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This paper outlines a theoretical framework for understanding aspects of problem gaming as a very general type of problem, namely that of conflicting social demands from different social actors embedded in social institutions.

The argument is based on two assumptions. The first is that a significant aspect of problem gaming in relation to youth is recurrent interpersonal conflicts structured around gaming habits. The second is that gaming in general is embedded in the structures of everyday life, and a significant aspect of everyday life consists of social interactions, many of which are structured by institutionalized roles and practices (Goffman, 1961/1968; Lofland, Snow, Anderson, & Lofland, 2006; Scott, 2014). The paper brings these

two premises together in its outline of a general sociological framework which situates aspects of problem gaming as actors embroiled in conflict due to

PN 155: Problem gaming as generation conflict

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Young people's problems with gaming are articulated discursively as an addiction in the social interactions between young people and their powerful parents. The parents' worries that their child might be addicted stigmatise some young people and classify them as misfits (Brus 2013). In this paper I will develop this perspective further, building on results from a Danish study conducted between September 2014 and February 2015. The argument is inspired by the Canadian sociologist Erving Goffman (1990a, 1990b) and his conceptualisation of stigma, and the Irish sociologist Madeleine Leonard (2016) and her concept of generagency. I use generagency to reflect on the relationship between young people and their parents as a key aspect of gaming in young people's everyday life. On one level, the theoretical perspectives indicate an understanding of young people as active agents in their everyday life. On another level, young people also live their everyday life in a society which is 'generationed' (Alanen 2011). Young people's everyday lives are formed by generational structures and through social positions of childhood and adulthood, and so is their game play patterns.

PN 156: Problem gaming as broken life strategies

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In this paper I will suggest Margaret Archers concept of agential reflexivity as a framework of explanation when analysing problem gaming in everyday contexts. While a structurational framework directs attention towards the general structural conditions that tend to place teenage gamers in patterns of opposition vis-à-vis their surroundings, Archers concept of agential reflexivity directs attention to the way different individuals handle and challenge those conditions with various degrees of success. I will argue that problem gaming can be seen as an aspect of 'impeded reflexivity' – that is, situations where the individual struggles to translate his or her concerns into relevant 'life projects' and practices. Moreover, I will argue that this insufficiency can be partly explained with reference to the particular life phase of that individual: When problem gaming tends to appear as a 'conflict of youth' it may be because young people are still in the state of learning to perform agential reflexivity as a key aspect of modern life.
In the presentation, I will outline Archer's theoretical framework and specify its relevance for the theme of this panel. Moreover, I will present a mixed-methods study, which maps and explores gameplay patterns in everyday life among Danish children and youth and discuss how the concept of 'problem gaming' may be pinpointed theoretically and empirically from this perspective. Finally I will elaborate the suggested approach with two illustrative cases.

PN 157: Problem gaming from the perspective of treatment

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This study contributes to the discussion around notion of problem gaming from the perspectives of those who are treating problem gaming every day as well as that of the people who receive treatment, the latter of which are arguably those most impacted by it. It is based on interviews with treatment professionals from two Swedish institutions and with those who were treated there.
While the interviewees in our study do not offer their own definition of problem gaming, it is possible to point out the aspects that made gaming problematic based on their narratives. In the view of the gamers, the many hours spent gaming were never mentioned as a measure of problem gaming. Instead, they stress the effect of this time spent on other areas of life and on their psychological health. The understanding of problem gaming as problems in other areas of life resonates with the network approach used by the treatment professionals. It needs to be emphasized that the Network Approach (Forsberg & Wallmark 2002) applied to problem gaming not only stresses the importance of the social context, but actually defines problem gaming based on aspects related to the gamer's social functioning. At its core the approach used by the treatment professionals de-emphasizes the gaming activity and does explicitly not focus on reducing gaming ours but instead aims for giving gamers a fuller life while improving the communication in their families to avoid conflict. Our findings make it possible to problematize the definitions of problem gaming in

the existing literature, and offer a practical perspective also on the perspectives of other papers in this panel.

PN 158: How the ethical dimensions of game Design can illuminate the problem of problem gaming

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When academics do consider the issue of ethics, they rarely come to firm conclusions. This is understandable, particularly given that this intersection of ethics and game design is a relatively new field: some degree of exploration will be necessary before consensus is reached. Still, it seems worthwhile to move beyond these initial explorations. To give an example, Foddy (2011) suggests that 'it looks like videogames give rise to behaviours with all the characteristic traits of an addiction', but argues that the real issue is the use by game designers of a variable schedule of reward-based reinforcement (Skinner & Ferster 1957), since that is 'exploitative'.

In this paper, I will introduce self-determination theory (SDT) and its use for analysing motivation for videogame play. Next, I will consider in-game rewards and, in particular, how they might be understood to either support or undermine intrinsic motivation. and critically analyse two games, in relation to this. Finally, I will consider what makes a particular game design decision problematic, in light of what we have learned so far.

DGR03 - From reception to motivation: Digital games in our communication landscape

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PP 585: From zero to hero. Public television news coverage on video games in Germany 2009-2017

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Findings on violence and aggression after playing video games are marginally inconsistent at best (Elson & Ferguson, 2014). After worth condemning school shootings (Verhovnik, 2015), questions about negative impacts on recipients' behavior still seem to dominate the discourse in the media in cyclic regularity (Fischer, Niemann & Stodiek, 1996). Politicians including U.S. president Donald Trump, often blame video games and plan to raise taxes on violent video games even there is scientific evidence to end the debate on media violence (Ferguson, 2018).

With more than 30 million players (GAME, 2018), video games are the drivers of the media and entertainment industry in Germany as well as in other European countries. With more than 2.8 billion euros, they are in front of the other cultural creative industries (BIU, 2017). According to the coalition contract of the Conservatives (CDU, 2018) and Social Democrats (SPD, 2018) in the German Bundestag, it is even planned to recognize the popular e-sport as a regular sports discipline honoring the cultural values of video games in general. The media, maneuvering between these both poles, tend to look for quick and often dirty answers for their recipients whilst characterizing gamers often as society's losers only playing ego shooter. Instead of this, the most popular genres are strategy games, puzzles, sports and racing games (Quandt et al., 2013).

Considering this various aspects, we asked in an applied empirical study, how the German public television covered video games between 2009 and 2017 in terms of actors (RQ1), the characterized players (RQ2), the representation of violence (RQ3) and the general tone of coverage (RQ4).

To answer these research questions, we conducted a quantitative content analysis of the coverage (N=62) about video games between 2009 and 2017 in the major public broadcast TV stations "Das Erste", "ZDF", and "MDR". We focused only on the public broadcast stations because of their general mission ("Programmauftrag) to report balanced about society relevant issues. The sample was conducted using the since 1995 ongoing 24/7 TV recording of six major TV stations in Germany. Relevant coverage was identified researching the recordings around the dates of known school shootings (e.g. Winnenden 2009), fairs (e.g. Gamescom), and major e-sports events (e.g. ESL One). Results of the analysis of N=462 sequences indicate first, that in recent years video games are portrayed more positively. Second, the most covered group of actors (N=162) are industry representatives followed by players and politicians. Researchers of all academic fields are playing only a minor role in the coverage. In terms of the players, we found a huge bias showing almost only younger male players supporting existing clichés. In light of this, the paper contributes to the conference theme that in recent years video games and players are characterized more as heroes in the center than as zeros in periphery of society.

PP 586: Is the news cycle "real?": A case study of diffusion of innovation in Persona 5

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Digital Games Research

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The video game Persona 5 (2017) revolves around a group of high-schoolers who change the hearts of villains that abuse their power. In order to do so, the group, the "Phantom Thieves", enters the "metaverse," which acts as a manifestation of deepest desires within a villain's cognition. Once the group enters their cognition and defeats the villain, the antagonist has a change of heart and confesses their crimes as an act of attrition. As your group completes missions and changes the hearts of the enemies, the general public in Japan begins to take notice of your exploits. The Persona 5 presents a character that creates a reoccurring poll that states "are the phantom thieves real?" As the game progresses, more and more visitors click "yes" and the more targets you beat, the more the poll increases at an increasingly fast rate. At one point, the poll moves so quickly that the vast majority have heard of the phantom thieves and support their cause.

The use of this fictional audience attention meter is unique story telling device that mirrors the communication model known as the diffusion of innovation. While such cases may seem minor—an example occurring within a video game—it is worth considering that the public lessons learned in massively popular video games like Persona 5 are in actuality deeply influential in socialization (Greenfield, DeWinstanley, Kilpatrick & Kaye, 1994). How people think about media and media processes are vital lessons for media literacy—an educational concern increasingly vital in today's information-saturated society (Semali, 2017). Hence, exploration of how this media process is portrayed in Persona 5 not only holds provides pedagogical lessons, but also provides deeper understanding into the complicated web of experiences that illustrate how people learn and draw opinions about media processes.

The diffusion of innovation is the process in which an innovation is communicated through channels over a period of time amongst people in a social system (Rogers, 2003). An innovation must be widely adopted in order to self-sustain within a system. After a mass collection of viewers adopt and accept the innovation, it obtains a critical mass within the system. Audience members and media outlets alike cover the innovation and it acts as a meme within a social system. Within Persona 5, your group achieves the critical mass within the system, as the in-game poll depicts how a diffusion would work in theory.

What makes a game persuasive is the lessons which are embedded into the game itself (Bogost, 2008). The goal of this case study is to test the poll through the in-game against the diffusion of innovation and measure the percentage as the "Phantom Thieves" achievements increase or decrease their popularity (Thomas & Fowler, 2016). This poll, while simple in nature, helps communicate how the world works through in-game processes (Bogost, 2008) and provides a valuable case of diffusion of innovation.

PP 587: Awe-inspiring video games: Exploring the role of awe for digital game entertainment

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Digital game research has made remarkable progress to catalogue the various motivations for and gratifications of playing digital games (e.g., Sherry, et al., 2006; Yee, 2006) and explored their effect on players' entertainment experiences – including enjoyment (Tamborini et al., 2011; Vorderer & Bryant, 2006) and more profound forms of entertainment such as the experience of meaningfulness (e.g., Oliver et al., 2016). One gaming gratification that has received less scholarly attention is the emotion "awe". Awe has been characterized as the emotional reaction to stimuli that are vast and do not fit into established mental models, thus requiring a person to update those mental concepts (Keltner & Haidt, 2003). In the "real" world, awe is often elicited by physically or symbolically vast and unusual stimuli (e.g., the Grand Canyon, e.g., Van Cappellen & Saroglou, 2012). Video games often portray such stimuli as well (e.g., large landscapes or orchestral music; McGonigal, 2011) and thus should be capable to elicit awe. Experiencing awe should facilitate gamers' enjoyment as it is a predominantly positive, pleasurable emotion (Gordon et al., 2017; Rudd, et al., 2012). Moreover, it should contribute to the perception of meaningfulness as awe may activate spiritual thoughts (Van Cappellen & Saroglou, 2012) and processes of meaning construction (King & Hicks, 2009).

Based on these findings, we ask: RQ: Is awe an important motivation to play a given game and can it contribute to players' entertainment experience?

We conducted a two-wave online survey of UK players (N = 192) of the role-playing game Mass Effect: Andromeda (ME:A) recruited from ME:A-related online venues (e.g., Reddit). The first questionnaire (three weeks before release) measured participants' motivations for playing ME:A using traditional gaming gratifications (Scharkow, et al., 2015) – including fantasy, competence, exploration, social capital, team play, competition, mechanics, narration – and the motivation to experience awe (self-developed scale). The second questionnaire (three weeks after release) measured gratifications obtained (using the traditional

gratifications and our awe measure) as well as enjoyment (Klimmt, et al., 2007) and the experience of meaningfulness via appreciation (Oliver & Bartsch, 2010).

Results: In wave 1, the prospect of experiencing awe was an important motivation for playing ME:A (M=4.4, SD=0.6, scale from 1-5). Only exploration (M=4.9, SD=0.4) and narration (M=4.9, SD=0.3) were rated higher. Moreover, in wave 2, participants reported that they experienced awe rather frequently (M=3.6; SD=0.82) – although less often than many other traditional gratifications (i.e., exploration, narration, mechanics, fantasy, and competence). A blockwise regression analysis showed that the obtained traditional gratifications predict enjoyment already quite well (R^2=.525, p<.001). However, adding awe in a second step improved the model significantly (ΔR^2=.049; p<.001). A similar pattern was found for appreciation: While the traditional gratifications explained 44.3 percent of the variance in appreciation (p<.001), adding awe improved the model substantially (ΔR^2=.106; p<.001).

The results show that awe is not only an important motivation for playing games but also contributes to players' entertainment experience. In our presentation, we will discuss limitations of our case study design and avenues for future research on awe in games.

PP 588: Effects of objectifying video games in virtual reality: How does playing with a sexualized avatar in a VR setting affect women's self-objectification and body esteem?

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Introduction

Virtual Reality (VR) is thought to intensify certain negative media effects, specifically in gaming. Video games are known for their often objectifying representations of women. According to Objectification Theory (Fredrickson & Roberts, 1998), self-objectification is associated with several physical and mental health risks. While previous research indicates that exposure to sexualized avatars increases self-objectification in women (Fox et al., 2014), it remains unclear in how far playing video games with highly immersive VR technologies may intensify these effects. The current study conceptually replicates and extends Fox et al.'s (2014) research by investigating whether playing with a sexualized avatar in an immersive VR environment affects female players' self-objectification and body esteem.

Methods

We conducted a 2x2 laboratory experiment to examine how playing with a sexualized avatar versus playing with a non-sexualized avatar and playing in VR versus playing with a classical display may influence female players' self-objectification and their body esteem.

N = 80 female university students aged 18-30 were randomly assigned to one of the four conditions. In order to increase external validity, the popular video game Fallout 4 was chosen as a stimulus to provide a realistic gaming situation. The participants played Fallout 4 in VR (using a HTC Vive) or in Non-VR (using a TV display) for 10 Minutes. The sexualized female character featured unrealistic body proportions and revealing clothing, while the non-sexualized version of the same avatar was dressed in a trench coat. Established scales on self-objectification and body esteem were used to measure participants' self-perception after playing the game. A manipulation check revealed that the manipulation of the character's appearance was successful, i.e. the sexualized version of the avatar was perceived as more scantily dressed than the non-sexualized version.

Results and Conclusions

Contrary to our hypotheses, ANOVA did not reveal any significant effects of the objectified avatar and playing in VR on the players' self-objectification. Furthermore, there were no significant effects on body esteem.

Although being conceptually similar to previous studies in design and sample size, we did not find any significant effects. In sum, our results indicate that the short-term negative effects of objectifying video games in general, and virtual reality games in particular might be in question. Future research should address the possibility that VR does not necessarily intensify certain media effects, and further explore the reasons why the effects of objectifying video games on players' self-objectification could not be replicated using a popular RPG, a VR device, and a German sample.

DGR PS - Poster Session

PS 24: Learning in virtual reality: Testing the effectiveness of a VR game

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Virtual Reality (VR) is not only marketed as an entertainment technology, but also considered an emerging learning technology which can enhance knowledge acquisition and transfer (cf. Lee & Wong 2014; Pan et

al. 2006). We assume that the experience of presence and the influence of motivation, in accordance with Mayer's theory of learning (2014), represent an advantage over traditional means of learning. Previous research has shown that learning with educational games can effectively foster increases in knowledge (cf. Wouters et al. 2013). However, empirical research on the learning potential of VR games is still scarce. The present study compares the effectiveness of VR-based learning methods with classical learning methods. 80 students were randomly divided into two groups: the experimental group played the game "The Body VR" with informative content about the human body while the control group read an educational text with identical content. We recorded the different levels of knowledge of each student two weeks before as well as directly after the stimulus reception. Additional measurements included presence, motion sickness and motivation.

In line with the expectations, preliminary analyses indicated that participants playing the VR-game experience stronger feelings of presence and also score higher on aspects of motivation, like interest in the task. Unfortunately, they also experience more symptoms of motion sickness than participants of the control group.

A subsequent main analysis revealed a significant increase of knowledge within both groups. Comparing the knowledge change between the two different conditions contradicts our expectations: Those who had read the educational text show a greater increase of knowledge than the experimental group. Further analyses indicate that the more symptoms of motion sickness the participants experience, the less they improve their knowledge. There are no significant connections between motivational aspects and changes in knowledge, nor is there a significant relation between presence and knowledge change. Furthermore, there is no significant difference in knowledge gain between first-time VR users and experienced VR users, and neither the course of studies nor the gender of the participants have an impact on knowledge change. Taken together, our results indicate that current VR-learning applications are not necessarily more effective than classical learning materials like texts. However, VR systems seem to be more motivating for learners and therefore might increase the frequency of learning. On the downside, current VR systems cause motion sickness in some users which negatively influences the effectiveness of VR-based learning.

Film Studies

PP 048: Translating sameness in difference and vice versa in the (Dutch-Flemish) remake

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Since the turn of the millennium, film production in the Low Countries has witnessed the rise of a remarkable trend: (popular) Dutch films are being remade in Flanders (the Dutch-speaking, northern region of Belgium), and vice versa. Considering that the 23 million inhabitants of both regions speak almost the same language (with minor differences in accent and vocabulary), this phenomenon appears to be highly irregular within the global film (remake) industry. As such, these film remakes not only cross but also reconsider geographical, cultural and linguistic boundaries. Starting from an intertextual perspective on the remake (e.g., Herbert, 2008), breaking away from (often depreciating) normative judgments, we argue that these films can offer many relevant socio-cultural, textual and industrial insights (see also Forrest & Koos, 2012). More specifically, we approach the remake as a unique object of scholarly inquiry given its narrative and formal explorations, which reflects the fluid, performative and non-essential nature of identity (Mazdon, 2000). For this paper, we focus on issues of (the representation and construction of) cultural identity, the translation thereof into different contexts, (hyper)localization strategies, cultural proximity (Straubhaar, 2007), and banal nationalism (Billig, 1995). More precisely, we critically investigate nine Dutch/Flemish source films and their remakes (total of 18 films) with the aid of textual analysis, complemented with production and document analysis. As such, we adopt what we call the prism (a lens capable of refracting light rays) of the film remake to examine the intricate nature of the filmic medium on both the textual/contextual level. Hence, we demonstrate the analytical value of the film remake by focusing on the meaningful similarities and differences between two versions of one (almost indistinguishable) narrative. Locating distinctness in the quasi-identical is *"a key concept in this description of cinematic practices"* (Mazdon, 2000, p. 150), as is proven by, for example, genre studies and the recent surge of research about cinematic universes. We claim that there is a dialectical relationship (or, indeed, a cross-over) between sameness and difference, which results in an articulation of sameness-in-difference, and difference-in-sameness, and this both on the level of the film text itself, and the context thereof. Consequently, inquiring into these processes of (re)producing, appropriating and translating texts discloses a lot about different (film) cultures, and how and why filmmakers perceive, (re)brand or even (re)fetishize them. By fusing different realms of meaning, the film remake aids us to locate and deconstruct the banal, the unattainable, or the - at first sight - unnoted.

PP 049: Civil Wars of the Mediterranean region in films: Translational cinemas and cultural traumas

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Seven countries surrounded by the Mediterranean Sea have suffered from a Civil War –at least, defined as such during a period of time of a major war event–, during the 20th century: Spain (1936-1939), Italy (1943-1945), Greece (1946-1949), Cyprus (1974-1975), Lebanon (1975-1990), Croatia (1991-1995) and Algeria (1991-2002). These wars constitute a wound that was leaked the cultural production of those countries, thus becoming cultural traumas. The general objective of this research project is to investigate the linkages among film representations of Contemporary Civil Wars of countries located in the Mediterranean region in their respective national cinemas. This analysis will examine films from a textual and semiotic perspective on the reciprocal use of symbols, frames and narratives to gauge two opposite forces interact in the construction of either national or regional identities: in one hand, some filmmakers build a transnational film discourse in which frames and narratives converge and, in the other hand, how film policy influenced the settlement of certain ideological models of war and, thus, how film policy promoted a given national identity discourse.

PP 050: Narrating xenophobia. The other and justice in Fatih Akın's "In The Fade"

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June 9ᵗ, 2004, Keupstraße, Cologne, Germany.
On this date, Germany faced one of its most brutal xenophobic attacks since Holocaust. An NSU (National Socialist Underground) member put a bomb on his bicycle and left it to explode in front of a hairdresser owned by a Turkish immigrant. This was not the first racist attack and would not be the last. During 2000-2006, 9 people with a migration background were killed by NSU in the big cities in Germany. After long investigations and trial processes, in 2011, NSU has been charged for all crimes.

Film Studies

Fatih Akin's *"In the Fade (Aus dem Nichts)"* is based on this Cologne attack and draws director's point of view as a German-Turkish citizen in terms of Xenophobia. In the light of Akin's film, this paper discusses the filmic representation of the racist event in Cologne and of the NSU trial. It draws a picture of the German society and argues about the narrative structures in German media and Akin's film. Through a narrative analysis of news media discourse, the paper examines how the "Other" is constructed within the notions of the German identity.

With the rise of right-wing politics in recent years in European countries, the "Other" becomes the main propaganda element of media, film and politics. During the murder series of NSU, the diversity of German society is reflected as a main issue for NSU. Interestingly, NSU did not invent a new perspective of Germanness, but reproduced another contemporary version of xenophobia. Their ideology exists with the help of the Other. So, the definition of Germanness becomes the binary opposition of the Other. Combining the Derridarian approach with *heimat/other/foreign* theories of Georg Simmel, Sigmund Freud and Julia Kristeva, Paul Ricoeur's narrative identity theory signifies the forms of news media approach in terms of reporting about people with a migration background.

Finally, within the critical discourse analysis of news media, this paper provides different narrative representations of xenophobia in terms of the murderers and the victims with a migration background, also designates its motivations of different identities by investigating Akin's film and the German media.

PP 051: Filmmaking courses can help replace the linear narrative of scientists' stories with alternatives

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Scientists have the tendency to communicate their scientific stories using linearly structured narratives with the classical main sections: Introduction, Material & Methods, Results and Discussion. Given the nature of scientific publications and presentations, this tendency is understandable. Likewise, linear narratives are dominant – due to force of habit – when scientists prepare films, and the alternative types of narratives that film as a type of media offers are rarely considered.

In this study, we evaluated the narrative structures of 102 scientists from nine Swiss universities and research centres. Both before and after attending filmmaking courses, participants answered questionnaires about their potential narrative structures. In the filmmaking courses, participants were taught a range of narrative structures (i.e. alternatives to the linear structure) that could be employed in science films, namely: *end-backwards*, *before-climax-backwards*, *parallel*, and *frame*.

Before the filmmaking courses, 94.1% of participants said they would use the linear narrative structure in their films, while only a few participants – 6.9%, 6.9%, 7.8% and 1%, respectively – said they would use one of the alternative narratives: end-backwards, parallel, frame and before-climax-backwards. However, after the filmmaking courses, the number of the possible users of the linear narrative fell almost eleven-fold (only 8.8% of the scientists said they would use it) and this narrative turned out to be the least popular. By contrast, after the courses 77.5% of the participants said they would use the before-climax-backwards narrative, an seventy nine-fold increase, while 47.1% would use the parallel narrative (about a seven-fold increase). In all, after the course 46.1% of the participants said they would use the frame narrative (six-fold increase). The end-backwards narrative increased four-fold, and would be used by 28.4% of the participants.

The filmmaking courses not only affected the choices of the narrative structures (a move from linear to alternative) but also increased the number of types of narratives that participants would consider using. Before the courses, the majority of the participants (84.3%) said they would use only one narrative structure and only 14.7% and 1%, respectively, would use two or three different structures. However, after attending the courses, the number of participants who said they would use only one narrative structure fell to 44.6%, while the number of participants who would use two or three structures increased to 20.8% and 19.8%, respectively. Indeed, 12.9% and 2%, respectively, of participants said they might even use as many as four or five different narrative structures.

This study highlights the importance of the filmmaking courses that universities and scientific institutes worldwide offer their students and scientists as a means of assisting them in the production of their films. These courses should teach alternative narrative structures for scientific stories to help the science films produced by future scientists-as-filmmakers make a clear break from the linear narrative structures in favour of other more varied structures.

FIS02 - Historical perspectives

PP 131: New cinema historiographies: Developing a Cinema Ecosystem (CinEcoS) as an open access data platform for cinema history

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Presenting a new research project on sharing film historical data sets in Belgium (CinEcoS/Cinema EcoSystem, 2018-21), this paper aims at discussing key issues on contemporary film historical work: issues of constructing big data sets on historical cinema cultures, on sharing this data, on open access, on collaborative and comparative work, and on ethical issues related to it.

Integrating a large number of existing research datasets covering key aspects of Belgian film history such as production, distribution, exhibition, programming, censorship and reception, the CinEcoS platform will significantly improve the understanding and further exploration of cinema as a dominant public entertainment industry and as lived popular culture. After presenting the structure and the aims of the cinematic ecosystem under construction, we will situate it within the ongoing academic debate on new cinema historiographies. We will then compare it with other initiatives in Europe and beyond, and finally reflect upon its methodological implications for undertaking (comparative) new cinema history research.

The background to the CinEcoS project is that *film historiography* traditionally focuses on a history of *films* in terms of their aesthetic, ideological or production values, rather than on *cinema's economic, industrial and socio-cultural importance*. This shift in focus coincided with what Richard Maltby indicated as the terminological and methodological distinction between *film history* and *cinema history*, or "the difference between an aesthetic history of textual relations between individuals or individual objects, and the social history of a cultural institution." (Maltby, R. (2007) "How Can Cinema History Matter More?," Screening the Past 22.)

We claim that the CINECoS platform will allow researchers to *rewrite* the history of cinema as a socio-cultural and economic institution in Flanders-Belgium, by tackling several central research questions: What was cinema's economic, industrial and socio-cultural importance in Belgian society in the larger part of the 20[c] century? How can we map in detail how cinema culture developed during the last century into the main public entertainment up until the 1960s, going into decline after the coming of television and the rising mobility during the 1960s, to rise again with the multiplexes in the late 1980s? How did the interaction between top-down institutional forces and bottom-up audience tactics interact in the formation of the cultural experience of cinema-going and watching film? How can we re-assess the classical academic trope on the cultural impact and dominance of Hollywood cinema in Europe and Belgium (and the marginality of national and European cinemas) based on a longitudinal analysis of programming, cinema ownership and audience experience data? At the same time, the platform will generate a series of new research questions for enriching local and global cinema histories.

As a final discussion and conclusion, we reflect on the need for multidisciplinary and collaborative research, as well as the usage of methods and tools coming from social geography, economy and other fields within the social sciences and humanities, particularly embracing digital humanities, both in terms of tools (text-mining, data visualisation, GIS,…) and ethos (data sharing, collaboration, open access,…).

PP 132: Mapping transnational peripheries: A geographical method applied to a history of early film circulations between Colombia and Europe.

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Transnationalisation is not a new phenomenon in small cinemas as the mapping of early Colombian cinema history shows. Few foundational Colombian cinema histories have been published in Spanish and they have not yet been translated to other languages. If it is true that they were written before concepts such as "small cinema" or "world cinema" became popular in the field of transnational cinema studies, today it is relevant to reflect on how these peripheral cinema histories, usually marginal to the canon of film studies established from American and European universities, had already addressed issues of transnationalisation in the fields of their own film production and exhibition. Based on the revision of three foundational Colombian cinema key books (Martínez Pardo, 1978; Salcedo Silva, 1981; Rojas, 1992) this paper aims to show how different aspects of transnationality should be considered from the beginnings of a Colombian cinema production very influenced by European heritages and with a film history rebuilt from fragments, lost materials and orphan films.

By mapping concrete cases such as the role and influence of the Italian producers Di Doménico Brothers in the institutionalization of a Colombian Cinema production and exhibition, the paper analyses factors such as the adaptation of early 20th century melodramas, the presence of foreign European directors and actors that attracted a major quantity of public and the screening at El Salón Olympia, the main film venue opened in the capital city of Bogotá. The mapping of this case indicates an early circulation of imported technologies and foreign actors that determined the starting of a film production in the country with an investment made by some film producers in search of a business model that was frustrated in the end by the decreasing of public and institutional support. Precisely, transnationalisation expressed also its problematic side for the constitution of a national cinema industry due to the presence of foreign films that were more successful among the popular classes and eclipsed the possibility of a public for national films. In fact, Cine Colombia, like other established Latin American companies of film exhibition, historically has obtained their main revenues from the screening of American films, which still today, results determinant in the formation of a global exhibition logic

The method of online mapping applied to this study on the meaning of transnational histories on early Colombian films uses ArcGis tools to visualize relationships between film production, exhibition and circulations. By modelling geographical databases for spatial analysis it sheds light on the meaning of the transnational flow of films and communication technologies in particular contexts. In the methodological level the project aims to be a contribution to the current digital developments on mapping transnational cinema histories.

In conclusion the mapping of an early period of transnational film circulation between Europe and Colombia shows a cinema tradition with a rich dynamic between local contents and diverse appropriations of foreign influences that should be addressed when studying their recent entrance in global cinema circuits.

PP 133: The forgotten magic of the South. Analysing the depiction of the Italian peripheries between the '50s and the '60s through documentary filmmaking

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The issue of peripheries is today topical, but certainly it is not new. Especially if we look at countries were this issue has very deep historical roots, such as Italy. Since the '50s and '60s Italian directors researched the phenomenon of geographical and cultural peripheries in the South. These researches, conducted by mixing the tools of documentary filmmaking and anthropological studies, are still valuable, especially today. And yet, they are often forgotten and not properly recognized for their value (Lasagni, 2015). This paper traces back the history, the motives and the characteristics of these documentary surveys made between the '50s and '60s by directors taking inspiration from the anthropological studies conducted by Ernesto de Martino (De Martino, 1961).

The aim of this paper is to highlight the value of this documentaries from an historical and sociological point of you with specific reference to the issue of center and peripheries.

The results of my historical study underline the importance of the work of De Martino to inspire Italian directors to travel to places forgotten by the mainstream media (Lasagni, 2015; Ferraro, 2001; Fofi, 1999; Mingozzi, 1995). Between the '50s and '60s De Martino was indeed investigating the South of Italy, in particular its magical-religious rituals, which were still very vital in villages where poverty generated great precariousness. The anthropologist, using the theoretical framework of phenomenology, read this uncertainty as the so-called "crisis of presence", meaning the human fear of being annihilated by forces that mankind cannot control (De Martino, 1958). In this context, De Martino explained magic and rites as an extreme tool to save people from this crisis. Moreover for people living in forgotten places, magic and rites were a form of unconscious resistance against a State that chose to abandon them (De Martino, 1959).

After tracing back the historical and anthropological roots of this Italian documentary movement focused on geographical and cultural peripheries, I performed a qualitative analysis of the documentaries made by the main Italian directors involved in it: Di Gianni, Mingozzi, Mangini and later on Pasolini. As I demonstrate, their documentaries, feeding from the work of De Martino, investigated places and people forgotten by the mainstream culture: the harshness of life, but also the power of ancient "magical" rites that the dominant culture often despised as backwardness or only read as folklore. It must be remarked that in the early sixties, some directors, in collaboration with Pasolini (Pasolini and Halliday, 1992), chose also to investigate the new peripheral lives produced by modernization.

One of the main results of this study, which is also based on previous works on ethnographic cinema (Henlein, 2009; Rouch, 2003), is to highlight how, in order to investigate cultural peripheries, a form of collaboration between anthropology, cinema and literature could be useful. I believe that who aims at investigating many of the modern phenomena arising nowadays from the center/periphery dynamics could find invaluable insights within these first investigations, which mixed the tools provided by anthropology, cinema and literature.

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PP 134: Between Youtube and history: An attempt for developing a distant reading of Turkish cinema during 1960s and 70s

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Turkey's *Yeşilçam* film industry was active roughly between 1950s and 1980s. The heyday of the industry was mid 1970s when the average production capacity was around 250 films per year. Like many other film industries, *Yeşilçam* was not a homogenous entity regarding its outcomes. Companies were producing films in different genres on different subjects addressing a diverse audience in difference geographies of the country. Until recently, majority of *Yeşilçam* productions were not accessible neither online nor in the archives. Since the last four years, production and distribution companies have been sharing digital copies of *Yeşilçam* productions on their Youtube channels. Thanks to this radical shift, ca. 1000 *Yeşilçam* productions are now available online and the total number is continuously growing. This bulk of *Yeşilçam* films gives new opportunities to film scholars for studying the historical development of cinema in Turkey from the perspective of Digital Humanities. Even though a majority of Digital Humanities tools and approaches are shaped around textual resources, the adaptation of these tools and approaches to visual resources such as films, opens new paths of inquiry.

In this paper, I intend to develop a distant reading of the formal features of *Yeşilçam* productions based on a data set featuring metric analysis of ca. 150 films from 1960s and 1970s. The data set I'm dealing with is created in collaboration with the students taking my Turkish Cinema course at Izmir University of Economics, since May 2017. As part of this endeavor, each student makes a metric analysis of a given film and creates data for it. The data for each film includes two basic components: The precise length of each shot and an attribution regarding whether the shot includes dialogue. For creating the data, students have been using the Frame Accurate Cinemetrics Tool (FACT) developed as part of the Cinemetrics project (http://www.cinemetrics.lv). The data set is open in the Cinemetrics Measurement Database and it can be viewed under the Lab titled "Yesilcam 1960s and 70s" (http://cinemetrics.lv/lab.php?ID=202). At the moment, the Lab consists of 101 films. With the films to be analyzed during 2018 Spring term the number is expected to reach ca. 150 films in total. This bulk of films includes both central mainstream productions of the industry as well as B type low budget peripheral productions.

My primary goal in this paper is demonstrating a model of distant reading for the formal study of *Yeşilçam* films. To this end, I'll attempt to define communalities and/or discrepancies among the formal features of the films such as total number of shots in a film, shots per minute, ratio of dialogue shots to non-dialogue shots or evolvement of shot lengths throughout a film. Such an analysis will help me for questioning the established boundaries between the central and peripheral outcomes of the industry not from a subject or genre oriented perspective but based on a comparison of stylistic features.

FIS03 - Institutional perspectives

PP 214: Contribution of Lux Prize films to European identity; A study from a critical cosmopolitan vision

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The European film industry exists in a network of market forces, EU policies, and state subsidies, but proves a relevant object of study for researching the scope of a pragmatic yet pluralistic European identity. This paper explores this question through a textual analysis of the Lux prize films.

Approaches from social and European integration theory are useful for studying the potential significance of film to shape European identity, since cinema "… projects values and can be a driver of European integration by contributing to the shared European identity" (COM (2014) 272 final).

The European Parliament set up the LUX Prize awards in 2007, to identify and support films that tackle the heart of the European public debate. Previous research points out that the prize raises questions concerning film's role in building a European identity (Stjernholm, 2016). The growing importance of culture in EU policies since the enlargement process to (as of today) 28 countries coincides with a shift from essentialist to constructivist conceptions of European identity (Liz, 2016). Delanty argues (2002) that some of the most striking achievements of Europe are social and economic, rather than cultural -- for example, citizenship, anti-corruption, sustainable development, stakeholder capitalism, and corporate responsibility. Commenting on Beck's prospect of a cosmopolitan union of Europe (Beck, 2006), Schlesinger (2008:422) denounced that there is little realistic engagement with institutional politics. He argued that Delanty's interpretation of the cosmopolitan model introduced a challenge for the EU to "create spaces for communication" (Delanty, G. and Rumford, Ch., 2005: 20).

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This paper will explore, following Delanty's cosmopolitan post institutional theory, the ways in which fictional feature films in the Lux Prize awards "help to air different views on some of the main social and political issues of the day and, as such, contribute to building a stronger European identity" (https://luxprize.eu/why-and-what). Research will cover a twenty-year sample of films in the Lux Prize awards. Methodology will be based on textual analysis to identify recurring genres, narrative patterns, themes and character types present in the films. The paper will argue that the EP Lux Prize may be a seminal initiative for helping shape a European identity, one that, in Delanty's words, is not an existing identity but an "open ended process of cultural and institutional experimentation" (Delanty, 2002: 357).

PP 215: Popular film culture, celebrity activism & the live movie awards show: New forms of cultural critique

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In previous research the movie awards show has been characterized as Hollywoods 'global passion play' (Kellner). However since 2017 the movie awards shows seem to work differently being both a film cultural platform for the Hollywood industry and legitimizing celebrity activism and explicit political statements. This include stars all dressed in black gowns at the Golden Globes and the BAFTA's, wearing the #timesup-pin in solidarity and discussing 'systemic inequality' on the red carpet. In addition several acceptance speeches and presenters addressed specific political issues relevant far beyond the movie industry.

The aim of this paper is to propose a theoretical framework for analysing how the cross-media movie awards shows work as a media genre and how it includes this new celebrity activism, in a sense conflating the cultural and the political public spheres within the realms of popular film culture, inspired in part perhaps by some of the more politically explicit film festivals (Wong, de Valck). The live movie awards show is providing mainstream connectivity (Couldry) as well as being a kind of mothership in a factual version of transmedia storytelling with spreadable segments that the audience can post, share and comment upon (Jenkins). The proposed framework is a combination of theories of media events (Dayan and Katz, Dayan, Couldry, Krotz & Hepp), and the authority of the award in the film industry (MacDonald, Wasko, de Valck), theories of stars in terms of image and power (Rojek, Dyer, Marshall), the stars functioning as role models and celebrity activists (Gamson, Stacey, Chouliaraki) as well as the stars' performances on social media platforms (Marwick and boyd, Marwick, Marshall). The method is a case study with a qualitative textual analysis of three 2018 live movie awards shows (Academy Awards, BAFTA, Golden Globe). The awards show is regarded as a cross-media genre but focus is on three questions in particular: How celebrity activism is performed as part of a live media event, how the cultural critique and social issues are addressed and how the movie awards show is an example of crossing borders of different public spheres while being a global platform of popular film culture.

FIS04 - Issues of representation

PP 291: Some like it cold: Russian villains and Cold War reactivation narratives in the contemporary American action thriller

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The end of the Cold War can be seen as one of the most critical and defining moments of American and global politics in the 20[.] century. Not only did the collapse of the Soviet bloc entail a decisive redrawing of global power structures, but these geopolitical changes could also be seen articulated cinematically. Since cinema was a significant site for the cultural combat between America and the Soviet Union authors such as Shaw (2007) and Upton (2014) saw America looking for new antagonist to populate the screen. However, despite what was described by Fukuyama (1992) as the 'the end of history', the Cold War seems to remain unfinished business in the contemporary Hollywood film. As films such as *Salt* (2010), *John Wick* (2012), *The Equalizer* (2012), *Atomic Blonde* (2017) and many others attest, there's been a resurgence of both Russian and Communist villains in the action film genre. In readdressing these old enemy archetypes, filmmakers are not only reaching out to the past, but also engaging with contemporary geopolitics, such as rising tensions in USA/Russia relations and global surveillance disclosures.

This article will deliver an extensive analysis of the evolution of Russian and Communist villains in the American action thriller as a case study to illustrate how enemy images evolve over time and adapt to topical geopolitics. Building on a theoretical framework of conflict studies, genre theory and discourse analysis, the focus of this article lies with the dynamics between generic structures, societal change and ideological functions. Firstly, to place these developments into context, a quantitative content analysis was conducted of 180 action thriller films in a 36 year period (1981-2016), to capture the presence and

developments of both Russian and Communist villains throughout the decades. While the body of theoretical work on the representation of Russian and communist antagonists in both a Cold War and post-Cold War context is extensive (most notably by Lichtenfeld (2001) and Robinson (2007)), no systematic statistical analysis has ever been undertaken in this subject. After mapping the shape and developments of these enemy Others, we further explore the contemporary incarnations of these characters by offering a textual analysis of several key film cases in recent action cinema. In doing so, this research delivers new insights into an important enemy archetype within American popular culture and political imagination.

PP 292: Persuasion by people: The rhetorical role of documentary subjects

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My PhD dissertation examines the different persuasive techniques and strategies found in the documentaries of Michael Moore. Moore is commercially the most successful documentary director to date, and his work has been central in the development of modern political documentary. In addition, his films have been a topic of both critical discussion and appraisal. However, academic research on his documentaries has been scarce. In my PhD, I investigate how Moore's documentaries construct arguments and aim to persuade viewers using various techniques. These techniques include methods found in traditional rhetoric studies (Aristotle 1997; Jokinen 1999), audiovisual techniques typical for documentaries (Plantinga 1997; Snee & Benson 2008, 2015) and unconventional elements, such as irony, humour and nostalgia (Freud 1905; Davies 1998; Herkman 2000; Kolehmainen 2015 & Phillips 2016). The research is a cross-disciplinary mixed method study that combines theories of rhetorics with documentary film studies. My methodology consists of quantitative content analysis, formal film analysis and rhetorical analysis of the films.

In the conference paper, I address how different documentary subjects are used for rhetorical purposes. I analyse the different subject categories regarding their persuasive function(s) and contemplate the ethics of the treatment of documentary subjects as vehicles for the activist-filmmaker's political message. The treatment of subjects in Moore's films can be perceived contradictory. On the one hand, Moore gives voice to the powerless who are marginalised in a capitalist society. On the other hand, Moore as a director exerts power through subjugating documentary subjects to serve the rhetorical goal of his films.

I investigate the main speaker categories, that my preliminary analysis suggests, and their rhetorical position in the films. As my paper will demonstrate, the rhetorical functions of the speaker categories have a correlation with the notions of *ethos*, *logos* and *pathos* by Aristotle. Therefore, the different categories have a different rhetorical function appealing either rationally or emotionally to the viewer. Moreover, it is important to consider the different emotions conveyed or triggered and their specific rhetorical use in the film's discourse. Additionally, the different speaker categories also demonstrate hierarchy among documentary subjects. The question of who (and how) is allowed to voice their opinion is central regarding the rhetoric of documentaries. The quantitative content analysis combined with qualitative close reading will provide answers to this question. I will also address the difference of *talking* and *being talked about.* These different positions reflect on the extent of the subjects' power to determine their representation. When a documentary subject is portrayed as a source of comedy, the credibility or seriousness of that subject is undermined. Thus, my paper also deals with the politics of humour in the realm of documentary film.

PP 293: Cinema and migrations: Luso-Brazilian displacements in contemporary cinematographic narratives

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In this text, we intend to analyze two contemporary films whose themes are the migration experiences lived by the main characters: I was in Lisbon and remembered you (2015), directed by the Portuguese director Paulo Barahona — based on the namesake book by the Brazilian writer Luis Ruffato (2009) — and The city where I grow old (2016) by Marília Rocha, who is also a Portuguese director. The aim of this paper is to comprehend how certain cinematographic narratives created by these European directors develop images of the Other when they focus on the North-South mobility processes the characters undergo.

To reach our goal, elements of Film Analysis are used to highlight the ways in which their experiences take place, the relations they establish with the country of destination and with its culture, the people with whom they interact, the identity reconfigurations due to changing circumstances, as well as the presence of stereotypes and manifestations of racism.

In I was in Lisbon…, the narrative revolves around the character Sérgio, a Brazilian man who leaves his country and goes to Portugal to pursue his dream of improving his socioeconomic level and reaching social ascension. The city where I grow old portrays Francisca's life, a Portuguese woman living in Brazil, and

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Tereza's, her friend who has just arrived from Portugal, featuring their relationships, expectations and experiences. Both films share a sort of documentary tone, due to the naturalness of the dialogues, the scarce use of dramatic features and the presence of non-professional actors (in I was in Lisbon…).
The analysis of the films aims to identify the ways in which the protagonists experience their objective and subjective lives and how they face everyday reality as foreigners. From the use of technical elements of its methodology, such as scenography, lighting and colors, protagonists' characteristics, social relations established by them and composition of camera shots, we may identify: a) the possibilities of socio-cultural integration in a different and hegemonic culture – in the case of the Brazilian who migrates to Portugal, bearing in mind Brazil's colonization history; and – b) the relevance of the subjective issues experienced by the characters such as identity and sense of belonging in face of exile.
This analysis is complemented with theoretical contributions from Cultural Studies regarding the comprehension of different cultural productions as a way of demonstrating how societies perceive themselves, and also as symbolic elements from social experience. From this perspective, film analysis allows us to understand social processes, such as: the experience of migration, the enchantments of the unknown and the new, the difficulties in adapting to foreign cultures and the predicaments of living with nostalgia and with the desire to return home.

PP 294: Audio and visual representations of neurological impairments: The case of epilepsy in movies

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Between 1927 and 2012, sixteen percent of best actor Oscar winners have portrayed a person with a disability (Rodgers, 2012). Movie representations of illness have often become diagnostic references for our collective memory(Shostak & Fox, 2012). Our enduring fascination with visual demonstrations of impairments tends to reinforce the borders between individual disability and social normalcy (Norden, 1994). Cinematographic tools, like light, sound, camera angles, and editing, can isolate the bodies of visibly disabled and invisibly impaired persons. Sound strengthens a variety of processes of observation that can either unsettle or reinforce visual narratives focused on bodily states of being. The qualities of cinema sound can elicit bodily and cognitive associations for both actors and audiences.
Cinephile neuroscientists have studied movie representations of many different conditions, including epilepsy, mainly from visual clues and from actors' performances (Gerritsen, Kuin, & Nijboer, 2014; Wijdicks, 2015). The oddness of epileptic manifestations can lead actors to incarnate mythical divinity, malevolence, physical violence, madness and vulnerability (Baxendale, 2003). Since the silent movies of Georges Meliès, visible falls and convulsions have been used to drive character and plot developments. These visual representations, and associated narrative techniques, do not always match cultural subtexts or current scientific knowledge linked to various kinds of epilepsy (Schwaber Kerson & Kerson, 2006).
A reflection on creative patterns and use of sound offers alternative perspectives on filmmakers' understanding of epilepsy, and on audience expectations of acted epileptic events. In this paper, I expose the power of sound to enrich the portrayals of some neurological conditions and lessen their visual stereotyping. There is a lack of in-depth studies of cinema sound production and audio characterisation of neurological conditions. Supported by a current research project, this paper aims to provide critical clarity about the role of audio representation in the portrayal of epileptic otherness in movies.

FIS PS - Poster Session

PS 25: Prosthetic memory and identity in Sofia Coppola's films

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In his work "On the Relation of Analytical Psychology to Poetry" founder of analytical psychology Carl Gustav Jung wrote that artists have the power to transmute personal destiny into the destiny of humankind. He argues: "The creative process, so far as we are able to follow it at all, consists in the unconscious activation of an archetypal image, and in elaborating and shaping this image into the finished work. By giving it shape, the artist translates it into the language of the present (Jung, 1966)." Thus by its form and expression artwork becomes a mirror of its era.
Since the end of the 19th century like the Jungian idea of collective unconscious cinema has been using a language comprehensible irrespective of when and where it has been created. Memory theoretic Alison Landsberg (2004, 2) argues that commercialization of cinema gives it even wider ability to convey its narrative through different social contexts (history, race, ethnicity and so on) thus giving audience experiences and memories that they would not gain in any other way. She describes this phenomenon as "prosthetic memory" – one that is not received by real, physical experience but is used like one and has the

potential to become part of one's identity. As cinema and media theorist Vivian Sobchack (1992, 3) writes – "more than any other medium of human communication, the moving picture makes itself sensuously and sensibly manifest as the expression of experience by experience."

In the same artwork, cinematic language incorporates both – a realistic and symbolic perception of its world and events in it. Thus not only retelling events, but also framing them in a bigger discourse of its time. By decoding and interpreting the story and its symbols, one can explore not only film director's created reality but also the meanings it attributes to the time of its making. Sofia's Coppola's filmography represents a good example of this nature. Her latest film "The Beguiled" (2017) - story of American Civil War period echoes feministic movements of our time. Other works like "Virgin Suicides" (1999), "Marie Antoinette" (2006) embrace the time of its making by reflecting youth culture and representing growing up stories from woman's perspective. Although all of these works reflect different eras, all of them are connected in the sense of human experience, which speaks about larger notions of time of their making - the millennium. Interpreting Sofia Coppola's films with the help of semiotic analysis and looking at them from the perspective of ways how prosthetic memory defines identity gives an opportunity to talk about her films in the context of different cultural notions of our time.

Gender and Communication

PP 236: Like, dislike, expose. An ethnographic analysis of the online gendered reputation of youth in Northern Belgium

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In contemporary Western societies young people grow up in digital media contexts. Digital technologies like smartphones facilitate the access for youth to social media applications. These applications provide access to platforms where they can connect with peers and perform their (sexual) identity (Gabriel, 2014; Mediaraven & LINC, 2016). As a result, concerns about online reputation and profiling are coming to the forefront. Especially for teenagers, a group that uses digital media intensively (IMinds, 2016), is the controlling of a reputation becoming an important form of immaterial labour. Previous research has already shown that protecting reputations is linked to young people's online sexual and intimate practices, such as taking 'sexy selfies' (Hasinoff, 2015). These reputations are mainly judged by peers based on gendered (Ringrose, Harvey, Gill & Livingstone, 2013), ethnic and religious (Leurs, 2015) values, driving young people to actively manage their (online) reputation. The need to question the moral and social values young people use to mediate online reputations is thus becoming an emerging matter. Following this, we will critically reflect upon these values in relation to signifying (heteronormative) practices and the online reputation management of youth.

There have been previous studies on online reputations from psychological and communication management perspectives (Van Ouytsel, Walrave & Ponnet, 2014; Cedillo & Ocampo, 2016) mainly advising young people to 'manage and control' online reputations. However, these studies have rarely used a specific gender perspective to question this online reputation management. Moreover, public and academic debates on how to limit young people's online participations for intimacy, are hardly investigating how young people can have a good online intimacy *with* all these digital media (Hasinoff, 2015). In this study, we will critically question how young people themselves make sense of this online reputation management. We will pay specific attention to the everyday power struggles of young people based on gendered, sexual, ethnic and religious identity intersections.

Unlike previous studies, we will use a qualitative research design to explore the moral values and sense making practices related to online reputation. Building on research expertise of feminist and youth studies, we will conduct an ethnographic participatory observation combined with visual research methods (Sue, Rachel, Elizabeth & Eleanor, 2009). We aim to contact 6 different groups of young people (14-18 years old) and guide them through a creativity activity where we will ask them to create the 'ideal' social media account. Then, we will ask them to discuss hypothetical cases related to online sexual reputation by dividing them into two groups during a debate activity. By allowing the participants to create imagined social media content using their own (digital) tools and challenging them to convince each other in a debate setting, we will stimulate them to reflect upon the underlying moral values related to online (sexual) reputation. Finally, we will analyze the gathered data by using a grounded theory approach (Charmaz, 2006).

PP 237: The construction of gender identity in current female Spanish YouTubers: Toward margin identities portrayals?

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Participative culture in the new media ecosystem (Jenkins, 2006; Jenkins et al., 2013; Scolari, 2012) has opened the door to new ways of portraying the identity of 2.0 audiences, especially useful to those prosumers who have become public figures under the name of "influencers" or "micro-celebrities". Since 2012, YouTubers have emerged as 2.0 micro-celebrities (Marwick, 2015; Marshall 2006), who combine a sense of intimacy, openness, authenticity and spontaneity towards their followers with the construction of their personal brand (Bonaga & Turiel, 2016; Jerslev, 2016; Senft, 2012; Smith, 2017; Ardèvol & Márquez, 2017). Therefore, these micro-celebrities might be examples for young audiences, providing them with desirable role models in terms of gender, sexuality, age and race, that is, identity models that can be incorporated to their media life (Deuze, 2011; Manovich, 2009).

These contemporary identities are often ambiguous in a media context that reinforces neoliberal principles close to postfeminism, where conventional models and traditional values are disguised as revolutionary (Lovelock, 2016; Banet-Weiser, 2011; Caballero, Tortajada & Willem, 2017).

The aim of this article is to analyse how YouTubers construct and display their gender identity in order to establish whether they contribute to creating new imaginaries or to reproducing hegemonic femininity.

In this pilot study, part of a current PhD project, we conduct qualitative content analysis of Spanish YouTubers Dulceida's and Yellow Mellow's last three videos (divulged during January 2018). These YouTubers have been selected based on the following criteria:
- They have more than 1.500.000 followers
- They are between 18 and 30 years old
- They manage a videoblog channel

From a constructionist and discursive perspective (Berger & Luckman, 1964, Burr, 2003), methodology combines the study of the portrayals of YouTubers as characters (Aran et al. 2017; Fedele, 2014), film and semiotic analysis of their videos (Oliva, 2010) and the analysis of their identities through an inductive taxonomy based on grounded theory (Glaser and Strauss, 1967; Masanet et al., 2018).

Among the results, we underline the presence of a gender discourse which mixes conscious and unconscious postfeminist premises with the aspirations of the 2.0 generation, a liquid youth (Bauman, 2016) whose aim is to reach happiness by being themselves.

PP 238: Gendering technology. Transgressing the progressive in Black Mirror

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Though technological developments have always been point of debate in society, the current progress in technology such as artificial intelligence, surveillance, big data, and house hold robots seem to not only lead to a surge in societal debates, but also form an inspiration for popular television. Both utopian and dystopian views are present popular TV. Additionally, the science fiction genre in terms of literature, film and television seems to gain in popularity (for example *Mr. Robot* (Universal Cable Productions) and *Black Mirror* (Zeppotron/House of Tomorrow)). The science fiction genre allows an in-depth exploration of desires and anxieties revolving around technology and society.

Part and parcel of the debates on technology is the subject of gender. Next to misogynistic popular views on gender and technology, academic research on how gender and technology relate is relatively uncommon. Most studies on gender and technology are situated mostly in (feminist) Science and Technology Studies. These studies show how there is a strong alignment between hegemonic masculinity and technology. Studies centring on how these views are articulated in popular TV are scarce and mostly consist out of quantitative content analysis on a) male and/or female users, b) the setting and c) appearance of technology. Though these studies offer a first insight into when and where gender and technology are presented in popular TV, they provide a limited view on hów gender and technology are related in popular TV. The leading research question in this study is: How are discourses on technology gendered in four seasons of *Black Mirror*?

Black Mirror presents a new technology every episode and displays a variety of feminine and masculine primary characters, and therefore forms a suitable case. The method of analysis concerns a qualitative content analysis and focuses on an exploration of how the discourses on technology are gendered on multiple levels, using concepts presented by quantitative studies as sensitising concepts. First, the presented technologies are scrutinized for their gendered nature (based on colour, appearance, user friendliness, etc.). Second, technologies are analysed on their setting (private/ public sphere) and who uses said technology. Third, the power structures and how these relate to gender articulated by the discourses on technologies in *Black Mirror* are explored.

Preliminary results show that *Black Mirror* sketches a dystopian view of technologies in society as they interfere with what we might call humanity. Technologies are presented as more gender neutral in *Black Mirror* as is common in popular culture. None of the presented technologies is masculine (or feminine) in nature, nor are the uses, settings and users particularly gendered. However, the general themes of the episodes are gendered: when women are primary characters, the episodes revolve more often around feminine themes like love, family and friendship. I will argue that *Black Mirror's p*rogressive discourses on gender neutral technology are embedded in stereotypical gendered narratives, not only undermining the gender neutrality of technology, but also obscuring and reinforcing existing binary gender scripts.

PP 239: Corporeal cyberfeminism a decade on: Torsion as a tool

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Cyberfeminism can be understood as the practice of feminism in, through and with connective digital technologies. Cyberfeminist theory has developed from the heady days of the disembodied, genderless meritocracy of the 1990s (see Morahan-Martin, 2000) to the corporeal, specific and more nuanced work of the 2000s (see Paasonen, 2011; Brophy, 2010).

My own work a decade ago attempted to re-insert the body by tracing early cyberutopian rhetoric, which required a problematic insistence on the impermeability of boundaries – particularly the classic Cartesian boundary between the body and the mind (Brophy, 2010).

The world has changed drastically since 2007. Last year, Apple celebrated the 10ᵗ anniversary of the iPhone and the anniversary of our obsession and compulsion with our mobile phones as extensions of ourselves. The cultural and physical landscape has changed. Our constant state of digital connection means we are always already there – we are not crossing the boundary between online and off because *we are never offline*. This constant connectivity has moved this online world from a separate space to one that is part of ourselves – but in a very specific, highly curated way. That is, we have incorporated into ourselves certain online "knowledge bubbles" (Schlag, 2016) where certain types of knowledge sharing take place. We no longer experience that torsion of going online because we have incorporated these highly selected, filtered spaces as belonging to us and with us.

The need to highlight bodily specificity has not lessened. If anything, the fracturing and curating of online spaces into carefully controlled and status-quo reifying arenas have made the potential of torsion as a tool to reopen awareness of the body even more significant. But when *is* torsion experienced in online environments? How can these moments of torsion be identified and harnessed for positive feminist activism?

Certain online trends and phenomena can serve as application points for this torsion-as-tool. These phenomena occur at moments when the reality of the lived body is rendered visible in often unsettling and sometimes violent ways. These phenomena can be positive (as in the case of the recent #metoo hashtag movement) or negative (as with doxxing during the height of #gamergate-related harassment). Reexamining cyberfeminist theory, particularly in relation to the experience of torsion, can be leveraged to bring the body back into our online realms in the same messy, uncomfortable ways feminist art and feminist activism has always done.

PP 240: Experiencing gendered work life dilemmas through virtual reality

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This paper presents the finding and learning outcomes from a practice-based exploratory study investigating how immersive experiences in Virtual Reality (VR) environments can communicate awareness of structural gender inequality. Studies within organizational change show that working with real life stories in familiar situations is more likely to make individuals understand and change their attitude towards gender inequality. However, most organizations lack time, knowledge, and experience in conducting such work. We also know that for long-term organizational change, these issues need to be addressed over time, rather as one-time events. This suggests that to boost awareness and change attitudes to gender inequality in organizations, there is a need to explore different forms of representations that can emotionally engage individuals, represent subtle everyday situations and be used over time.

Virtual Reality has the potential to offer engagement as they are immersive: individuals react to virtual situations and events as if they were real. Studies show that VR environments can evoke emotional responses from users even though the visual representation is not an exact copy of a real environment. Features that allow for experiences of immersion are: presence (being within the represented space), interactivity (responding to the actions by the user) and plausibility (representations are reasonable in relation to what is conveyed). Even though VR-technology has this potential the design of the interface is essential. This raises the following research questions: What types of stories function within such environments? How should stories be represented to evoke engagement in Virtual Reality? In addition, if a person feels intimidated or forced into a situation, they are less likely learn. What type of design allow users to feel immersed without overstepping their personal boundaries? To examine these issues, we put together an interdisciplinary team of interactive storytellers, VR-developers and researchers to develop and test an immersive VR-environment.

The material used in the VR-environment originates from a research based method developed specifically to work with issues of gender inequality in work places. It uses real life scenarios of gendered work life dilemmas abstracted from anonymous qualitative research interviews. Three different scenarios were developed to be able to investigate experience in relation to immersion, emotion, presence, interactivity and plausibility. The VR-environment was then tested by educated discussants with extended experiences in the method, followed by individual interviews and a group discussion. The study show that the scenarios conveyed plausibility and that users felt immersed and present, especially when addressed by someone in the environment and when using real film-footage. Interactivity ad to the experience of immersion when relating to body movement, however frustrating and insufficient when users are to be engaged in the scenario. However, a central learning outcome was that limitations of interactivity, experience of presence

and plausibility can be beneficial. Using these limitations within the design can effectively convey frustration, go beyond stereotypical settings and ensure not to trespass personal boundaries.

GEC02 - On men, masculinities and contemporary media

PP 316: Is there a place for caring masculinities in contemporary feature fiction films? An analysis of Still Mine, Intouchables and Nebraska

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This paper aims at reflecting on the representations of masculinity as represented by caring practices in contemporary cinema. This research understands caregiving as a complex set of practices aimed at the well-being of others, unpaid in many of its forms, and traditionally attributed to women (Fine & Glendinning, 2005). The values of care, defined as a non-hierarchical and co-dependent relationship between the caregiver and the caretaker, often collide with those of a hegemonic masculinity based on toughness and competitivity (Connell, 1990). Among the barriers that hinder men to participate in care activities we find media representations, which reproduce a patriarchal image of men equipped with courage, strength, emotional stability and rationality, as well as the continuous preoccupation with 'proving gender to others' (Connel & Kimmel, 2012). Since men are not very frequently portrayed as caregivers in mainstream feature films (except as parents), this research observes the ways in which cinematic fiction portrays the tensions between hegemonic masculinity and the requirements of taking care of other people. To address this objective, we have analyzed different male caregiving characters (excluding fathers taking care of their offspring) in well-known contemporary feature films. Our selected figures are 'Driss' in the film *Intouchables* (2011), 'Craig' in *Still Mine* (2012) and 'David' in *Nebraska* (2013). We have scrutinized their narrative scripts in terms of hegemonic masculinity and its variations (Connell, 1990; Connell & Messerschmidt, 2005). We briefly review feminist analysis of caregiving since the 1970s (Fine & Glendinning, 2005), and use critical studies on men and masculinities to show that the uptaking of caring tasks by men would and is contributing to equality between women and men (Elliott, 2015). We have looked at the portrayal of the male caregivers in these films, and if and how they challenge hegemonic masculinity in terms of positive experiences provided by caretaking tasks. Our findings show that caregiving offers new opportunities for defining masculine characters despite the tension men experience between giving in to and challenging patriarchal privilege of a care-free life. However, the care provided by male characters is portrayed as contrasting to the care (it is assumed) provided by women. Masculine care is depicted in these films as an emancipating action based on four different strategies: *sense of humour*, *complicity with the care-receiver*, *outdoor action* and a general concern for the *dignity of the care-receiver.* These traits can be identified as constituencies of an (imagined) male practice of care which reconciles traditional masculinity with caring values but, at the same time, opens new spaces for defining care as a gender neutral activity.

PP 317: (Un)covering masculinities in cover song videos on YouTube

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For many ordinary people, covering songs is a favorite pastime, a manner of practicing skills or an experience of fandom. However, thanks to the popularization of Web 2.0 and the increased availability of accessible video capture software, people have started sharing their covers online. The transformation of covering by ordinary people into a popular media practice has led to the development of cover song videos as an Internet genre with its own set of normative conventions (Kavoori 2011). This paper focuses on the gendered dimensions and meanings of this media practice. Starting from the observation that many cover song videos are produced by young men who perform covers of mainstream pop songs in domestic spaces, I examined how young men negotiate these stereotypically 'feminine' spaces, media texts and practices. Since popular music culture often reiterates traditional gender norms and values, I inquired if these practices challenge a hegemonic masculine ideal or if they are manifestations of a hegemonic masculinity that has incorporated cultural practices deemed 'feminine? Hegemonic masculinity –a concept coined by Connell (2005)– refers to a certain masculinity that is legitimated to be superior to other men and women within a given gender order. Even though the lived and embodied masculinities in contemporary Western societies differ from the hegemonic ideal, men are forced to either comply with the hegemonic ideal to profit from its socio-cultural and institutional power or to endure suppression and exclusion. To explore how masculinity is negotiated, I conducted a qualitative analysis of the YouTube channels of five cisgender male performers. The selection was based on the following criteria: the performers are engaged in producing cover song versions of 'popular' music artists; they produced at least ten videos; they vary from one another in terms of popularity and professionalism. Even though the selection has no intention in

being fully representative, it allows to understand the diverse and similar ways masculinity is being negotiated in the popular media practice.

Based on the analysis, I conclude that the cover song video genre offers young men a productive space to perform and represent masculinities that diverge from hegemonic masculinity. Despite the corporate capitalization on the free labor of these performers and the normative self-regulation of authenticity within social media, the male performers are able to embody inclusive and queer masculinities. Even though their negotiations of masculinity differ from one another – with some performers leaning more toward a traditional masculine identity than others – there are no signs that any of these men aim to reiterate a masculinity that is legitimated in contemporary Western societies as superior to other men or women. They are not concerned with being sexist, homonegative or hierarchically superior to or competitive with other men and they welcome praise on their music and looks by both male and female fans. Last, as many comments to the videos reveal, their active audiences applaud and defend the various embodiments of non-hegemonic masculinity.

PP 318: Monsters are not real: How resurgent patriarchy rendered Harvey Weinstein an imaginary monster in Eastern Europe

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The #MeToo global revolt of women was a clear sign that women were no longer willing to remain silent about the sexual humiliation and abuse of power they endure. Millions of women flooded social media (half a million #MeToo tweets were posted within the first 24 hours) with harrowing personal stories of sexual harassment and assault. The pattern of abuse and its shocking universality made the rounds of news outlets all around the globe. Suddenly, Harvey Weinstein, Kevin Spacey and an endless array of Hollywood male celebrities and public figures became household names even in the most remote corners of the world. Their rise to infamy was quick, and yet, the reaction to the news was wide ranging, from utter shock and condemnation, to a simple shrug of indifference, to downright ridicule. In Italy, for example, the homeland of Asia Argento, one of Harvey Weinstein's outspoken accusers, the reaction to the news of the sexual abuse scandal was best described by the *New York Times* not as "#MeToo" but as "Meh." The tepid acknowledgement and simultaneous dismissal of the magnitude of these revelations can be attributed to the macho culture of a stubbornly patriarchal society, where sexual harassment and abuse against women are often ignored, dismissed or ridiculed. In Russia, the Weinstein scandal was treated with a mixture of incredulity and bemusement. The revelation of the decades of systemic abuse and cover up of sexual scandals quickly turned into the perfect hammer in the rhetorical toolbox of Russia's loud and prominent anti-western voices.

In Bulgaria, another post-communist country that espoused an emancipatory ideology of women's participation in public and private life but also found much creative inspiration in Italian television both during and after socialism, the reaction was also to treat the scandal as indicative of the Western hypersensitivity to matters relating to sex and its excessive use of the idea of sexual harassment as a means of chastising" normal" male behavior. Pundits and talk show hosts continued to insist that sexual advances by powerful men in the entrainment industry are habitual and writ large in the context of show business, suggesting that male producers will always ask for sex, "but if you respect yourself, you can always say no!". While this is a damming pronouncement on how women's success in show business is understood, it is also symptomatic of a widespread trend across Eastern Europe that deploys women's bodies in the entertainment business as subjects of pleasure, while exercising implicit creative and financial control over them and even, abuse that goes unreported out of fear of shame, loss of income, or public judgment. This paper explores these phenomena in Eastern Europe, where women remain trapped in a public climate that doesn't recognize the structural roots of sexual power as a tool of control and manipulation, rendering the "Weinstein" monster a rare oddity of the West and transforming #MeToo into the more credible and deafeningly reassuring #NotMe.

GEC03 - On bodies, sex and sexualities

PP 386: Exploring a role for positive body image in social media use

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This paper responds to a number of recent review articles, about the relationship between social media and body image in women, which identify a need for more systematic identification of research requirements.

Using a novel methodological approach of expert discussion and consensus building, it discusses the potential for a positive role for social media in body image.

A number of recent reviews have examined the link between women's poor body image and social media use (Fardouly & Vartanian, 2016; Holland & Tiggemann, 2016; Rodgers & Melioli, 2016). Social media is particularly impactful on body image with high levels of thin-ideal content, highly visual material for self-presentation, and social movements which focus on body dissatisfaction. Dominant research is correlational linking negative body image with social media e.g. increasing time correlated with body dissatisfaction (Tiggemann & Slater, 2014) and Facebook activities such as negative postings (Hummel & Smith, 2014) being associated with poor body image. The literature reviews found only one positive relationship (Burrow and Rainone, 2017), where more friends in social media correlated with positive wellbeing. Yet feminist approaches to body image suggest that positive body image is a powerful concept (Wood-Barclow et al, 2010) that can be a "protective filter", used by women, to process and respond to communication in a body-preserving manner. However, there is yet little exploration of this positive body image in social media research.

To develop this research gap, a group of 13 academics, clinicians, non-profit staff, and social media leaders participated in a research agenda workshop. They considered the research priorities requisite to understand social medial in a body positive way. Audio recordings of the sessions were transcribed and analysed using NVivo 11 and Spiggle's (1994) iterative approach where the data is coded and the emergent priority themes compared to those evident in the literature.

Our findings suggest that exploring the relationship between social media and positive body image is a key research need. There is a lack of understanding of the positive role which social media can play in women's lives. Extant communications research fails to explore the ubiquity of social media, there is an overemphasis on the negative and this myopia misses the positive reasons why women spend significant time in social media. Participants identified many body image positive aspects of social media e.g. community and belonging, skill development, self-mastery, and self-acceptance which remain underexplored. While Wood-Barclow et al (2010) suggested that positive body image can be a "protective filter," our discussions revealed little understanding of how such filtering may work in a social media context. Further there is lack of research exploring how social media may be used purposively to enhance body image. While apps and blogs aiming to enhance body image exist, their effect and effectiveness is little understood.

We conclude that the ubiquity of social media represents an opportunity to enhance the positive relationships between women and their bodies, which can consequently lead to increased overall self-esteem and psychological wellbeing.

PP 387: Let's talk about sex: Communicating about sex as a part of a university curriculum

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Sex whilst an important factor in many of our lives is often one that we seek to avoid discussing. What was previously seen as being too private to discuss openly, except perhaps with your closest confidants, sex as a subject assumes a peripheral role in university curricula, despite its central importance in the lives of many students. New forms of communication are opening up the sexual world and normalizing behaviours that were once taboo and often hidden.

We have recently introduced an elective module on Sex in the Media into our European Studies Bachelor Degree Program. Many of those taking the module are exchange students from a range of countries, educational and socio-cultural backgrounds. We encountered some difficulties convincing others that this was a relevant subject and one fit for discussions with young adults. We will also reflect on the discussions we had as a teaching team and how the communicative strategy which we designed has been upheld or revised as a consequence of student feedback and our own observations.

We will use a series of structured questionnaires distributed at three key moments during the teaching program. These will be at the start of the module, at the mid-point of the teaching program and at the end of the module. We will attempt to discern if the level of confidence to communicate around matters of sex are enhanced by studying the subject in a supportive, sex positive environment. This will be supplemented by a number of structured interviews which will be carried out after the module has finished and the students grading is finished. We will seek to ascertain amongst other questions:

- If students feel themselves more able to openly discuss matters relating to sex and, if so with whom? friends, fellow students, parents, sexual partners? As people who communicate their sexual desires and fantasies; likes and dislikes) are generally more satisfied with their sex lives (Montesi, et al 2010) it is imperative that we empower guiltless communication with regard to sex.
- Which aspects, if any, do they still find difficult to discuss openly?
- Have they found discussion to be informative?
- Which methods of communication have students felt most comfortable and which the most challenging?

- How do they define sex?
- What are their views on the use of ever more sophisticated apps such as Legalfling, Flirtar, Happn & Pheramor

Initial interim responses already indicate that there are gender based differences in the level of comfort in communicating with some groups, parents, friends, partners etc. We will also attempt to see if there are gender differences that become evident through the responses to subsequent questionnaires, given that perceptions, although slowly changing, can often differ based upon their gender and/or sexual orientation.

PP 388: The role of gender: A quantitative analysis of German press reporting on homosexuality in sports

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In most professional sports, coming out as a gay or lesbian is still unusual - at least as an active athlete. This is, on the one hand, due to the rarity of homosexuality in general. On the other hand, media presentation of homosexuality might contribute to this status quo. There is a broad consensus that media coverage can have an influence on attitudes and behaviour of its recipients. Following theories of framing and social learning, media presentation of homosexuality may implicitly and explicitly influence individual and social attitudes towards homosexual sportsmen and sportswomen (Bandura, 2001; Bernstein & Kian, 2013; Scheufele, 1999) and thus facilitate or complicate coming out as a gay or lesbian athlete (Bernstein & Kian, 2015).

But coming out seems to be particularly difficult in men's sport. While there are at least some successful female sport professionals who made their sexual orientation public during their career, for a long time, there were no comparable male examples - neither in individual nor in team sports (Anderson, 2014; Eggeling, 2010). In part, those differences can be explained with the existence of different stereotypes for gay and lesbian athletes that come together with a general "hegemonic masculinity" (Connell, 2005) in many sports which emphasizes "male" qualities as fighting spirit, aggressiveness or hardness as decisive for sporting success. Following this logic, traits that are stereotypically associated with homosexuality a) contradict (men; = having "female" qualities) respectively b) are (women; = having "male" qualities) the requirements for being a successful athlete (Butterworth, 2006; Lenskyj, 2013). While in men's sport "being gay is equated to being feminine, which in turn is equated to weakness" (Butterworth, 2006), homosexuality of successful female athletes is often more or less assumed (Degele & Janz, 2012).

The way media presents homosexuality in sport could abet or challenge heteronormativity and the existing stereotypes (Kian & Vincent, 2014). Differences in media coverage of male and female athletes have been often noticed by international sport communication research (Bernstein & Kian, 2013; Lumby, Caple & Greenwood, 2014). But until now, little is known about possible differences in the way media presents homosexuality in men's and women's sport. Using the example of German press, the present study investigates how coming out as homo-, bi- or transsexual male and female athlete is actually reported. It therefore analyses all articles referring to homo-, bi- and transsexuality in sport in fifteen major newspapers and magazines in the period from 2011 to 2014 (n = 536).

Results show similarities but also notable differences between the reporting of male and female athletes. Media coverage mainly focuses on gay sportsmen (81 %). Both gay and lesbian athletes are presented in a rather positive way. While the potential consequences of coming out for female careers are framed in a rather positive way, media coverage mainly emphasizes (possible) negative consequences for male careers. Given the fact that perceived and anticipated consequences of model behaviour are decisive for behaviour performance (Bandura, 2001), this could weaken the willingness of gay sportsmen to come out.

PP 389: On the fringes? Representations of non-heteronormative sexuality in Russian mediascape

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This presentation is based on an ongoing 2-year AHRC funded project (2018-2020) examining the range of available discourses on non-heteronormative sexuality (NHS) in post-Soviet Russia (1999-2019). Within Putin's conservative nation-building agenda, the Russian mediascape excludes or marginalises alternative sexualities' voices from official discourse. However, certain manifestations of NHS infiltrate public space through convergent traditional and new media (Jenkins, 2006) and the performativity of NHS in popular culture (Estrada, internet, memes, etc.).

There are three main research questions: How is NHS constructed in post-Soviet Russia? What is the role of mainstream and alternative media in this process? How have discursive representations of NHS in Russia evolved over time? The project will account for discursive representations at three different levels (grassroots, semi-official and state media). It will employ a Laclauan model of hegemony (1985) adapted for

the post-Soviet context, and an interpretative framework by Barbero (1992) on how media texts relate to social and cultural practices.

The exploration of the NHS in official and the semi-official convergent media in this presentation will focus on several media texts ranging from a catwalk by three potential grooms wearing heels in *Let's get married* (24/1/2018) broadcast by Chanel One to an amateur video posted on Youtube where young cadets of an aviation institute in Ulyanovsk mimicking 2002 hit Satisfaction (https://www.rt.com/news/416080-amature-video-satisfaction-russia/). I will provide an overview of reoccurring images, voices, tropes, and will demonstrate how the meanings related to NHS change during the process of circulation between official and grassroots levels challenging, subverting and attenuating mainstream media discourse. This presentation will also account for the intercultural dialogue dimension, as 'western' NHS codes are re-translated in the Russian cultural context.

PP 390: Lesbian youtubers coming out: Between 'authenticity' and personal branding

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Youtube challenges young people's codes of representation and communication on issues such as gender identity and sexual orientation. The video platform has become the ultimate weapon of LGTBQ activism (Polo, 2016) where gays, lesbians, bisexuals and queers publicly come out and take their stances. This occurs at a moment where postfeminism in mainstream media appears to be the only possible female representation: as a symbolic backlash against historical feminism - used on many occasions by icons of popular culture - it claims liberated, assertive, and authentic women, but at the same time obviates the injustices of patriarchy still firmly in place (Tasker and Black, 2005; Gill, 2007). The patterns of postfeminist representations are linked to authenticity, success, freedom of choice and female empowerment on the one hand, and with sexual agency and women's use of their bodies in order to achieve privileges on the other. But in the 'coming out paradigm', Youtube celebrities also start to channel their non-normative sexualities into lucreative brands (Lovelock 2016). This study investigates how young lesbian youtubers in Spain reproduce or resist mainstream postfeminism, and examines their 'coming out' narratives. To this end we have selected a number of coming out videos of five Spanish lesbian youtubers with a large number of subscribers (YellowMellow, Dulceida, Xuri Fenton, Gominuke, Koala Rabioso). Results show how these girls manage their bodies and appearance outside the logic of the male gaze, thus generating new (lesbic) imaginary. This grants lesbian youtubers a sexual agency that is not framed in post-feminism, but develops its own language. On the other hand, one of the most important features of these youtubers is their performance of 'authenticity'. An authenticity that is not only framed in the logic of youtube itself, but is also more reflexive (Dobson 2015, Giddens, 1994) and more politically engaging than post-feminist representations, generally void of ideology. Although each of these girls creates a successful personal brand - whether or not linked to commercial brands - they claim authenticity as their main value and manage to maintain their credibility by managing their (sexual) failures in a humorous way.

GEC04 - Gender (in)visibility in media and popular culture

PP 470: "Too Cute to Puke". Night clubbing, DJ'ing, and female empowerment

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Many studies at the intersection of media/communication and popular culture have identified the importance and problematics of women's participation in and construction of music-based communities, both generally (Whiteley 1997, Wesselink 2003, Stallings 2015, Hill 2016), and in relation to the prestigious practice of DJ'ing (Farrugia 2012, Gadir 2016). Most of this work is longitudinal. Our aim is to complement that work by a close reading of one night at a club specifically promoting the participation of women. In so doing, we attend to both the development and dissonance of this scene, offering a snapshot of the non-linearity of scene evolution and the role of media practices therein.

"Too Cute to Puke" is a self-described 'strictly female-fronted dance party' based out of Malmö, Sweden. Generically and spatially flexible, the music (played by a rotating group of female DJs) includes everything from soul music to indie pop. The club's founder Daniel Novakovic is, perhaps ironically, male, and has cultivated a set of independent club nights in the city as a way to provide entertainment and a social scene for Malmö's non- or anti-mainstream set. TCTP has long been a space geared toward women who identify as feminist, but it also welcomes general club-goers who have not been exposed to female producers, music, and musicians.

On November 24, 2017, Novakovic put on perhaps his most ambitious production to date to celebrate the 7·anniversary of "Too Cute to Puke". The event, held at Grand Öl & Mat in Malmö, included several rooms in which female DJs spun records, and a stage that held the performances of two all-women Swedish punk bands. While many attendees – both performers and participants – had attended a TCTP event in the past, many more were attending for the first time. What might be learned from interviewing producers, members, *and* newcomers? What social role does a night like this play, and what does it say about the possibilities of female empowerment?

Drawing on Actor-Network Theory (ANT) and affect theory, and deploying an ethnographic methodology through photography, video footage and semi-structured interviews with DJs and participants, this paper takes a material-semiotic approach to exploring how a scene's objects and practices work in concert, or dissonance, with one another, and how they might serve a pedagogical function by passing on the ethos of the community to younger members, and revealing the political and cultural work that remains to be done.

PP 471: Invisible golden girls? Post-feminist discourses and female ageing bodies in contemporary television fiction

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The popular television series The Golden Girls (1985–1992) seems to be an exception in the history of the representation of third age females, femininities and bodies in television fiction. This American series about four women of age living in the same house in Miami made ageing women visible in television representations. Mostly women of age are invisible – non existing and not portrayed in popular television fiction. Although they are absent in the visual representation a discourse on aging and femininities is present in all sorts of popular media texts. Strong statements on aging and aging bodies seems to be ubiquitous in all sort of media representations. Some even argue that there in an interest of the media industry in the aging audience driven by economic factors and the potentiality of elderly audiences in the future of television programming (Robert Kubey, 1980) and therefore some interest in the representation of aging, as for example the fiction series Grace and Frankie (2015–, Netflix), an American comedy web television series that originally streamed on Netflix. Similarly Imelda Whelehan and Joel Gwynne (2014) stress the "silver Tsunami" in advertising and popular discourses in film. But as Wheleham and Gwynne (2016) point out these representations are on the one hand celebrations of aging but most depictions are still representations of decline and deterioration. Despite the absence of ageing women in television fiction, a discourse on ageing and femininities is present in all sorts of popular media texts. We will question post-feminist discourses on ageing bodies and femininities. Are the claims made in post-feminism regarding ageing bodies (e.g. all bodies are equal, beauty is everywhere, successful ageing etc.) present in popular television fiction? Moreover, are these discourses represented by the portrayal of ageing bodies? We will analyse the representations of ageing femininities in contemporary television fiction labelled as "post-feminist television fiction." The series Sex and the City, Desperate Housewives and Girls will be studied using a textual analysis to look for discourses on ageing female bodies and their particularities in relation to post-feminism. We delineated our sample of analysed episodes by focussing on episodes in which ageing assumes an element in the narrative position and was part of the major storyline of that specific storyline. Besides the first finding that most of the time ageing bodies are absent we distinguish a discourse on loosing femininity, masking of aging and, wisdom within aging. We can conclude that simultaneously an ambivalent discourse on aging femininities and an absence of aging feminine bodies is represented. Post-feminist television culture and it's representations all include a discourse on aging femininities and these text may sometimes facilitate a subjectivity or "older woman as subject-in-process" (Sherryl Wilson, 2012) but often still reproduce stereotypical discourses on aging.

PP 472: "We've got to get rid of her": Representation of older women on children's television shows

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Children's television programs serve as the principal source of information from which young viewers shape their worldviews about different minorities and marginalized groups, including older people. Correspondingly, these programs introduce children to symbolic imagery of older people's appearance, the cultural constructions associated with the aging process and the social roles older adults are expected to fulfill.

 Previous studies of programs targeting children of elementary school age have revealed that older people are portrayed stereotypically as passive, dependent, bitter, lonely, unhealthy, morbid and senile. Moreover, these studies indicated that older women are depicted in a more distorted way than older men, pointing to a disturbing combination of sexism and ageism. While in some cases, older men are portrayed positively as

wise, witty and knowledgeable individuals, older women are largely represented negatively and shown to be eccentric, dangerous, destructive, envious and ruthless. Consequently, these expressions of gendered ageism confirm and perpetuate the older woman's vulnerable position as a double minority that is socially devaluated and marginalized. The exposure of ageist and sexist stereotypes in children's programs is particularly important considering that preschool viewers are taking their first steps into the mediated reality of television programs and use these contents to form their worldviews regarding different social groups. Consequently, the present study aims at revealing the various forms of gendered ageism in television programs specifically designed for preschool children. For this purpose, we systematically analyzed the well-known BBC show *Grandpa in My Pocket*, that targets preschoolers and is designed around intergenerational relations between a grandfather and his young grandson. Using a qualitative content analysis of 28 episodes taken from four of the show's seasons, we attempt to examine the messages and depictions regarding older women, with special emphasis on their physical appearance, the personality traits attributed to them, their social relations and the responses they inspire in others and the representation of their professional background and professional expertise.

Our analysis reveals that older female characters in the show are subjected to several manifestations of gendered ageism. First, the show accentuates older women's physical unattractiveness through grotesque outfits and hairdos, as well as abnormal nutritional preferences and poor hygiene habits. Second, older women in the show fulfill the role of the "antagonistic malicious menace", used to justify the animosity, hostility and contempt they evoke in family members and acquaintances. Third, the older women are professionally devaluated and presented as incompetent, thus emphasizing their social insignificance. Accordingly, when each such woman appears, the show's protagonists make every effort to "get rid of her," using various forms of psychological torment and even physical violence.

The study's unique value is thus reflected in the unveiling of sexist and ageist stereotypes deeply embedded in a television show aimed at preschool children. As such, the findings may contribute to a better understanding of the role played by children's television in shaping young children's stereotypical worldviews and prejudices toward older adults—and older women in particular.

PP 473: Hierarchy of female hair loss stigma: Media portrayals of cancer, ringworm and alopecia areata in Israeli newspapers

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The mass media are a popular source of health information and therefore it is crucial to examine the way the media form and reflect public images of individuals with stigmatizing health condition. Using agenda setting (McCombs & Shaw, 1972) and framing (Entman, 1993; Price et al., 1995) theories, this study compares the characteristics of media portrayals of people who cope with hair loss as a result of cancer, ringworm, and Alopecia Areata (AA). The final sample consisted of 407 articles in 20 Israeli newspapers between the years 1994-2016 about cancer (n=306), ringworm (n=128) ringworm, and AA (n=36). Hair is an important indicator of femininity (Rosman, 2004) while hair loss can be a traumatic event—in particular for women. Nevertheless, this phenomenon has gained little public awareness because it is not a life-threatening condition and therefore not classified as a medical issue.

Framing. We examined the differences in diseases framing (political, medical, human-interest, and fear). Most of the ringworm articles were framed as political while those on cancer as medical. AA articles had no unique framing but were spread across all framing categories except fear. Only articles about ringworm included fear as framing.

Textual representation. Fewer cancer articles involved interviews with patients compared with AA articles (ringworm was not significantly different). The frequency of male and female ringworm patients' in the articles was similar while AA and cancer patients were commonly women. In addition, significantly more cancer patients were presented as Israeli born compared with AA or ringworm patients. In significantly more articles about AA and ringworm other countries were mentioned as the place of birth.

Visual representation. More AA articles included patients with visible hair loss than those of ringworm and cancer and more articles on ringworm included patients with visible hair loss than cancer. Conversely, more articles on ringworm included patients with obscured faces than cancer (articles regarding AA did not differ from any of these groups). Finally, ringworm articles included fewer images than AA and cancer articles.

Conclusion. This study found biased images of patients and their hair loss coping efforts. The media framed ringworm as a political and fear-inducing disease in which patients are faceless, unidentified older immigrant men and women who cope with visible hair loss. On the other hand, the media framed cancer in medical terms and portrayed patients as older Israeli-born women who disclose their identity but relatively without hair loss experience. AA articles provided the greatest textual and visual focus on patients' experience of hair loss but portrayed them as young foreign women.

GEC05 - Gendered violence and contemporary media culture

PP 538: 'When a stranger compliments you, is that a crime?': Framing sexual harassment legal developments, feminist activism and misogyny in the Portuguese media landscape

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In August 2015 unwelcome verbal sexual proposals addressed to women or men became a criminal offence in Portugal. This legal development around "sexual harassment" was prompted by the transposition into national criminal law of the Istanbul Convention, signed in 2011 with the aim of preventing and combating violence against women and domestic violence. While only the proposals of sexual nature were targeted, much of the discussions about this issue focused on the idea of the overall criminalization of "catcalling", commonly known in Portugal as "piropo".

In general and with only a few exceptions, street harassment has not received adequate or purposeful attention from scholars (Logan, 2015). Yet, it is part of a continuum of violence against women. Research indicates that street harassment limits women's presence in public space and that women think about harassment, fear it, and plan for it, even in its absence (Gardner 1995; Fairchild and Rudman, 2008; Kearl, 2010; Wesslemann and Kelly, 2010; Logan, 2015).

Against the lack of prior media studies on the topic, we seek to understand the competing views about power, sexuality and the law as framed by media public discourse. To do so, we proceed from a feminist perspective to map the ways in which sexual harassment legal developments were discussed in the Portuguese media landscape, interrogating to what extent it challenged cultural understandings of gender based violence and of gender inequality in the social world.

The research begins with a discussion of street harassment — including prevalence, victims, harassers, responses and consequences — and its theoretical explanations as given by scholars and activists. We then proceed to a discussion of the street harassment debate through a systematic examination of the claims and claimants involved in the controversy. We argue that four primary groups — media reporting on the issue, feminist activists/organizations, law support individuals, and law opposing individuals — were at the forefront of this controversy and that they were fundamentally engaged in framing contests over the nature and consequences of criminalizing street harassment in terms of post-feminist sexual desire and agency and/or as a serious social problem. Methodologically, we draw on data collected from Portuguese daily newspapers, social media platforms and feminist websites which will be examined through frame analysis. In order to identify frames as the relationship between text production and its wider social context, we follow van Dijk (1998) in examining text microstructures and macrostructures, and Entman (1993) who identified different operations in the definition of frames.

Our results show a contradictory and complex framed issue, even in terms of feminist outcomes. Indeed, the legal move encountered demands of feminist past struggles against gender base violence (Mackinnon, 1979) and discourses of a postfeminist sensibility (Gill, 2007, 2016), shaped both by popular feminist media and a so-called intensified popular misogyny. We conclude by reflecting on how unleashed by welcomed legal developments in feminist struggles, sexual harassment debate has been marked by difficulties in working through conflicting feelings regarding sexual jokes and verbal harassment and different forms of popular sexism and misogyny.

PP 539: Gendering domestic violence for the public eye: The Damu case in Hungary in 2010

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In November 2010 Hungarian soap opera actor and television celebrity Roland Damu raped and battered his ex-girlfriend, who had just left him after a 2-year-long abusive relationship. The story, despite the fact that public attention to domestic violence issues in the country had never been high, received extensive and prolonged news media coverage in the next 1.5 years, mostly due to the perpetrator's celebrity status, but also the fact that the case – unusual for a case of this sort in Hungary – was successfully brought to court and, after many trials, the perpetrator got convicted in March 2012. Given that domestic violence practically lacked relevant media discussion in the country since 2002, and even back then it was introduced into the Hungarian public arena with a degendered meaning and an exclusive focus on children as victims, the Damu case not only offered the chance for raising, after long years of silence, public attention to the issue of domestic violence in general, but, more specifically, a chance to introduce a novel focus on adult women as typical victims.

Despite its prominent role in shifting focus from children to adult women as victims of domestic violence, the Damu case is entirely under-researched as of early 2018. Therefore, my paper aims at giving a brief

overview of the ways in which the Hungarian news media discursively constructed the issue of domestic violence through the Damu case, with special attention to the aspect of gender. I also investigate the ways in which the news media discursively engaged their audience morally and emotionally to the victim's suffering, thereby laying the foundations for future social interventions in the country against domestic violence understood as gendered (such as, most notably, the September 2012 mass demonstration was, the first one to mobilise broader civic support in favour of a women's issue in the country). I employ a theoretical framework that combines theories on mediated suffering with a Foucauldian notion of discourse, and my method is CDA.

With this, I aim to contribute to two fields: the still largely Anglo-Saxon dominated field of the media portrayal of domestic violence, and the literature of Central-Eastern European (CEE) anti-domestic violence activism. Although since the 2000s a growing number of scholarly writings have been published on the news media portrayal of domestic violence in non-English-speaking countries, too, but the post-communist CEE region is still very much under-researched, with Hungary having produced altogether one piece of literature on this subject (Balogh et al 2011). Moreover, previous literature typically assumes the media as an institution of patriarchal social control, and only occasionally addresses their role as potential facilitators of social change. Similarly, previous literature on CEE anti-domestic violence activism typically ignores the role of the media and their potential to raise social awareness to domestic violence. My main claim is that the Damu case can serve as an illustrative example to question the above assumptions.

PP 540: Violence against women "from the periphery to the center" of the public arena
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In recent decades, the issue of violence against women has become a subject of discussion in the public debate, both with regard to its coverage and journalistic visibility, and to the proliferation of scientific essays and interventions, research and reports, in which it has been the focus of analysis (Radford & Russell 1992; Meyers 1997; Spinelli, 2008; Monckton & Smith 2012; Karadole, 2012; Gius, Lalli 2014). Furthermore, there has been an increase in public awareness about these issues, also because social media offer a new public platform to express opinions (Sunstein, 2017).

The most recent debate about the so-called "Weinstein case" is a clear example of this trend. After the accusations flood directed by numerous actresses to the tycoon of the film industry, a social campaign started with the hashtag *#MeToo, it happened to me*: through this hashtag, hundreds of thousands of women have told their experiences of victims. (In Italy, #quellavoltache #dissensocomune).

Even the arise of femicide in Europe (Weil, Corradi & Naudi *forthcoming 2018*) and the spiral of aggression associated with it, has led to an increase in journalistic coverage of this type of events, because the majority of murders of women are today perpetrated by men whom they know from family ties or that live very close to them.

In this sense, women experience a shift *from the periphery to the center of the media agenda and of the public agenda*, but this high visibility does not guarantee a good way of dealing with gender issues and, above all, of representing the female subjectivity. Why and in what way is this prevailing representation incorporated and perpetuated in journalistic cultural and communication practices?

This scenario highlights the strategic importance of formal and informal education agencies in promoting empowerment, in socializing a "correct" idea of female body (often represented in forms that underline aspects of commodification and pornification), also in order to fight all forms of violence perpetrated against women, from the physical to the symbolic ones.

Media education, a fundamental strategy for critically reading media images and social representations (Jenkins et al., 2009), and also gender education (Connell 2012; Adichie 2015) have today become essential needs for the new generations in order to lay the foundations of a *new feminine culture* and of a *culture of respect*.

In the light of all the above, this contribution aims to reflect on the forms of representation of gender violence, also in the light of the first results of the PRIN project (Projects of relevant national interest - Ministry of Education, Italy) "Social representations of violence against women: the case of femicide in Italy". The subject of this study are the social representations of extreme violence against women in the different public arenas of Italian society. In this paper we will discuss the first qualitative data collected through an observation in a newsroom of a tv news, where we explored the organizational and linguistic aspects that emerge in the newsmaking practices about femicide and gender violence.

PP 541: Toilets: Shifting culture and politics of an ordinary practice
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In India, Prime Minister Modi embarks on his "Clean India" campaign to "free the country of the scourge of open defecation." His government has set up a nationwide corps of volunteers who publicly shame those who "relieve themselves in the open." These squads are part of what one Indian official characterized as "the largest behavioral-change project in the world" (Doshi, 2017, p. A10). The situation is markedly different in nearby Japan, a highly developed nation, where residents and tourists take care of their personal business on a singing toilet with a warm-water bidet feature to cleanse them when they are finished. Meanwhile, across the world in the United States, citizens of some communities have taken to the legislative halls and courts to engage in toilet equality struggles to assure toilets are available to all, including transgender people. Such vastly contrasting anecdotes of our times reveal shifting thinking about and practices associated with toilet usage, including the politics that frame these differences. From the standpoint of scholarly inquiry, these contrasts open questions about the cultural practices, technology, and politics of toilet use and demonstrate yet again why the personal is always political, even in the most mundane of social practices.

This cross-cultural study began as a conversation about toilet signage among colleagues from three nations who conduct feminist research on media and communications. In traveling, we have experienced a range of toilet facilities and etiquette. Lately, we have also become accustomed to seeing toilet door signs which visually connote different levels of inclusion and access. We mused about the symbols, which vary in creativity and realized that there was more to interrogate than simply the messages denoting a woman, a man or a non-binary other. We considered our personal experiences as women walking into a room which had the words "gender neutral toilet" on its door, only to find men relieving themselves at a row of urinals beyond which were a set of individual cubicles. We thought about the ways in which toilets have become a new battleground for identity politics.

This political communication inquiry seeks to foreground emerging gender rights and practices across three nations as they are expressed in media, legislative forums, and in daily lived experience. We do this via an analysis of mainstream news media's framing of the "who is allowed to use this toilet" debate focused more or less exclusively on whether transgender people can use the toilet which is 'appropriate' to the sex to which they have transitioned. We examine media in the US, Israel and the UK, the researchers' home nations. We also provide an analysis of toilet signs, gathered from a variety of different countries, in order to explore the ways in which the symbols of biological sex which have traditionally been used to indicate "who is allowed to use this toilet" are being replaced, in some cases, by signs which are as fluid and non-binary as the users they intend to attract.

GEC06 - Gender in contemporary Turkey: Representations, discourses, struggles

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Turkey, once seen as a "model" for secularism and democracy in the Middle East, moved to neoliberal authoritarianism within the span of fifteen years under the Justice and Development Party (JDP). JDP changed the structure of political institutions, silenced oppositional voices in the media and strengthened religious conservatism. This rapid transformation was accompanied by gender policies that redefined what constitutes "gender equality" and "women's rights" in conservative terms. In other words, Turkey witnesses a unique historical moment that makes it an urgent task to look into the voices, discourses, representations and struggles unfolding in the realm of gender.

This panel is an attempt to bring together qualitative and quantitative analyses of political, journalistic, and popular discourses on gender that are at play in newspapers, best-selling books and social media in Turkey. The panel closely analyzes contemporary gender discourses on multiple levels: LGBTQI rights and the search for social justice in a rapidly shifting political context; constructions of masculinity and femininity within an Islamized neoliberal political economy; conservative/right-wing women's contribution to the rise of misogyny and antifeminism; and finally, discourses that resist sexism. In addition to these contemporary discourses the panel also looks at the past by examining the representations of gender in early Republican era newspapers, bringing a historical perspective to the ways in which constructions of gender identities have been a central component in the search for a Turkish national identity.

The aim of the panel is to display the existing heterogeneity of historical and contemporary gender discourses. Taken together, the panel showcases feminist and misogynist voices historically and currently existing side-by-side in the country, highlighting the extent to which representations and discourses of gender have consistently been used (and abused) to consolidate a Turkish national or political identity.

To sum up, this panel brings together empirical and conceptual studies focusing on how gender politics are communicated in contemporary Turkey as well as its past. The panel includes empirical work on the

representation of "Turkish women" in early Republican era newspapers; the political and journalistic discourse regarding LGBTIQ rights; the gender politics of popular Islamic self-help books; the uses of social media in women's feminist activism; and a theoretical contribution on the concept of "Islamic feminism."

PN 208: Scrutinizing representation of women in cinema: Women's film in the 1980s in Turkey

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Referred to as the "crisis years" of the domestic film industry due to drastic decrease in the number of film productions and ticket sales, the 1980s in Turkey were marked by the introduction of new film forms such as the "women's films." Influenced by the growing feminist movement in the 1980s, scholars argue that, "women's film" aimed at portraying "authentic" women characters, as opposed to traditional representations of women in popular Turkish melodramas that reduced women characters in strictly defined categories of "good" and "evil."

This paper explores four films from the 1980s, *Ten Women* (Şerif Gören,1987), *How Asiye Can be Saved* (Atıf Yılmaz, 1986), *Ahh Belinda* (Atıf Yılmaz, 1986) and *My Dreams, My Love and You* (Atıf Yılmaz, 1987), that are considered to be the milestones of "women's cinema." It argues that rather than searching for new formulas to represent women in a "realistic" manner, these films scrutinize traditional ways women have been represented in cinema of Turkey by using screen personas of the most prominent female film stars Türkan Şoray and Müjde Ar, and undermining the split between body/sound, good/evil, mother/prostitute in portrayal of women in popular cinema.

PN 209: "Public immoralist": s discourse analysis of queer subjectification in contemporary Turkey

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This presentation explores how queer theory and activism could reify ongoing narratives of queers in Turkey whose identities are being formed through perpetual acts of gender-based violence. By using gender performative means and queer epistemology, this study aims to map the discourses of official statements of politicians and journalists on LGBTIQ individuals and rights between 2007 - 2017 with the works of LGBTIQ associations operating from Turkey. Within a decade, LGBTIQ rights experienced a period of advancement, even receiving a positive acknowledgment from then Prime Minister Erdoğan, followed by a disavowal of his statement and a significant contraction of rights, including the cancellation of all Pride Parade related demonstrations indefinitely. Relying on a thick description of Turkey that pulls in the historical and socio-political background, the study will address queer voices through their in/visibilities, dis/appearances, and aversions/subversions. Along with an extensive analysis of the discursive mechanisms in the form of official statements of politicians and journalists over ten years, a comparison of narratives of equality towards gender and sexuality versus defamation against LGBTIQ individuals' discourse will be conducted.

PN 210: What's in a name: Conservative women or Islamic feminists?

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Turkey's conservative women have been named in various ways both in the media and in academic literature: Islamist women, Islamic feminists, pious women, right-wing women and conservative women. These are all signifiers that refer to the same group of women in Turkish politics. This article examines the accuracy of each signifier and argues that the term "Islamic feminist" carries a misleading orientalist bias. Instead, the terms "conservative women" and "right-wing women" offer more possibilities to understand Turkey's conservative women's political activism since the 1960s. These terms prove more useful for cross-national comparison as well. This article emphasizes that conservative women's voluntary contribution to the rise of authoritarianism and shrinking of women's rights in Turkey today can best be understood when their activism is situated not within the history of "Islamism," but within the history of right-wing women's movements in Turkey.

PN 211: Anti-sexist collective action in Turkey's political climate: A matter of slacktivism?

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This contribution examines a case of collective action in Turkey against a sexist advertisement. Protests unfolded exclusively through social media and resulted in more than 20.000 protestors signing a petition

against the ad. Here we examine protest motivations by making use of the Social Identity Model of Collective Action (SIMCA). We also draw on the controversy between slacktivism (claiming social media use to be an ineffective means for real change) and facilitation arguments (claiming social media to enable real change). Survey data from 360 participants were analyzed by means of logistic regression. Results indicated that protestors were mobilized by their identification with women's rights, their perceptions of collective efficacy and by their offline (not online) action, generally supporting both SIMCA and the slacktivism argument. At the same time, the case points to the facilitating power of social media toward change in Turkey's current political climate.

PN 212: The image of the Turkish women as the anti-thesis of the Ottoman past: The representation of Turkish women in the newspapers of the early republican era

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In the manufacturing of the Turkish national identity of the Kemalist single party era, references to women had a significant gravity. The political discourse on women was shaped around the idea that the Ottoman period was as a period of negligence toward the existence of women in the public sphere. Within this framework, this paper examines the framing of women in the newspapers between 1934 and 1937, on the basis of 80 articles that are collected from the archives with the key words "Turkish women." By using content analysis and discourse analysis, the paper illustrates how the newspapers were instrumental in imagining a new identity for Turkish women and reproducing a political discourse around it. The findings show that the framing of Turkish women helped to promote the Kemalist regime mainly around the discourse of nationalization and socialization of the female national subject as a public entity.

GEC07 - Inside the newsroom: researching gender and journalism

PP 675: News story assignment: Editors as Mr. and Mrs. Gates of gender stereotypes?

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The paper examines the influence of male and female editors' perceptions about gender on news story assignment in a regional Czech public service television station. In particular, it explores if (and how) female and male editors consider reporters' gender when assigning topics and if male and female editors differ in this respect.
The possible influence of gender on various aspects of editorial decision-making is a vital part of feminist media studies worldwide. Although some studies show that with greater predominance of female editors there is a slight shift in the news agenda, the style of newsgathering and beat assignment, the debate still continues, as the existing research does not provide an unequivocal answer on the extent to which gender matters. Importantly, the role of gender on topic distribution is examined mainly through media content analyses and surveys. Qualitative studies in newsrooms that address this issue in a more complex manner appear only rarely. This paper thus focuses on an internationally significant research topic and presents a relevant contribution. Moreover, it has special importance even in the Czech context, as gender aspects of media production remain vastly unexplored by Czech media researchers.
The paper builds on an extensive four-week-long participant observation of various newsroom processes since the first morning meeting until the evening news broadcast in a regional newsroom of the Czech Television. As the newsroom is small (consists of 25 persons overall), I could observe whole news team thoroughly. This was followed up by eight semi-structured individual interviews with all the editors, co-editors and selected reporters of both genders and with a variety of journalistic skills. I have chosen the public service medium (Czech Television) because of its special role in supporting democratic values, including equality, diversity and tolerance. According to the Czech Television Code these also apply to media production and editors and co-editors should not discriminate against anybody on the basis of gender when assigning a topic that they cover.
The study demonstrates the fundamental importance of a holistic approach to the examination of topic assignment instead of the so-called "beats and body counts" in media content. Reporters predominantly prepared topics they identified themselves, the explicit assignment of a story was less frequent. During the observation, no reporter secured a topic based on gender. The interviewed female and male reporters stated that gender does not influence the distribution of topics, except potentially dangerous situations (e.g. demonstrations). Surprisingly, editors (all men) admitted considering reporters' gender commonly and assigning stories according to expected gender-specific qualities in women (empathy) and men (tenacity, resistance to confrontation, ingenuity). Contrastingly, co-editors (all female) claimed not to consider gender when distributing a story, apart from potentially dangerous situations. While editors' topic assignment

largely resulted in gender stereotypical topic division, co-editors assignment varied more. Although these findings could indicate that female co-editors of the news desk do not assign topics in a gender discriminatory way, only one female co-editor appeared gender-sensitive during the observation and follow-up interview, the other one showed evidences of gender-blindness.

PP 676: "Prejudices in our heads": Self-concept of female sports journalists in Czechia

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Sports journalism has been seen as a male domain for many decades, and according to recent studies, little has just changed in this tradition (Claringbould et al, 2004; Franks 2013; Hardin et al, 2006; O'Neill 2016; Strong 2007). The situation in the Czech Republic is to a large extent similar, yet unfortunately more specific data are missing. This paper aims to at least partially fill in this lack of scholarly attention. Drawing on the semi-structured in-depth interviews (N=15) with female journalists who worked in the sports departments of either national and local newspapers, televisions and radios, the study offers an insight into the minds of Czech female sports journalists. The findings based on the analysis using key elements of the grounded theory reveal, for example, negative experiences based on gender bias, prevalence of job satisfaction or issues in work and family balance. In our explanatory case study, we use the snowball sampling method, which has been very effective. The sample covers both more and less experienced journalists and we revealed that their self-concept is different in one important case. More experienced female sports journalists perceive fewer problems with sexism and gender imbalance (at the workplace and in the "field") than their younger colleagues. In the other monitored topics (balancing family life, initial job obstacles, job satisfaction, career prospects, etc.), their views are almost the same. This paper focuses on the self-concept of female sports journalists and the findings show the probable reasons which may play a role in the ongoing underrepresentation of women in the sports sections in the Czech media. Despite the progress regarding the visibility of women in broadcast sports journalism in Czechia, there are still very few women sports journalists in the newspapers and radios. The environment remains more hostile towards women who perceive certain evidence of obstacles to face in everyday routines.

PP 677: Citizenship and gender equality on the agenda: Intersections between civil society organizations and newsrooms

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Communication is central to civil society organizations, including non-governmental organizations (NGOs) and other groups that aim for social change, as they need to attract more sympathizers, make their agendas known and mobilize public opinion. Communication thus operates both internally and externally, with a large part of the investment being directed towards external audiences. The media appear in this communication equation as an instrument central to making certain causes visible and to contribute to public awareness and consequent social change. The agendas of NGOs and non-institutionalized collectives and that of journalism do not always coincide and, as such, the visibility of some civil society organizations and issues seems to be far removed from the legitimacy and public recognition of the causes advocated. However, the media stage continues to be essential to shine a light on certain social problems. With regard to citizenship and gender equality, several NGOs and groups exist in Portugal. However, these are extremely diverse in terms of longevity, size, geographical location, agendas and performative action repertoires in the public sphere, which can be reflected in terms of communication. This characterization of organizations may also have impacts in terms of acquired media attention and public (re)cognition around issues of citizenship and gender equality.

This presentation aims to discuss the main conclusions of a study focused on two axes of analysis: NGOs and other groups that operate in the field of citizenship and gender equality in Portugal and newsrooms. On the one hand, through interviews, observation of several initiatives and the communication tools used, we try to understand what issues are on the agenda of these NGOs and how they are dealt with in their activities, as well as the communication strategies they use at internal and external levels, focusing particularly on the use of mainstream media and digital platforms. On the other hand, and through interviews and daily observation within a Portuguese newsroom, we try to understand the routines of journalistic production, from the scheduling and preparation of news pieces to their publication, focusing on issues of citizenship and civil society organizations operating in this field.

From the results of this intersected perspective we highlight that communication is central to organizations and collectives, although it is often not strategically driven, as it is not a priority area of investment, mainly due to the scarcity of economic and human resources. At a time marked by profound transformations in newsrooms, the themes around citizenship and gender equality have been brought to light, although certain

issues and social actors remain invisible. The digital platforms seem to emerge in this equation as alternative spaces that allow for some voices to surface - subjects and NGOs - who continue having difficulties making it to the media agenda.

PP 678: #Backlash: Exploring online abuse of journalists from an intersectional perspective

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In increasingly digitalized newsrooms, journalists have access to a wide range of digital tools that offer new publishing platforms and can be used to contact sources, engage with audiences, and build networking relationships. At the same time, the online environment has made journalists more vulnerable to digital threats and abuse that come in different shapes and forms. Studies have indicated that this is a gendered issue (Citron & Norton, 2011; Duggan et al., 2014). Women expressing their opinions in digital spaces are disproportionally confronted with misogynist comments, verbal and physical threats and sexual harassment. Despite growing debates on this issue in the media, academic research on this topic is rather limited. Understanding the characteristics and dynamics of online harassment is important, in particular in the context of journalism, because it can have a chilling effect on free speech, reduce the freedom of the press, and create environments in which journalists self-censure (Edström, 2014).

The aim of this paper is to address the lack of research on online abuse of journalists by means of a multi-method study that combines survey with qualitative interviews in Belgium. The central research question focuses on whether and how journalists experience online harassment. Considering that in digital spaces, not only misogynist but also racist, homophobic and ageist discourses can be expressed anonymously, the paper aims to provide a holistic understanding of how journalists experience discrimination in the digital sphere by applying an intersectional perspective and looking at how gender intersects with other social constructs, more specifically with age, sexuality, and ethnicity. In doing so, we will draw extensively on feminist theories on intersectionality (Crenshaw, 2015; Hill-Collins, 2015; hooks, 2014), technology and the internet (Shaw, 2014; van Zoonen, 2002) and online hate speech, harassment and other intolerant discourses (Butler, 1997; Jane, 2014).

The overall aim is of the study is to raise awareness about overt and subtle forms of digital harassment and provide a foundation for initiatives aimed at countering online abuse in journalism. The research will have a quantitative and a qualitative aspect, in the sense that it is aimed at mapping the frequency and volume of the abuse as well as how journalists give meaning and interpret it. The survey questionnaire will probe for the nature, frequency, duration, and volume of abuse, the communication channels that are used, the topics that attract abusive comments, the impact on journalists, the responses to abuse and whether any aspects of identity are targeted. The entire population of Belgian journalists will be invited to participate. The data will be collected between February-April 2018. Qualitative interviews with a diverse sample of female and male journalists will be used to explain, provide more context and elaborate on the quantitative results of the survey, offering a richer, more in-depth understanding of the data. The analysis will pay special attention to similarities and differences between online and offline harassment and to the dynamics of backlash in digital spaces.

GEC08 - Positioning gender: on power, politics, policies and institutions

PP 752: Look what feminists and liberals have done to European culture: Strategies of othering in online discussions on gender aspects of immigration

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It has been well documented in scholarly discussions of the last two decades how Islamophobia intersects with sexism in public discourses on Muslims in Europe (Gianettoni, Roux 2010; Hopkins 2016; Valentine et al. 2014). In relation to recent refugee wave from Muslim countries to Europe, the topic has become explosive even in countries whose experience with Islamic immigrants is only sporadic. This paper focuses on gender aspects of citizen online discussion on immigration and Islam in the Czech Republic, a country which has been only minimally affected by the immigration crisis and which belongs to the most sexist European countries (Eurobarometer 2017).

As concerns the relationship between Islamophobia and gender issues, Vanparys et al. (2013) state that "Islam as a uniquely sexist religion" belongs to "five key hegemonic frames for debate on Islam in the post 9/11 world" (ibid: 210). According to Fekete (2006), portraying Muslims as "the sole carriers of patriarchy" and their culture as fossilised and 'barbarous' represents an unchanging pattern "across time and continents" (ibid: 11). Gianettoni and Roux (2010) consider the denunciation of the alleged sexism of immigrants a specific strategy of 'othering' aimed at justifying the restriction of immigrants' rights and

conclude that "the stigmatization of the Other, related to 'his patriarchal culture', leads to the legitimization of the ordinary sexism of Western countries" (ibid: 382). Similarly, Terman (2016) considers the biased understanding of gender and sexual politics of Muslims a strategy aimed at naturalizing or disavowing inconvenient internal patriarchy.

In the qualitative analysis of users' comments related to 35 mainstream online news articles on gender aspects of immigration (i.e. approximately 2.000 short comments in total) in 2016 and 2017, I build upon the above-stated tendency of 'Western sexism' to point at the alleged sexism of Muslim immigrants. I confirm the presence of the 'othering' strategies targeted at Muslim immigrants through the construction of Czech or European gender culture as liberal and cultivated in opposition to the allegedly sexually predatory, violent, hypersexual and primitive Muslims. Moreover, it is not only the immigrants' sexuality and gender relations which Czech discussants approach as incompatible with the European culture: they also employ strategies of othering (related to gender and sexuality) towards the domestic actors perceived typically as "insane traitors of Europe" who, intentionally or due to their naivety, endanger European culture. These actors are labelled as the liberal Left, 'inviters' or proponents of multiculturalism (among which feminists, NGO's and Euro-optimists are mentioned specifically). In their comments, the anti-immigration discussants (both male and female) expose not only a significant level of heteronormativity, victim-blaming and 'rapeglish' (Jane 2017), but also their insecurity concerning the perceived 'softening' of European men presented as a negative consequence of feminist and liberal relativism. Hence, the discussions uncover a growing tension between the multicultural-liberal and nationalist-conservative attitudes (Kreis 2017) and a prevalence of the latter in the Czech online debates.

PP 753: Hall of fame or hall of shame? Media and gender stereotyping of women and men heads of government

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The past year has seen important transformations in women's political representation in Romania. The 2016 legislative elections saw women's descriptive representation increase to 19.5%, the highest figure since the fall of communism (Băluță, 2017). In January 2017, for the first time in the history of Romania, a woman was nominated to be Head of the Government. While the nomination failed, in January 2018 another woman was successfully nominated, becoming the first woman Head of the Government.

In studies of descriptive and symbolic political representation, media representations of women have received much attention (Childs, 2004, 2008; Norris, Lovenduski, 1995; Norris, 1997; Shvedova, 2005 and others). Virginia Sapiro has argued that greater numbers of women in office would '*increase* the acceptability of women in government and change the cultural impression of politics' as a masculine domain (Sapiro, 1998). Empirical research on how media frames female politicians demonstrates that women are not only less covered by the media, but their presence is trivialized, and their qualifications questioned, in comparison to their male counterparts. Therefore, women's presence in politics "might not be normalized but, rather, rendered suspect and 'other' through gendered media representations" (Childs, 2008, p. 141). Recent media coverage of Prime Minister Viorica Dancila's government as "Dragnea's harem" (a reference to Liviu Dragnea, the power behind the government), recalling the 1997 *London Daily Mail* reference to "Blair's Babes," is one powerful example of this dynamic.

In this paper I draw from both political science and media and communication research to elaborate a framework for understanding and reflecting on gender, media and politics in Romania. My main aim is to analyze more systematically whether Romanian media reinforces the dominant culture on women's roles and capabilities. My case study will explore how the media treated the nominations of the 4 Prime Ministerial candidates (two men and two women). For each of the candidates, I conduct a content analysis of the articles published in national newspapers and on the websites of television stations between the day of nomination and the Parliament's vote of confidence. Because the first woman nominated, in January 2017, belonged to a religious and ethnic minority group, I can integrate an intersectional perspective in the analysis. This research fills the domestic gap on gender, politics and mass media, but also contributes to international knowledge in the field given the interdisciplinary approach, the intersex comparison and the richness of the database due to domestic political instability.

PP 754: Communicating miscarriage as a peripheral phenomenon of central relevance: Framing analysis of media and public relations discourse

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Miscarriage, a spontaneous loss of pregnancy, is a pervasive health issue; it is estimated that one in four pregnancies ends in a miscarriage in the UK. At the same time, this common event represents a cultural taboo surrounded by silence in the medical world and society, leaving affected women and families to suffer in solitude, from the lack of information and unsupportive environment. Miscarriage, on the one hand, represents an end of medical attention/narrative and similar can be observed in health communication and media news with a strong emphasis on pregnancy, but not pregnancy loss. On the other hand, miscarriage – when imbuing the foetus with personhood – treads on the issue of women's reproductive rights and lends political power to pro-life movement, hence its strategic silence in feminist literature. However, several studies have raised a concern about academic silence surrounding phenomena experienced by so many. The issue of central cultural and health significance is thus pushed to the periphery of academic enquiry, including in health and media communication albeit playing a crucial role in shaping social understandings and, by implication, experience of affected women. In fact, minimal and unrealistic representations of physical and psychological implications of miscarriage in media and health communication were identified as the key factor negatively impacting women's healing and recovery. This study, drawing on feminist theory, medical humanities, public relations theory of strategic silence and critical framing theory, aims to critically explore an under-researched area of public communication of miscarriage and provide guidelines on how this discourse should be reframed.

Framing analysis of a complete sample of online public relations materials produced by the NHS and leading UK non-profit pregnancy loss associations (Tommy's, Miscarriage Association), and news stories in most read UK online media publications (BBC, The Guardian, The Independent, Daily Mail, Daily Mirror, The Sun) in 2017 was conducted to investigate how miscarriage is communicated in health public relations and media news. The study explores inclusion and exclusion of different voices and themes in the texts as well as their definitions, causal interpretations, moral evaluations, and treatment recommendations. The emergent frames in communicative materials of health organisations are compared with media news frames to investigate the frame alignment between the two. The preliminary results indicate that the health communicators most often represent miscarriage in medical, factual and impersonal frames from an expert viewpoint, while media reports put more emphasis on emotional, disorder and happy-ending frames narrated from human interest perspective with a clear semantic differential in factual embryo/foetus and emotional baby/child nomenclature, respectively. These findings are in line with women's narratives describing communicating miscarriage as "inadequate and impersonal" in health texts and "unrealistic and dramatic" in media discourse. The study problematizes failure of public discourses to capture multi-layered complexity of meanings and diverse experiences of miscarriage as well as individual vs. institutional power relations in constructing discourses around pregnancy loss and calls for greater reflexivity in reframing miscarriage to break the silences and raise consciousness, but without limiting women's reproductive rights.

PP 755: Interpreting, regulating and legitimizing "gender equality", "sexism" and "discrimination" in Danish TV advertising

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Since the 1960s, advertising, and particularly its visual discourses and their effects, has been ordained special status by cultural and media critics for its powerful role in affecting and hindering equality between genders (e.g. John Berger 1978; Rosalind Gill 2007; Judith Williamson 1978, 2003). My own research departs from and draw on this important body of work, but in this paper, rather than looking narrowly at advertisings' representations of gender, I am interested in their ongoing regulation and interpretation by the ones empowered to adjudicate their meanings. The question of not only how the media represent femininity and masculinity (although this remain an important question in an ever changing media scape) but also how these representations are regulated, reported and evaluated by the authorities in charge of ensuring equal, dignified depictions of all genders is one that still remains largely unexplored. Denmark is an interesting case in this regard since the country is known for safeguarding equality between genders. In Denmark, the Danish Radio and TV Board (RTB) functions as the independent national regulatory authority in charge of ensuring non-discriminatory advertising by monitoring whether private and public broadcasters are fulfilling their legal obligations and by handling complaints from citizens and companies. The board's practices in the regulation of advertising therefore present an important place to explore ideas about gender equality, sexism and discrimination. Drawing on the 2001-2018 Internet archives of the RTB this paper presents the findings from a textual analysis of the RTB's responses to and rulings on 15 complaints about sexist gender representations in Danish television commercials. Theoretically and methodologically, the analysis is situated in a poststructuralist understanding of language and texts as bearers and expressions of social discourse (Michelle Lazar 2005; Sara Mills 2008; Sara Mills & Louise Mullany 2011). Texts in this context are not understood just as tools for classifying or describing reality, they are themselves contributing co-creators of the reality they account for because societal relationships are not only represented in but are also

established through texts. In interrogating the arguments put forward in the complaint cases, I pay particular attention to how interpretations and conclusions are arrived at by the RTB. Focusing on both *what* is said as well as *how* it is said I identify how gender discourses are expressed through words, concepts and formulations. By examining the rationalities and discourses underpinning the RTB's arguments for either following or rejecting claims of gender discrimination, the purpose of the study is to contribute a greater understanding of how media representations and conceptions of gender equality correlate to adjudications that mark the guidelines and frames for the media to perform under. The analysis points out how discriminatory representations of gender can be legitimized, thereby giving insight into some of the ways in which inequality is maintained in both the media and their regulatory and supervising institutions. The paper presents a contribution to understanding how advertisements reproduce gender inequality and how the institutions of society contribute to this.

GEC PS - Poster Session

PS 26: Migrant women's everyday usage of social media and the consequent reproduction of gendered power relations within the family

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Although there is an extensive body of literature devoted to understanding the relation between migrant women and their everyday usage of social media, most academic perspectives concerning new media technology and migration in the context of gender and gendered practices associated with social media usage in everyday spaces are quite limited and need to be widened. Whilst research into migrant women and their social media usage has certainly made an important contribution, it mostly addresses new media technologies and their potential to empower the lives of migrant women by focussing mainly on women's online practices rather than women's lived experiences of these technologies in everyday places; thus it ignores the interaction between gender and technology within embodied everyday practices and places (van Doorn and van Zoonen, 2009). Understanding migrant women's everyday experiences of social media, how their gender identities interact in everyday use with social media technologies, how gendered practices and power relations have become an integral part of social media usage in everyday places, are all important since gender engagement with continuously evolving technologies that are increasingly involved in our daily lives is ever more complex. In this context, research addressing mainly migrant women and their everyday usage of social media requires more interdisciplinary academic work; work that adopts critical approaches to gender and new media technologies, culture and everyday rather than simply placing excessive emphasis on the supposedly positive implications of social media usage for migrant women; research that will illustrate how everyday use of new media technology is shaping and transforming gendered practices. Thus, by conducting semi-structured in-depth interviews with 30 migrant women from Turkey who currently live in Sussex, this research investigates migrant women's everyday use of social media and its implications for their everyday offline practices, and in particular how gendered dynamics of power arise from social media use in their families.

PS 27: Defining a Fucking Fag. Public Debate about the Norwegian Television Programme "Jævla homo"

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In the autumn of 2017 the Norwegian national broadcaster NRK launched a series of television programmes called *Jævla homo* (Fucking fag). The ideal public for the programmes was through the NABC method (Stanford Research Institute) defined as a 17 year old, queer boy who is struggling with his identity (Agledahl 11.14.17). The aim was to "normalize and defuse" being gay or queer and to create "affiliation" and "nuances". The protagonist in the programmes is a 27 year old, gay man called Gisle G. Agledahl, who is challenging his own fears and prejudices against being homosexual.

The programmes never explicitly declare that the ideal public is a 17 year old, queer boy, and they were watched by a large and diverse audience of different ages, genders and sexual orientations. Agledahl received more than thousand emails with senders ranging from young teenagers to a 72 year old man (Agledahl 11.14.17). Several of the viewers criticised the programmes publicly in the newspapers, many of them gay men themselves. Why?

I will do a critical discourse analysis (Fairclough 1992) of how Agledahl presents the discourse of being a homosexual, and of how this discourse is challenged by the different critics in the newspapers. Put in other words: the analysis will attempt to identify the hegemonic struggle between different gay men with regard to what the appropriate discourse of the homosexual man is today. I expect that a salient question in the

critics' comments will be whether homosexuality should be seen as something essentialist or social constructivist.

A preliminary look at the gay men's commentaries indicates that they present the following assertions and arguments:

1. The programmes lack the necessary historical background of the gay liberation movement.

2. *Jævla homo* (Fucking Fag), most of the time the broader and more modern term *skeiv* (queer) is used in the programmes. This dilutes the strong identity that gay men have been fighting for.

3. The programmes lack knowledge of the serious mental problems that gay men still are struggling with today.

4. The programmes present the gay man as more deviant than necessary.

5. Agledahl as a 27 year old man does not convincingly represent the fears and prejudices that are typical of the 17 year old, queer boy that is the programmes' ideal public. This specific critic points out a discursive struggle within the programmes between the individual Agledahl and the ideal audience of a 17 year old boy.

The critics may represent different stages in the historical development of gay liberation. A possible hypothesis is that the critics represent different positions in a struggle about what kind of *suffering* that is central in the understanding of a gay man today. In other words, they engage in a struggle about how the gay man today may be defined as a *victim*, if at all.

PS 28: The depiction of women in German advertising – A comparison of 1996 and 2016

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The portrayal of women in advertising has been a frequent subject of communication science. Various studies have identified the use of discriminating illustrations, outdated role models and gender stereotypes in German advertising (e.g. Holtz-Bacha, 2011). Nevertheless, there is still a considerable lack of empirical research: Most studies are not up-to-date and are based on a small sample.

The present study aims to examine how the representation of women has changed in German advertising between 1996 and 2016. Moreover, it attempts to investigate differences within individual product areas. More precisely, five research questions are to be answered: 1) How has the appearance of women and (2) their relevance to the plot changed? 3) To what extent is the female image in advertising determined by the domestic role? 4) Has anything changed regarding the social subordination of women? 5) To what extent are women depicted in a sexualized way?

The study is based on a qualitative content analysis (Mayring, 2015). With the aid of the largest media database for advertising in Germany, the 'GWA-AdZyklopädie', a stratified random sample of 560 TV commercials from seven product fields have been selected. The central analytical tool is a comprehensive category system including precisely formulated coding rules.

Results:

1. Appearance: The number of women of normal weight has more than doubled (2016: 17%, 1996: 7%). Today, women appear more carefree and self-confident.

2. Relevance for action: Whereas in 1996, 12% of women were still coded as decorative objects (no functional relationship between product and person, women as eye-catchers, scene is constructed), the proportion has been cut by more than half, to 5% in 2016.

3. Domestic role: 10% of all women are shown at the workplace, which solely represents a slight increase compared to 1996 (9%). In 2016, more than every second woman is presented in a traditional role (housewife, wife, mother).

4. Signs of subordination: Based on Erving Goffman's criteria of subordination (1979), women today are shown in a less subordinated way. Yet, at least one of the criteria still applies to 26% of all female actors (1996: 42%).

5. Depiction of sexuality: The share of seductive and provocative women has significantly decreased (1996: 23%, 2016: 8%). Considering Reichert's (2003) definition of sexualized representations, almost every third woman is shown in a sexualized way (30%), whereas it applies to every second women in 1996 (54%).

The results show that although women appear increasingly natural and self-assured, traditional role models and gender stereotypes can still be found. Furthermore, idealized female bodies and sexual images continue to remain.

PS 29: Role models in sport media - a Swedish perspective on gender equality and media participation

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Gender and Communication

This poster investigates some aspects of gender ideals and the construction of sports role models from a Swedish perspective. Some may argue that Sweden holds a self-image about gender equality in society that now is attained, at least as Sweden has a feminist government. However, gender equality within a Swedish context has been criticized as conceptual consensus conserving the norms of heterosexuality that reinforce unequal gender distribution. The media representations' of gender in Nordic countries varies in different genres, and have been covered in several studies on the journalism professions and media content (see Edström, 2012; 2014). Feminist scholars also critic sport media research focusing on market or content analyses that "transfer into universal claims describing audiences' assumed interpretations – or neglect them altogether". Thus, emphasizing research looking at the norms and rules that guide social relations embedded in cultural contexts there is a need for studies that complement our understanding to acknowledge "what people do" with mediated gender representations. (Bruce & Antonovic 2018)

Guided by theoretical framework from media reception studies the aim is to describe how audiences experience and relate to sport media in discussions about gender and role models. The audience views' on mediated gender ideals are represented by people engaging in sports and their discussions on gender equality and media sport issues. Focusing on their experiences as individuals the reception perspectives addresses how the flows of gender representations are used in their everyday practice. Based on empirical material from 8 interviews and 3 focus groups (total 20 informants) the following research questions emerged:

RQ 1: How is role models constructed by participants within a sport culture?

RQ 2: How do the participants as sport media audiences in conversations and discussions relate to gender equality issues and mediated gender discourses?

Inspired by Ang (1985) and Skeggs'(2004) perspective on how cultural knowledge develops through everyday processes, media participation as an important concept in gender and media research emerged. Gender norms embedded in cultural knowledge by participation in everyday life, put the limelight on gender identity processes (Letherby 2012, 2015: McRobbie 2005, Tredway 2018).

The use of media reception suggests that experiences of media content also generate feelings in which gender ideals and equality in sport can serve as meaningful. Thus, mediated gender representations are discussed, questioned and reshaped by women and men within sport cultures, offering possibilities for transforming existing gender ideals and norms in sport culture as well as wider media and society. This relation between gender identity and the passion for sports in the context of sport cultures opens up for bottom-up initiatives where individuals – women and men – are not just passive consumers of sport media, but also active in reflecting and even taking decisions that could motivate gender equality within sport as well as society more generally.

International and Intercultural Communication

IIC01 - International news coverage

PP 067: Euro-African news coverage: Connected through language and history? Results from a content analysis in three European and three African newspapers

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News flows between Europe and Africa are still mostly analysed with a focus on 'our' view of the 'other' continent. While recent studies suggest a more balanced representation of Africa in Western media compared to the negativism of former decades (e.g. Bunce, 2017), research is often limited to few media outlets, countries, and topics (Scott, 2017). Insights into Europe's representation in African media are mostly limited to thematic case studies or general research into global news. Surprisingly little research on Euro-African news representations has analysed media coverage comparatively and in both directions, and especially shared language and historical or cultural connections between certain European and African countries have received little attention.

The paper tackles the question if countries with such ties see special representation in the overall coverage of the other continent. The content analysis included three 'pairs' of African and European newspapers that share a common language:
- South African *Sunday/Daily Times* and British *Telegraph*, both published in English,
- Namibian *Allgemeine Zeitung* and German *Süddeutsche* in German,
- Angolan *Jornal de Angola* and Portuguese *Público* in Portuguese.

The sample includes 2542 articles on the other continent retrieved during two months (June and October, 2016). Articles on the country 'pair' – e.g. *Público*'s coverage of Angola – form a specific sample that is analysed in more detail and with regards to actors, identifications and specific topics.

Results indicate that colonial and linguistic connections – two factors Wu (2000) has rejected as determinants of international news flows – do play a role in today's Euro-African coverage, although they do not necessarily lead to mutually intensified coverage:

In *Jornal de Angola*, Portugal was the most-covered European country (22.5%), receiving more attention than much larger and more powerful states such as the UK, France or Germany. Also *Público* focusses on former Portuguese territories, besides Angola (26.6 %) even small countries like Cape Verde receive significant attention.

The UK in the *Times* (43.1%) and South Africa in *Telegraph* (25.9%) receive most coverage among the countries on their continent. A considerable part of this coverage – more than one third in both cases – is devoted to sports coverage, including "British-inspired" sports like Rugby and Cricket.

While in *Allgemeine Zeitung*, a newspaper for German-speaking Namibians, more than half of the articles on Europe (55.5%) focussed on Germany, *Süddeutsche Zeitung* often refers to groups of African countries, not single states, and coverage of Namibia is marginal (2%). This may be mirroring a more reserved relation to the colonial past in Germany as well the relatively long time span since the end of the colonial period.

PP 068: The past in the present. How is the colonial past represented in contemporary news coverage? DR Congo, Rwanda and Burundi on Belgium and vice versa

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While some scholars claim that in recent years, debates on racism, multiculturalism and post-coloniality are increasingly present in the Belgian media, others have criticized Belgium for its 'colonial memory loss' (Van den Braembussche 2002; Goddeeris 2015). Next to this discussion on the Belgian media, analysis of the (post-)colonial discussion in the media of the African ex-colonies is almost completely missing.

Acknowledging the historical connections between states, this study focuses on the way the colonial history of Belgium in Democratic Republic of Congo, Rwanda and Burundi is articulated in a sample of newspapers from both the ex-colonizer and the ex-colonies, hence laying bare the 'remnants of colonial constructions' (Loomba 2015). In this way, we adopt an interdisciplinary approach to post-colonial media representations, which is often lacking in the field (Krämer & Merten 2016; Saha 2009; Willems 2015).

Drawing on a large-scale comparative content analysis, we trace if and which colonial constructions and discourses are present in the media. We adopt a two-sided way of investigation. Looking first at the contemporary Western media representations of Africa, we want to revisit 'what we think we know best' by 'careful empirical research that shows precisely where colonial continuities are at stake' (Nothias 2016: 18). Secondly, we also look at African representations of the West from the viewpoint of the former colonies, as current studies are biased by a single-sided way of investigation, thereby ignoring the historical colonial bonds and issues of Occidentalism (Mohmoh 2003).

As this is an ongoing research project, we will present our theoretical framework and the first results of the comparative content analysis, which builds on the principals of Critical Discourse Analysis (Fairclough 1995; Machin & Mayr 2012) in addition to a quantitative analysis of the data . We selected six mid-and up-market Belgian newspapers, three newspapers from the Flemish part and three from the French speaking part, and six state owned and independent African newspapers, two from each ex-colony. Our sample is retrieved by constructed week sampling (Wester & van Atteveldt 2006; Luke et al. 2011) as this allows us to 'obtain the most accurate estimate of the population by sampling the least number of newspaper issues' (Luke et al. 2011: 87) while accounting for cyclic variation of news content and being labor-efficient as well. We opted for six constructed weeks in 2017. The first preliminary findings show that colonial discourses, including articulations of Afro-pessimism, are clearly present in the news coverage of both samples, with a dominant focus on negative news and a wide-spread adoption of practices of domestication.

PP 069: Translating memories. The Demjanjuk Trial in Russian, Dutch, German, and U.S. press and social media discourse

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Our paper presents results from a cross-national and multi-language analysis of the discourse around the John/Ivan Demjanjuk trail. It examines the translation and appropriation of memory events in commemorative cultures. With the study of Holocaust remembrance and the ways the past travels across national and linguistic boundaries as well as in-between media systems and media forms, our paper addresses the conference's interest in the links and fault lines along flows of communication and digitally networked technologies.

Conceptually, we start from the idea that publics relate to the past not in purely national settings. The 'cosmopolitan' commemoration of the Holocaust is rather taken as a conspicuous case that allows us to understand how (trans-)cultural recollections are constituted from the conflicting demands of global, national, and local social constellations.

Empirically, we reconstruct the debates around the trials against the former extermination camp guard John/Ivan Demjanjuk. The trials in Israel (1983–1993), the U.S. (2001–2004), and Germany (2009–2011) investigated the war crimes of the Red Army prisoner of war and Nazi collaborator.

The events are prime examples for studying the representations and negotiations of the rifts and relations characterizing mediated, trans-national remembrance. We ask: Which frames circulate in Russian, Dutch, German, and U.S. media around the Demjanjuk trial? What are the similarities and differences of these discourses across national and linguistic boundaries as well as between press outlets and social media communication? What kind of historical issues and moral evaluations become articulated?

Methodically, we employ a multi-dimensional comparative design. It allows us to match, on a linguistic level, discourses in four different tongues; on a diachronic level, it offers to switch between three periods of time that involve a fundamental transformation in communication technology and global connectivity; on a media level, it makes possible to compare journalistic press and 'mass self-communication'. A qualitative frame analysis is used so to explore and interpret the similarities and differences of media frames in detail. All in all, we collected 716 analytical units (231 from Russian; 121 from U.S.; 324 from Dutch; 40 from German sources).

In effect, we reconstruct a set of generic frames that span across languages, cultures, time-frames, and media. They enfold frames of liability and culpability and as well as of innocence and involuntariness which ground the debates around Demjanjuk's guilt and charge. We also find issue-specific frames that distinguish discourses along specific themes.

So the evaluation and contextualization of his deeds as, for instance, cog in the machine, prey to circumstances, or traitor is informed by culturally distinct memory tropes, by insights accumulated during the trails, and by speakers entering the discourse. For example, while the German press discourse is centering on the quest to hold Nazi culprits accountable, Russian media discourse, both online and offline, is shaped by the narrative of Russian heroism. The U.S. press discourse during the second trial was, in turn, concerned with the personal identity of the emigrant and the Dutch discourse on the third trail revolved around Demjanjuk's health and his fitness to undergo detention.

PP 070: Western and non-western values and identities in the press: A comparison of 'CNN.com' and 'Al Jazeera English'

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Rationality, self-determination, state secularism, are examples of what is conventionally described as "Western values". Although these "Western values" are nowhere defined in academic literature, they is often quoted by politicians, specialists in various fields and laypeople when discussing cultural differences. This common sense knowledge may work based on binaries: logically, if "rationality" is a Western value, then it cannot be a non-Western value at the same time. Yet, this logic is not accurate considering that, although nations attentive to human rights tend to condemn capital punishment, the death penalty is applied in one of the greatest advocates of so-called Western values, the U.S. Similar issues can be found in regard to women's rights, homosexuality and censorship in the West (Mazrui, 1997). Finally, this values' separation is arbitrary, since grouping nation-states by the broad definition "West" and "non-West" puts countries as different as Portugal and New Zealand (West), and Mali and Argentina (non-West) under the same umbrella. When reproduced in press coverage, the discourse of value differences might contribute to reinforce power relations between the Global South and the Global North though the formation of binaries (Fürsich, 2010). Furthermore, since media representations are able to define national identities (Volcic, 2005; Anderson, 1991), and granted that values can be assumed as part the identity of "macro regions" (West/non-West), media representations of values could contribute to the formation of both national and macro identities reinforcing power relations through binaries. Concerned with the lack of precise definitions, this paper analyses what is put forth by the press as Western and non-Western values. Specifically, the aim is to tackle the question of what is represented in Western and non-Western media as Western and non-Western values.

Texts from two media outlets of international relevance were qualitatively analysed, namely the online versions of Al Jazeera and CNN. Using LexisNexis, texts with at least a thousand words and which contained terms related to values were selected from the online versions of these two media outlets. The period was set between January 1, 2016 to January 1, 2017, and the search resulted in 20 documents (10 from each outlet). The articles were then inductively coded.

The results point out that the two media outlets tend to be assertive in describing Western values, while non-Western values are either implicit or could be deducted following a binary thinking in which the contrary of Western values would be non-Western values. Still Al Jazeera's coverage was more nuanced, as it accounted for the fact that there are universal values and implicitly suggested that issues like sexism and authoritarianism are not values, but products of political and economic developments. As value differences are rarely questioned, having blurred definitions reproduced by journalism in a globalized world could leave space for misconceptions on both sides. The reasons and effects of this deserve further analysis, especially considering that media and academic discourses are formative of knowledge, worldviews and ideologies.

IIC02 - Practices of international journalism

PP 150: Cultural context and values in news narratives: A comparative study of Dutch, Spanish and Irish television news

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The narrative has long been a form of organizing our experiences and memories through stories. It conveys actions and events by drawing upon conventions, associations and definitions that penetrate our culture while organizing these events as a series of causes and effects over time. The narratives found in television news characterize culture and encompass feelings and relationships from everyday lives. Yet, there is a paucity of research into the manifestation of cultural values in the narrative structures of television news across countries. In this study, we argue that cross-cultural differences exist in the production of television news narratives. These differences can also be pronounced even in cultures sharing a range of similarities. This is especially the case in European countries, where cultural generalizations are often made regarding the news production system without taking into account how journalistic standards and practices may vary from one country to another. In this regard, Hofstede (2001) had already problematized the notion of a unified "Western" culture and stressed the need for a much deeper understanding of culture-determined value systems that exist among countries.

This current study sheds new light on cultural studies' approach in examining the news by comparing television news broadcasts in the Netherlands, Spain and Ireland through the frameworks of uncertainty avoidance, individualism/collectivism, and contextuality. More specifically, we examine how these three dimensions of cultural variability are conveyed through the verbal and visual narrative constructs proposed in this study and measured from the news. To this end, a quantitative content analysis was conducted on news reports of prime-time TV news programmes aired by one public and one commercial news broadcast in each country. For this study, we coded 633 news reports from these six different TV news stations (broadcasts). These reports originally aired during the first three weeks of September 2013. News reports were selected as units of analysis in this study because this type of news format allows for the development

of conflict narratives and greater presence of visual narrative components in the story. Multiple narrative and visual elements of these news reports were mapped onto the three cultural dimensions to assess the extent to which those elements manifested in each dimension.

Overall, the results show that the use of news storytelling exhibits variety in cultural manifestation at the level of contextuality for the three countries, while also only partly corroborating Hofstede's expectations. Cultural values related to uncertainty avoidance was less expressive in television news narratives of the three countries, while individual-collectivism were substantially distinct and also exposed the dual and orthogonal nature of the spectrum. Further, the comparison between public and commercial broadcast revealed the more homogeneous character of commercial broadcasts as expected by their being commonly subject to market forces. This combination of findings provides some support for the cultural scholar Stuart Hall's conceptual premise that culture is not regarded as a fixed set of characteristics, an accomplished fact, but an ongoing production process that is never complete.

PP 151: The Brussels news wire - journalism without borders?

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The European Union consists of 28 autonomous states. Simultaneously, however, these nations form an entity of its own, an institution sui generis. Supranational, cross-border cooperation is core to this unique political phenomenon. Whereas politics and policy transcend national territory, academia and politicians alike often claim that the public sphere remains nationally oriented (e.g. Gerhards 2000). This paper examines the concepts of borders and boundaries with regard to EU journalism, devoting specific focus to Brussels-based news agency journalists.

First and foremost, Brussels constitutes a truly cosmopolitan city. Politicians, lobbyists, journalists, etc. come from countless countries, both European and worldwide – their centre of gravity being the European Union. However, Brussels is not only the "capital" of the EU, it is also the Belgian capital. Hence, its identity is both national and cosmopolitan. Interestingly enough, its transnational outreach is limited by its closedness: Brussels is a microcosm, and the majority of citizens remain outside. This is just one example for the fluidity of boundaries.

As for news agency correspondents – the insights are based on 36 semi-structured interviews with journalists from 27 national and global agencies –, their daily work is characterised by extensive cross-border cooperation. As one journalist stated: "That is the beauty of Brussels." As lone wolves, correspondents help each other out, e.g. they provide colleagues from other (EU) countries with expertise, data, insight, etc. In this respect EU journalism becomes cooperative and transnational. This does not mean, however, that EU news is transnational: When it comes to content, national adaptation is common. The interviews reveal a further ambiguity regarding the cross-national character of EU journalism, namely certain regional clusters of cooperation. For example,teamwork among Scandinavian or Mediterranean correspondents is far more intensive than across regional factions. Besides, there exist hierarchical boundaries that cut across national borders. Whereas collaboration among agencies from influential EU countries is more extensive, correspondents from the periphery are precluded from this powerful inner circle.

Hierarchy is also visible when it comes to EU political communication. Leading media such as *Financial Times* or *Reuters* have easier access to high-ranking sources than others. Again, hierarchy transcends national borders, excluding the majority. At the same time, however, belonging to a national correspondent corps can be of advantage. One journalist reported that as a Fin he had good access to the Finnish Commissioner. That being said, a unique feature of Brussels is the fact that Belgian journalists do not profit from their nationality; rather foreign and Belgian correspondents are equal.

To sum up, these examples show that in Brussels (national and hierarchical) borders and boundaries are both overcome and perpetuated at the same time. Not only the city is both national and transnational, so are the agency wires. Thus, as the European microcosm reflects a state of ambiguity and fluidity, traditional, territory-bound conceptualisations of borders and boundaries cannot be applied.

PP 152: The media contribution to the County of Istria multiculturality in the regional daily newspaper "Glas Istre"

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By reflecting, but also reacting to the social-political-economic circumstances, the mass media thematise multiculturality as one of the most recent issues in the contemporary European and Croatian history. Today's democratic systems imperatively regulate many minority rights enabling them to preserve and develop their identity but the obligation of equal media representation has not been met. In addition,

activities undertaken by non-governmental national minority associations give a great contribution to their integration. This is also true for the Republic of Croatia, where members of 22 national minorities live. Studies about this controversial media content, which has been studied in Croatia since the middle 1990s, show that minorities are mostly reported about through political columns and topics. Up to the present time, there has not been any qualitative study dealing with this specific subject in the County of Istria. Therefore, here is presented the relationship of the media topics between the centre and periphery on three levels: the Republic of Croatia – County of Istria; Croatians – national minorities; Italians – other minorities in the County of Istria.

The hypothesis has been set stating that the only regional daily newspaper *Glas Istre* has an important role in the inheritance of multiculturality in the County of Istria. This newspaper in the Croatian language enables minorities to be informed about their, but also general, national and regional activities. In other words, it has been assumed that in daily reporting about minorities segregation does not exist, but the media content reflects the quality and quantity of a certain minority's activity and its numerousness in he whole regional population; that minorities have not been presented through conflicts and that political topics do not prevail, but the media content, contrary to the one in other parts of Croatia, offers a contribution to minority values and identity, as well as to the struggle against prejudices and stereotypes. Hence, the aim of this research was to, by analysing the media content, determine the quality and quantity of the printed media contents in the regional daily newspaper *Glas Istre* about the seven most numerous national minorities in the County of Istria (Italians, Serbs, Bosniaks, Albanians, Slovenes, Montenegrins and Romani), on a random sample of newspaper articles (606) in the period from 1 July to 30 November of the years 2015 and 2016.

The results have confirmed that the most common topic contents are about Italians and that minority topics in main columns appear in a relatively similar proportion. Generally, *Glas Istre* does not present the life of minorities in the County of Istria through conflicts, nor does it largely connect it to politics which indicates that, contrary to reporting about minorities in the Republic of Croatia, in the County of Istria it is neither politicised nor favoured. The centre should, thusly, follow the presented peripheral model of media conduct, i.e. the practice held by the regional newspaper which, contrary to other daily newspapers in Croatia, regularly observes all forms of their activities and reports about minorities in an objective and positive way.

PP 154: The Circular Impact Model (CIM): A framework for the comparative exploration of media accountability and other phenomena in journalism

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Cross-country research has to strike the balance between adequately acknowledging the diversity of national media systems while simultaneously identifying dimensions that are abstract enough to enable meaningful comparison. To achieve this balance an apt design of study frameworks is key (Hanitzsch 2003; Livingstone 2003; Voltmer 2008). This is also a challenge in the scholarly assessment of media accountability.

The concept of media accountability gains prominence in times, where the profession is more than ever under pressure. Trends like mediatization, globalization or convergence call on the industry to justify its role in society and to respond to the critics and demands of the public. But despite its prominence, the concept is criticized by practitioners and researchers alike – as useless window-dressing or yet as another mean of repression. Scholarship can provide useful input to the debate on the effectiveness of media accountability by contributing data backing or contradicting the arguments.

In this context, comparative studies have started to emerge. More than single-case approaches, they allow conclusions on contextual factors that enhance or deter functioning media accountability instruments (Fengler et al. 2014). Scholars have evolved and applied models to explore the impact of the media system on media accountability cultures (Bertrand 1999; Bardoel and d'Haenens 2004; Krogh 2012; Dobek-Ostrowaska et al. 2014). Nevertheless, they have hardly presented models to explore the impact of media accountability on the media professionals concerned. An encompassing framework needs to consider both aspects, the impact on as well as the impact of media accountability. This as objective, I set up the *Circular Impact Model*.

I adopt and evolve the idea to integrate *The Hierarchy of Influences* (Shoemaker and Reese 1996; 2014) to explore the impact on media accountability. To study the impact of media accountability I employ concepts of reflection from social theory (Schön 1983; 1987; Kember et al. 2000). Four categories within each of the two approaches help to further structure research. Since media accountability is first the independent and then the dependent variable the two approaches can be fused into one: the *Circular Impact Model*.

The *Circular Impact Model* is an invitation for comparative cross-country research on the impact on and of media accountability – within or beyond the usual Euro-American focus of communication studies. Moreover, the general layout of the model provides ideas to other fields of research: Exchanging the

variables in the model, it can be applicable to investigate phenomena in journalism other than media accountability.

IIC03 - Contemporary strategies of de-centering, universalizing and distancing: impact and theories

PP 231: The 'betwixtability' of lingua franca English: Core in one moment; peripheral in the next

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The intensive use of English in multiple domains in contemporary Denmark provokes many sentiments: empowerment, disdain, belonging, disapproval, togetherness, frustration, enrichment and contempt. In this paper, I present these contrasting positions by focusing on the transcultural use of English by cultural intermediaries engaged in the cultural and creative industries with specific reference to Aarhus as the European Capital of Culture 2017. These industries operate at the nexus of cultural expression/production and the economy and many key practices involve creative language work. They are sustained by a myriad of professional cultural intermediaries who articulate good taste, they construct the legitimacy and authenticity of different cultural practices and symbols, and they engage in transcultural communication. Using conceptual resources drawn from research in metrolanguages that are highly attentive to language ideologies, practices, resources and repertoires (e.g. Maher 2010, Pennycook 2010, Seargeant 2012), my arguments attempt to go beyond the common-sense explanations offered by practitioners to consider how lingua franca English becomes a core concern in one moment and a peripheral concern in the next, and what implications this betwixtability has for Danish, for other languages, for the professions, and for the creative and cultural industries.

PP 232: De-centering Europe in the Euro-Mediterranean Partnership: A post-colonial approach to civil society engagement

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The aftermath of the Arab uprisings, the rise of ISIL/Da'esh and the refugee crisis have placed the European Union's (EU) interdependence with its southern neighbors on the spotlight, giving a renewed emphasis to the 'dialogue of cultures' that forms part of the third basket of the Euro-Mediterranean Partnership. This way, this paper argues that a responsible Europe should be a post-colonial Europe that should empower civil society organizations across the two shores of the Mediterranean in order to achieve a *mutual* and *symmetrical* engagement that eventually may be conducive of regional stability.

This argument is grounded on three main premises. First of all, Europe should go far beyond traditional advocacy practices that are too often based on one-way informational practices if it is to adequately tackle the broad range of security threats that faces nowadays. Instead of putting an emphasis on top-down approaches that may raise suspicions among its southern neighbors, the European Union should rely on civil society organizations as key strategic players. This way Europe should facilitate networks between non-state parties at home and abroad; those civil society networks are considered credible players capable of engaging in genuine dialogues that may facilitate mutual understanding.

This research attempts to examine the European Union's strategies and narratives when modeling its engagement with its southern neighbors, and explore whether they are treated as *partners*. In order to do that, the theoretical framework proposes a new model of analysis that is built at the intersection between dialogical theories of public diplomacy and post-colonial studies. This theoretical framework will be applied to study the *quality* of the network engagement between the European Union and its southern partners by studying *what* spaces have been created for intercultural dialogue (strategies), and *on what terms* have they been defined (narratives) by looking at the official documents of the constitution of the Anna Lindh Foundation for the Dialogue Between Cultures. 'Anna Lindh', created in 2004 as the first common institution of the Barcelona Process (1995), brings together civil society organizations with the aim to build and improve mutual understanding through investing in spaces for dialogue across the Euro-Mediterranean region.

Taking all of this into account, this paper seeks to move away from state-centric approaches and explore whether local forms of agency may contribute to the de-centering of Europe's international relations, and therefore, to a more inclusive and sustainable global order. More specifically, it considers that an exploration of the European Union's relations with the 'outside', under the Euro-Mediterranean Partnership and the Anna Lindh Foundation as a case study, may offer a conceptual discussion on the potential for and limitations of dialogue in intercultural communication.

International and Intercultural Communication

PP 233: Culture-specific or universally applicable? Theoretical approaches in international comparative communication studies

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In the last two decades, international comparative research has become a central research field in communication research and has also broadened methodologically (Esser & Hanitzsch 2012). However, as several meta-studies observing international comparative communication studies (e.g., Hanitzsch & Altmeppen 2007; Stark & Magin 2012) point out, the reflection of scope and applicability of theoretical approaches for international comparisons is still scarce: Often, studies do not explicitly link their comparative research designs to a specific theoretical approach or do not reflect upon its explanatory limits. Therefore, following those meta-studies, this paper takes a closer look at the theoretical approaches in international comparative communication studies, in order to continue and broaden the methodological discussion. It is argued that a methodological reflection of theory use is crucial in international comparative research designs because theories not only shape the research design of an international comparative study, but also the researcher's perspective on the object of investigation. They need to be critically reflected with regard to their equivalent applicability and scope for different national settings, since they may be based on cultural/national assumptions that cannot be easily transferred to other national contexts (Bachleitner et al. 2014).

Following this argument, the paper presents results of an empirical meta-analysis of international comparative communication studies, guided by the following research question: *What theories are applied as a conceptual framework in international comparative research designs in communication research, and how is their use methodologically reflected?* To answer that question, journal articles in 16 communication journals are analyzed, covering a timeframe of six years (2011–2016). Of the 2.883 journal articles published, 354 had an international comparative focus and thus form the analytical sample of this meta-study. In a qualitative content analysis of each article, the theoretical framework of the used international comparative designs and the explicit reflections upon the explanatory scope of the applied theories are identified.

The identified theories are systematized and presented in the paper. It is also analyzed, what disciplinary context the theories stem from, thus shedding light on the 'theoretical boundary stretching' in the field of international comparative communication research. Finally, the scope of the theories' explanatory framework (i.e. cultural boundedness versus universal validity) for international comparative research settings is discussed. By taking a meta-perspective on theory in "international comparative use", the paper contributes to the methodological reflection on the applicability of theories in international comparative analyses as expanded communication research frames.

PP 234: Can media portrayals of mediated distant suffering trigger political engagement? Systematizing conditions from a media effects perspective

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Engagement of ordinary citizens is crucial to address human rights violations, tackle developmental issues and fight global inequality. Citizens in the global North can make a contribution too, either by working directly towards the solution of developmental challenges and the remedy of human rights violations; or by communicating the need to act to the professional political system. In today's globalized media scapes, citizens in the global North are regularly confronted with human rights violations and phenomena of harsh global inequality. Despite the omnipresent media coverage of distant suffering, citizens remain overall passive.

This paradoxon has been repeatedly and poignantly acknowledged and theorized in the last two decades. More recently, efforts have been made to focus on the audience's understanding of- and reactions to media content depicting human rights violations and distant suffering. I would like to re-read this literature from a recipient-centered media effects perspective. I aim to review and systematize existing (hypo-) theses and findings that speak on the conditions under which media users start to engage against distant suffering. After showcasing the routes on which the consumption of, for example, a documentary about child labor in Western Africa could stimulate activism, I show why such an effect is rather unlikely to manifest. In doing so, it becomes clear that mono-causal explanations for passivity are likely to trivialize the complex constellations that are necessary to trigger pro-social behavior in the realm of human rights and global solidarity. Moreover, media reception can have paradox and contrary effects in stimulating acknowledgement and increased salience of an issue, but at the same time, providing information that hinder the formation of behavioral intentions. Finally, I find that both reactions to the documentary, acting and not acting, are likely to influence future receptions of akin content.

Such a systematic review can serve three purposes. First, it allows for a theoretical integration - intra- and interdisciplinary - with traditional media effects approaches and basic behavioral models. Secondly, it can help social advertisers and campaigners to develop more fine-grained expectations about their audiences and craft messages that target specific segments. Finally, it can help to develop more fine-grained expectations to which degree effects on engagement on the level of individuals is structurally depending on meso and macro level conditions.

PP 235: Visualizing the self through others - examining image practices and concepts of sociality among young people living in urban Malaysia, Vietnam and Austria

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Young people around the globe live in increasingly "mediatized worlds", where practices of producing and sharing digital photographs play a pivotal role for self-expression and group affirmation.
This cross-cultural study examines youth media cultures in urban regions in Vietnam, Malaysia and Austria by investigating visual creation of self and together-ness in converging media environments (such as social network sites, chat applications, photo sharing platforms) as well as related concepts of intimacy.
Maintaining that the construction of youth subjectivity takes place within a number of salient discourses, we analyse these practices against the backdrop of locally shaped socio-cultural backgrounds and their intersection with the global sphere of imagination.
While twentyfour qualitative interviews in combination with social network charts (n=24, eight each country) were conducted to uncover how culturally variant concepts of intimacy as well as technological affordances affect the formation of communicative figurations (family, friendship), "selfies" and group photos (n=48, self-selected by the participants) were analysed applying the method of reconstructive image interpretation. The results show that pictorial representations of Malayan, Vietnamese and Austrian youth vary with regards to aesthetic style and the individual's position within the group and the surrounding environment, which points towards different underlying concepts of sociality. Culturally variant concepts of privacy and gender relations seem to profoundly affect pictorial practices. The findings illustrate that different levels of intimacy are articulated by combining various communicative modes based on practices of selecting, manipulating and sharing photographs.

IIC04 - International and local digital public spheres

PP 311: #greatercph and the #oresund region on Twitter. A look at the Euro-region transnational public sphere

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One of the oldest transnational regions in the European Union is the Øresund region (currently undergoing a name change to Greater Copenhagen Area).
The region is bound together via the Øresund bridge. The bridge is connecting Denmark and Sweden and is a formal and very real transnational connector of the two countries.
However, the bridge has not connected the public spheres of Denmark and Sweden. As previous research shows (Blach-Ørsten, Falkheimer, Møllerstrøm, & Eberholst, 2016), very little legacy media attention is given to the region, and thus the medias' role in creating a public sphere is not really present. In legacy media there is no political ownership of the region, and this is reflected in the sparse media coverage.
This paper investigates how the transnational public sphere appear in the Øresund region on Twitter using the ORAN model (*Ontology based Role Association Network*) (Andreasen, Christiansen, & Eberholst, 2015). A data set of tweets (and tweeters) pertaining to the Øresund region gathered over a one year period in 2016/2017 is analysed using network analysis and data visualization.
Using semantic analysis of the tweets, conclusions are that the public sphere on Twitter differs from that observed in legacy media, and that the digital transnational public sphere is a region that refers much to itself and the political bureaucratic institutions and their ongoing work of connecting the region by means of "growth" and "connections" via "Øresund bridge" in particular. As in legacy media, there is no real political ownership of the region; only 6 % of the tweeters are politicians. There are a bit more citizens (14 %), but they primarily micro-blog and post pictures of the region. The majority of the people tweeting are bureaucrats or civil servants (15 %) or corporate entities (15 %).
The implications of the findings are discussed using theory on ad-hoc public spheres (Bruns & Burgess, 2011) and vertical and horizontal Europeanization (Koopmans & Erbe, 2004).

International and Intercultural Communication

PP 312: Digitally mediated transnationality and uneven geographies of digital enablement: The case of Estonian e-residency

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Digital identity and possibilities for digital identification appear as a prerequisite for different kinds of digitally mediated communication and interactions taking place between citizens and their governments, as well as between private actors. In the context of varied forms of mobilities and ways of 'living across borders', the availability and functionality of particular digital identity schemes becomes a crucial aspect of transnational communications and practices. However, existing research on the use and implications of digital identity schemes is mainly focused on national level, while transnational and cross-border applications and effects are less studied.

This paper explores the ways in which socio-spatial factors structure the access to digitally mediated cross-border communications and interactions by using the case of the Estonian e-residency programme. e-Residency or 'virtual residency' is an initiative of the Estonian government which gives foreigners global access to Estonian e-services via state-issued digital identity and offers a trustworthy platform for digital authentication required in various online interactions. The concept is being marketed as globally available to anyone interested independently of one's location. Our analysis focuses on the following questions: 1) What kind of geographies of digital access and enablement characterise the adoption of the Estonian e-residency programme? 2) How do these geographies indicate either the alteration or the reproduction of existing socio-cultural and economic transnational linkages and forms of cross-border mobility and communications?

We use the anonymised data drawn from individual applications of Estonian e-residency (n~30,000) submitted to the Estonian Police and Boarder Guard Board over a three-year period starting from the very beginning of the project in December 2014. The original dataset includes information about main motivations and socio-demographic background of the applicants (gender, age, citizenship, place of residence, country of birth). Besides, we use different macro indicators characterising the level of digital development and digital access in the country of citizenship/ origin of the applicants. Multivariate statistical analysis and linear regression modelling are used as main methods for analysis.

Preliminary findings indicate that despite the global reach of the programme, the adoption of e-residency indicates highly uneven geographies of digital access and enablement, which are claimed to characterise the contemporary information geographies at large (Graham et al 2015). The programme thus tends to mainly 'digitally empower' citizens who are already 'digitally empowered' by their own governments rather than those who are digitally relatively disadvantaged. The geographies of adoption also reflect current patterns of cross-border contacts and mobility between Estonia and other countries, thus intensifying rather than altering existing socio-cultural and economic transnational linkages and spaces.

PP 313: Fighting for the inclusion of peripheral voices through social media: A comparative study of transnational information flow from Syrian civil war to five European Parliaments

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As central political institutions in Western democracies, parliaments have gained importance concerning foreign affairs issues in recent years. Their increasing role as moral tribunes and discussion forums on conflict prevention and resolution have led to the parliamentarization of international affairs. The examination of the parliamentary agenda by itself and the actors who shape it constitute a fundamental part of both the agenda-setting and the agenda building studies applied to the media and the political system. Given the mediatized politics, mass media must be highlighted among those actors, especially when information gathering is not an easy task for members of Parliament, as it happens regarding peripheral international violent conflicts. Moreover, in the specific case of Syrian civil war, social media has become increasingly important given the difficulties for traditional media to develop their work on the ground. Through social media, Syrian citizens tried to cross their national borders in order to make their voices heard in the international debate about the war they were living in. In so doing, they pursued to change their power imbalance in the global scene and to influence the centres of political decisions. That is why we wonder how international communication flows from citizens in peripheral countries (such as Syria) to central European political institutions. Accordingly, in order to know the impact and roles performed by citizens' voices and social media in the European parliamentary debates, and to compare the differences among the parliaments studied, we applied a computer assisted quantitative content analysis to 3,249 minutes focusing on the Syrian civil war at the European Parliament, the German, the French the British and the Spanish between January 2011 and June 2015. We also performed a qualitative analysis in order to better understand our findings. Results show that during the first part of the conflict, social media were observed

by parliamentary members as positive tools for dissemination of information, through which Syrian citizens' voices were heard. However, during the second phase, Syrian citizens lost their battle to include their perspective in European parliaments due to the growing diffusion of jihadist propaganda through social media.

PP 314: Translocalization of public spheres in a digitized world

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In digitized networked public spheres (Castells, 2008; Neuberger, 2009; Van Dijk, 2006), individual and collective actors connect with others, crossing the borders of cities, nations, and languages. New translocal networks of communication emerge, which are locally anchored, but simultaneously transcending boundaries. In our theory-focused paper, we argue that these developments require a redefinition of public spheres pertaining to their spatial dimensions. We propose *translocalization* as a concept to capture the modified spatial dimensions of public spheres in a digitized world.

Research on public spheres typically builds on (implicitly) national (Wallner & Adolf, 2014) and transnational concepts (Brüggemann et al., 2009; Ivanova, 2017; Pfetsch et al., 2008), while neglecting local forms, such as urban public spheres (Muri, 2015; Pfetsch et al., 2013). However, empirical findings highlight the relevance of local ties in digitized public spheres and suggest that networked communication entails a close linking of specific places, and thus, the formation of new, translocal public spheres. These digital spaces are anchored in, but not bounded to specific localities.

Studies examining the Twitter communication on unexpected, local incidents, such as the Boston Marathon Bombing (Lin & Margolin, 2014) or Hurricane Sandy (Shelton et al., 2014) uncover such translocal ties. Social connections, such as travel and migration (Ferrara et al., 2013; Lin & Margolin, 2014; Shelton et al., 2014, Takhteyev et al., 2012) and political and economic relations between places (Shelton et al., 2014), explain why users respond to distant events. Furthermore, long-term translocal networks, driven by joint thematic interests, have been detected (Bastos & Mercea, 2016; Mearns et al., 2014). It becomes apparent that cosmopolitan cities are particularly connected (Ferrara et al., 2013; Lin et al., 2007). Remarkably, none of these big data studies refer to theories of the public sphere.

While some research from a cultural studies framework emphasizes the importance of place for mediated actions (e.g., De Souza e Silva, 2013; Lemos, 2010; Hepp et al., 2014), these approaches have yet to be specified in public spheres theory. We propose to revisit public sphere theories with respect to their spatial dimensions. Referring to Knoblauch's (2017, p. 368) work on translocalization*,* we understand *translocalization of public spheres* as the relational connection of local public spheres through locally anchored and simultaneously translocal communication by individual and collective actors. We argue that physical places gain importance as reference points for public communication in digitized, highly connected public spheres.

In sum, the concept of translocalization of public spheres overcomes the simplified idea of nationally bounded public spheres without promoting a mere boundary expansion or dissolution. Instead, it stresses the relevance of local ties and the relationality of communication. This notion has theoretical and empirical consequences. From a theoretical perspective, questions about the role of local ties in processes such as agenda setting, agenda building, public opinion formation etc. arise. Empirically, well-established methods of public spheres research, such as content analyses and surveys, must be combined with network analyses and geographical methods to identify translocal communication networks.

PP 315: Factors predicting secondary transfer effects after interethnic contact over a Facebook group

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The present study examined the secondary transfer effects (STEs) following intergroup content over social media. Particularly, it examined whether positive effects of longitudinal intergroup contact between German and Greek participants in a Facebook group were transferred to other Northern and Southern ethnic groups. Research generally supports the idea that intergroup contact with one outgroup could lead to enhanced positive attitudes for other outgroups (Pettigrew, 2009· Tausch et al., 2010). However, STEs have not been examined within the context of new media. The present study examined the social psychological (e.g., intergroup anxiety, perceived threat, perspective taking, observation of contact) and communication (e.g., anonymity, self-disclosure, quality of contact) factors that predict STEs.

For the purposes of the study, a Facebook group was created by the end of summer of 2015 that provided a space for dialogue between Greek and German citizens about Greek-German relations, a topic that had

attracted intense public discourse in both countries at the time. The group lasted 5 weeks and 72 participants (M= 24, F= 48) were involved during that period.

Although no differences were found between Germans and Greeks in their attitudes toward Northern and Southern European outgroups, different sets of factors predicted the STEs for the two ethnic groups. Multiple regression analyses showed that secondary transfer effects towards people from Northern Europe and people from Southern Europe were positively predicted by intergroup attitudes (Northern Europe: βs= 0.31 for Greeks and 0.64 for Germans, Southern Europe: βs= 0.28 and 0.51, respectively) and from both general intergroup variables and specific to the social medium context variables. Specifically, for the Greek participants, secondary effects towards people from Northern Europe were negatively predicted by intergroup anxiety and perceived anonymity (βs= -0.36 and -0.26) and positively predicted by perspective taking, self-disclosure and quality of contact (βs= 0.55, 0.36, 0,29). Towards people from Southern Europe, extended contact, self-disclosure, perceived anonymity and quality of contact predicted positively secondary transfer (βs= 0.39, 0.31, 0.23, 0,54).

For the German participants, perspective taking and observation of contact and self-disclosure predicted positively secondary transfer effects towards people from Northern Europe (βs= 0.38, 0.29 and 0.41), while intergroup anxiety predicted them negativelly (β= -0.30). Towards people from Southern Europe, perceived threat and intergoup anxiety predicted negatively secondary transfer (βs= -0.27, and -0.39), while observation of contact and perceived anonymity predicted them positively (βs= 0.36 and 0.29).

Findings generally suggest that intergroup attitudes following interethnic contact in Facebook are related to positive effects towards secondary outgroups that are not involved in the interaction. In this process, not only social psychological variables (such as intergroup anxiety) were found to predict attitudes towards secondary outgroups, but also variables that are specific to the communication context (such as perceived quality of contact and perceived anonymity).

IIC05 - Intercultural flow, exchange and business communication

PP 609: The role of knowledge transfer within transnational media firms

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Today the economic, social, cultural and political structures are being gradually shaped by the developments in telecommunications and information technology and by the increase of international products and markets. Corporations have been aggressively establishing alliances outside their domestic markets and the media industry has been no exception to this trend (Doyle, 2002). Considering the high fixed costs of media production, such as television content production, the internationalization of activities represents a natural solution for media companies. It appears that internationalization strategies can be pursued by offering standardized mass media products. However, internationalization for media firms is not as simple as that. By enhancing social interaction across national boundaries, mass media contribute to the exchange of different ideas and to the transparency of cultural diversities. Global media firms must take into account national differences when internationalizing (Habann and Herrmann, 2003) and try to pursue transnational strategies (Jones, 2000; Cohen and Zysman, 2001; Habann and Hermann, 2003), which are characterized by a combined concern for global integration and local responsiveness (Bartlett and Ghoshal, 2002). At this point, some questions naturally arise: what is the organizational impact of transnational media strategies? And under which organizational conditions can transnational media strategies be successfully applied? These are the questions that we try to answer in this paper.

For this purpose, we analyze the existing literature and then discuss the specific case studies of Eurosport and Sky, two pan-European television networks, that both well resemble the transnational configuration of a media company. In order to study in depth these cases we used secondary and primary data, respectively internal and external documentation about the companies during a period of 7 years (2010-2017) and in-depth interviews with their managers, both at the headquarters and in the Italian subsidiaries.

We have explored which organizational features and internationalization strategies characterize a transnational media firm. Essentially this type of firms has a hierarchical division or network-based organization where (1) strategic decisions are made centrally and operative ones are taken by the decentralized subsidiaries, (2) global or transnational internationalization strategies are applied according to the nature of products and/or services. Even if the trend is not defined yet, we believe though that the global media firm is transforming into a slimmer international company embedded in a transnational virtual media organization, characterized by modular heterogeneous units which are spatially distant from each other and collaborate with the aid of telecommunication technology (Picot, Reichwald and Wiegand, 1996; Gershon, 2016). An inter-organizational form of virtual organization is represented by the strategic network (Lorenzoni, 2000; Lechner, 2001), which well resembles the nature of the transnational virtual media

organization. The specialization of the single partner firms allows the exploitation of cost advantages and enhances flexibility (Reiss, 2001). Moreover, the collaboration with foreign local partners allows major media companies to care about cultural diversities and customers' specific local needs and to reach a general optimization of the value chain, a higher degree of innovativeness and a unified appearance towards the customers.

PP 610: Intercultural Competence® for effective communication in global environments – Tracking the level of successful integration of intercultural competence in perception and cognition

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As we encounter ever greater cultural diversity in todays societies, the analysis and assessment of intercultural competence becomes increasingly important in all professional realms. Individuals must now, more than ever, be able to learn and see 'differently' and not impose habitually employed preconceptions. The global condition makes it further necessary to re-address issues of communication, culture and competence, especially when it comes to assessing more subtle, unconscious biases. Thereby the vital role of perception is pivotal: based on culturalized perception people make judgements and adapt communication and behaviour accordingly. In order to critically address and functionally understand, when and why people sometimes only 'talk the talk' and other times also 'walk the talk' in multicultural settings, new directions in communication are needed to understand the interface of communication, culture and biology. For this purpose we propose a novel, integrative and enactive framework: Intercultural Competence® (pronounce: intercultural competence 'revisted'). We claim that effective and appropriate intercultural communication has to be informed by Intercultural Competence®, which is bound to actions that aim at creating more caring, equal and just societies. Appropriate (intercultural) actions (that allow exercise of relevant sensorimotor contingencies) are then essential throughout life to stabilize this functional architecture in the respective circuits (cf. Engel, 2010: 227). Therefore we postulate that for 'truly' intercultural individuals, a functional, experiential integration of cultural differences and cultural others into the dynamic PACA- system (perceptive-affective-cognitive-action systems) is needed. We further claim that the level of integration, which we divide into three stages: ethnocentric, ethnorelative and intercultural, can be more accurately assessed only by combining visual data with report data. In this presentation we introduce such multi-level data to document the change in perception and cognition that people go through, when acquiring intercultural competence. We combine the analysis of visual data obtained by a complex eyetracking experiment (implicit) with report data gained by accompanying open questions (explicit). If intercultural competence develops from ethnocentric, to ethnorelative to intercultural stages as proposed by our integrative and enactive, neuro-bio-cultural Intercultural Competence® framework (Breninger, 2018), we should be able to document such changes also in perception. Hence we prototyped the eye gaze protocols (Eyetracker Eyelink 1000) as well as the answers provided by diverse subjects (n=34) to demonstrate the differences between the three stages of Intercultural Competence®. Moreover, considering the dynamic cooperation between brain networks which needs to be established for successful integration (Immordino-Yang, 2016; Immordino-Yang, Christodoulou, & Singh, 2012), we demonstrate the necessary co-development of various intersecting 'competences' (moral, creative and gender competence) with intercultural competence in the Intercultural Competence® framework. According to the Intercultural Competence® framework, only communication by individuals, who have successfully managed to tailor their PACA system for multiculturalism will be able to act in interculturally sensitive, authentic and empowering ways from which profound societal change can result.

PP 611: The challenge of cross-cultural communication in a time of economic crisis: A study of Spanish professionals who relocated to the US after 2008

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During the years following the economic crash of 2008, the countries hardest hit by failing economies saw a huge upswing in emigration. During this period roughly 27% to 55% of emigrating Spaniards relocated to the US (Izquierdo, Jimeno & Lacuesta, 2015). However, studies showed that 65% of Spanish nationals surveyed responded that they could not read, write or understand English, the dominant language of the US (Centro de Investigaciones Sociologicas, Estudio, 2012).

This study addresses three main objectives:

1. Examining whether the lack of English language fluency in an English dominant culture created a significant impediment to successful adaptation.

2. Analyzing mobility in critical times to determine the effects of the Great Recession on Spanish citizens who felt compelled to relocate in search of economic stability.

3. Determining to what degree the exclusion from flows, forms and practices of communication taken for granted by the citizens of the host country, affected the Spanish sojourner's ability to adapt successfully to a new culture.

In order to study the effects of cross-cultural communication on adaptation, the definition of communication was expanded to incorporate cultural values, attitudes and behaviors. "Communication and culture are inseparable" (Liu, Volcic & Gallois, 2011, p.48). It involves correctly interpreting non-verbal cues, which makes up the bulk of our communication and is often described as the most important yet least conscious of all communication forms highly influenced by culture (Samovar, Porter & McDaniel, 2012). The work of Edward Hall (1976) and Geert Hofstede's cultural dimensions theory (2010) were used to understand cultural differences between Spain and the US and the degree of difficulty the Spanish might experience adapting to US culture and communication practices.

A hybrid methodology using both qualitative and quantitative techniques to survey 77 Spanish professionals and conduct 12 in-depth interviews examined the cross-cultural communication challenges that arose in professional, social and educational realms, when relocating temporarily to the US during a period of 7 years from 2008-2015.

An analysis of the results showed the lack of language fluency and the potentially deleterious impact of social exclusion was insufficient to deter successful adaptation in the face economic necessity. While facing severe communication challenges at work, including language difficulties, Spanish professionals adapted successfully and even preferred differences in the US approach like fewer regulations, more independence and trust from superiors, recognition for a job well done, and lack of favoritism. The greatest challenges the subjects faced were in the social realm where different cultural practices created a sense of isolation, exclusion and dissatisfaction. The question arises whether Spanish citizens would endure the cultural challenges they experienced in the US with the same determination were it not for an economic imperative. This study provides a useful example of the intricacies associated with successful cross-cultural communication when economic need overrides factors that would otherwise discourage successful adaptation.

PP 612: International communication exchange and Moroccan culture: The heterogeneous disjuncture shaping the Moroccan gastronomy

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In an increasingly globalized world, Moroccan gastronomy is exponentially gaining prominence. The current research traces the evolution of Moroccan gastronomy throughout history under the influence of cross-cultural interactions. It unearths the communities and cultures intervening in molding the Moroccan cuisine across time until today. It further singles out the personal and mediated communication exchanges behind the progression of the Moroccan culinary art.

To theoretically frame our scientific inquiry, we adopted the five scapes by Arjun Appadurai (1990). Besides the essence of Appadurai's theoretical work, our motivation to opt for it lies in one of its major premises. The latter attests that the global evolution of cultural aspects over time stems from the heterogeneous dialogues of converging communities and cultures (Appadurai, 1990, 1996). Tracking these dialogues is achievable through investigating the five scapes of ethnoscape, technoscape, financescape, mediascape and ideoscape. In this study, the five scapes are respectively addressed as the migration flows toward and from Morocco, along with the culinary technology flow it engendered, the financial investments it fostered, the media involvement it encouraged, and the cultural adoptions and/or adaptions it caused.

Regarding our methodology, we used a combination of qualitative research methods. These take the form of a case study encompassing a historical method approach (Garraghan, 1946; Shafer, 1974) and content analysis procedures (Berelson, 1952). In this case study, we focus on the 'Pastilla'; a continuously evolving Moroccan traditional pie of mixed origin and cultural background. First, we collected historical evidence concerning the converging communities and cultures behind the rise and progression of Pastilla starting the Late Middle Ages until the 20ᵗʰ century. Second, we analyzed a range of mediated communication exchanges behind the global spread of Pastilla in the 21ˢᵗ century, as well as its subsequent alterations.

The collected historical accounts succeeded in covering the ethnoscape, technoscape, financescape, mediascape and ideoscape regarding the adoption and adaptation of the studied culinary artefact in Morocco. They unveiled a first and second heterogeneous disjuncture (Appadurai, 1990, 1996) respectively causing the adoption and adaptation of the studied Moroccan culinary artefact. These were triggered by the respective migration flows of Spanish Jews and Moors (i.e. Norman, 1976; Harvey, 2005) in the 15ᵗʰ and 17ᵗʰ centuries, and their encounter with the local Amazigh and Arab communities. A third and fourth heterogeneous disjuncture correspondingly resulted from the 20ᵗʰ century flow of the Moroccan diaspora (i.e.

Dan-Ionut, 2013) and the virtual flow of Moroccan social media influencers in the 21ˢᵗ century. Both flows caused the global spread of Moroccan gastronomy and its modernization.

Our Pastilla-related social media content analysis reveals the existence of diasporic public spheres (Appadurai, 1996) in which Moroccan social media influencers make Moroccan cuisine visible to the globe. The analysis of the global dialogues in these spheres demonstrate the glocalization of Moroccan gastronomy as a result of the increasing amalgamation of its traditional and modern facets (Robertson, 1992). In this sense, our findings suggest the presumable prospective deterritorialization of the Moroccan culinary art as its cultural expansion increasingly defies national borders (Canclini, 1995).

IIC06 - Emotional and social dimensions of international communication

PP 761: User sentiment in global conflictual Twitter discussions: The case of Charlie Hebdo

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Public discussions on social networks, including Twitter, have transborder and multilingual nature. This is especially true for the heated conflictual discussions that reach global trending topics and, arguably, have 'civilizational clashes' (An et al., 2016) in their core. Thus, one may suggest that the users' sentiment towards a discussed object (news, a violent conflict, or a value set) would vary from one language segment to another; it is also interesting to know what features unite users with the same sentiment across languages and cultures. However, the research linking user object-oriented sentiment and user languages profiles remains virtually non-existent due to several reasons.

First, multilingual sentiment analysis for social media is a methodological problem in itself (Vilares et al. 2017). Second, most research on Twitter discussions uses hashtags as vocabularies for data collection, and this encapsulates the discussions within national linguistic contexts.

We address these gaps by analyzing the Twitter discussion on the *Charlie Hebdo* massacre of 2015. In this discussion, the Twittershpere has created #jesuischarlie and #jenesuispascharlie - two emotionally differing discussion clusters with, allegedly, opposite sentiments towards the journal's ethics and freedom of speech. From previous research (Giglietto&Lee, 2017; authors, 2018) we know that the *Charlie Hebdo* discussion was dominated by English- and French-speaking users, with relatively few tweets being published in other languages.

We use web crawling for data collection, manual coding for language detection, and sentiment analysis and machine learning to teach the machine to detect sentiment in English- and French-speaking users, and web graph reconstructions to show the sentiment distribution. We develop our own method for sentiment lexicon elaboration that combines use of dictionaries, enrichment by the known sentiment lexicons, and the discussion-specific lexeme collections. Our preliminary results show that the French-speaking community was divided by the hashtags while the English-speakers appeared more homogenous in their attitudes.

PP 762: Developing feelings of belonging: International degree students' experiences at Finnish higher education

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In the era of high student mobility, international students are hoped to be integrated into their new home institutions for better commitment to their academic work, and for their own wellbeing. International students' wellbeing is studied from various perspectives, often using concepts like adaptation and integration that are highly controversial and polysemic concepts (Dervin 2011). Another concept trying to capture the essence of how people feel about being in a 'core' or in 'margins' is belonging, or feelings of belonging (see Lähdesmäki et al. 2016; Yuval-Davis 2006).

A transition into a new cultural studying environment is a challenging process. University of Jyväskylä has developed a Student Life –operating model that joins the forces of the University and its local partners to promote the overall wellbeing of the students (https://www.jyu.fi/studentlife). Operating model is also offered to JYU's international students as Goodie –operating model aiming at easy access to wellbeing counselling for every need and phase of their studies (https://www.jyu.fi/studentlife/studentlife/en/goodie).

In this presentation I will present the Goodie –operating model, and present results from two studies related with international students' wellbeing and feelings of belonging. The first study is a qualitative study conducted during the pilot period of the Goodie –operating model (1.1.2016 – 31.12.2016). The data consists of 40 Goodie –visit reports and Goodie wellbeing advisers' interviews (8). Goodie advisers are University staff members, who have been selected and trained to support the wellbeing of students. The

data is analyzed by qualitative theme analysis. The second study is a qualitative study where the data is to be collected via focus group interviews (during the spring 2018). These interviews will be conducted among international degree students at the University of Jyväskylä, Finland. The aim of the study is to find out what students' think about developing sense of belonging at their new environments. Further, the aim is to find out things that seem to enhance the students' sense of belonging at their new environments / communities. The results from the first study show that the most common reasons for the international students at the JYU to seek support through Goodie –visits, are issues related with studies, social relationships, and mental stress. The reasons for seeking support were in most cases many and often intertwined. From the second study, we hope to find results that enables us to discuss how social support system, like Goodie –operating model, can help to enhance the sense of belonging and community among international students and staff member alike.

PP 763: Jewish biographies as therapeutic media representations: Recreating and contesting the past in Poland

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Since the collapse of the state socialist regime, there has been a remarkable attention to Jewish culture in Poland. Multiple public memory projects including cultural festivals, films, books, museums and exhibits, represent the Jewish past. What is remarkable about these projects is that they are undertaken in a country where numbers of Jewish Poles are very small after more than 90% of Jews perished during the Holocaust and many of those who survived left Poland. They continue under the new law that makes any claims about collusion between gentile Poles and Nazis a crime. Poland never went through a process of grieving for Jews who perished in the Holocaust or accounting for its own violence against them. After WWII, all violence against Jews was ascribed to the Nazis. Polish historiography took a defensive and apologetic stance about cases of violence against Jews and inadequate help in the face of destruction insisting that Poles did all they could under uniquely extreme circumstances. Following the regime change, a new generation of historians, Polish and from abroad, began to contest old denials and defences, brought to light previously ignored data, and offered new interpretations about Polish gentile violence against Jews. As this scholarly work continues, the current regime reverted to the post-WWII stance.

Media have been an important site where historical revelations have been debated and contested. Media have also played a key role in bringing the Jewish past to Polish audiences. This paper analyses "forgotten" biographical stories of Jewish public figures published in Poland's largest quality newspaper, "Gazeta Wyborcza," and two main news magazines, "Polityka" and "Wprost," since 2001 when the Jewish past gained a pronounced emotional significance in the Polish media. These human interest journalistic stories present "Jewish lives" of deceased public figures who have been publicly known or not known to be Jewish. The paper is grounded in theories about media and public memory which examine how the media create "useable pasts" in the service of present needs (Amazeen, 2014; Hasian, 2015; Hume, 2010; Kitch, 2006; Schudson, 1992; Sturken, 1997; Zelizer, 1995). I argue that these biographies, although unrelated and seemingly fortuitous, are a part of the larger public memory project that attempts to recover the Jewish past and establish Poland's once multicultural identity as a basis for its present belonging in Europe. These media texts create different "useable pasts" to recuperate Polish national identity and heal the repressed national trauma. Based on a cultural discourse analysis of 32 biographies (Chouliaraki, 2008), I demonstrate four strategies that are central mechanisms of mediating a useable past in these stories: denial of anti-Semitism, cleansing, defensive reproach, and difficult politics. I argue that the first three strategies refuse to fully account for the history of anti-Semitism and engage with the Other and instead sanitize the past to various degrees. As a result, they further repress the cultural trauma. The final strategy contests the past, offers ways of healing and rethinking the national project. This strategy is now legally preempted.

PP 764: Social networking sites and acculturation of short-term sojourners

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The acculturation of short-term international sojourners, such as expats and international students, into a new host society has received considerable attention from scholars over the past decades. In accordance with Berry (2005), this paper defines acculturation as the interplay between *Cultural Maintenance,* referring to the sojourner maintaining contact with the home country or heritage culture, and *Host Country Participation*, referring to the sojourner's contact with members of the host society. One of the most profound changes that have influenced this group is the invention and popularization of digital social media. Scholars have theorized that use of social network sites (SNS) such as Facebook, Instagram and WeChat

may affect the acculturation dimensions, but for short-term sojourners, these effects are still mostly unknown.

In the present study, it was predicted that SNS communication may affect acculturation through two divergent paths. Firstly, by communicating with friends and family at home, sojourners may experience a higher degree of social support, which enhances cultural maintenance as well as psychological adjustment and well-being. On the other hand, using SNS to initiate contact with host country relations may enhance host country participation, which may also increase well-being. This study tests these hypotheses by means of an online survey among 192 sojourners in the Netherlands and Germany, of mixed nationalities. We measured the frequency of SNS communication with both home and host country relations, as well as acculturation, psychological adjustment, sociocultural adjustment and well-being.

Results of structural equation modeling show that communicating on SNS with friends and family back home is related to sojourners' need for cultural maintenance. However, it also relates negatively to psychological adjustment: respondents experience more feelings of homesickness and loneliness, which reduce well-being. On the other hand, SNS contact with this group also increases sociocultural adjustment. Communicating on SNS with individuals in the host country is also related to sociocultural adjustment, as well as to host country participation. Sojourners appear to actively use SNS to come into contact and interact with new friends in the new country. Together, our findings provide evidence of the influence of SNS on acculturation dimensions of short-term sojourners, which would warrant further study into this topic.

IIC PS - Poster Session

PS 30: Body image and social media: Cross-cultural comparison between Kazakhstan and USA

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As young women use social media, they often focus on their bodies through selfies or updates (Eckler & Kalyango, 2017). The relationship between Facebook and body image has attracted growing interest, as reports show the psychological and health risks of poor body esteem, such as isolation, poor assertiveness, depressive symptoms, obesity (Grabe, Ward & Hyde, 2008; Unilever, 2017).

Poor body image is not a Western concern, but a global challenge. Unilever's (2017) study of 14 countries showed poor body esteem being widespread in UK (affecting 61% of 10-17-year-old girls), but even more so in China and Japan.

Body image is influenced by one's socio-cultural environment, historical, biological and individual factors (Taleporas & McGabe, 2002). Culture encompasses mass media, social media, advertising, family and peers. A study of social media can inform how online culture contributes to body image, while cross-cultural comparisons can reveal how local cultures intertwine with the seemingly universal social media.

No studies were found for Kazakhstan, but Korean women were more critical of their bodies and had lower self-esteem than American women (Jung & Lee, 2006). A comparison among 22 countries reported that perceptions of overweight were highest in women from Asian countries, while women in former Soviet countries scored similar to others worldwide (Wardle, Haase, & Steptoe, 2006). In its location between Soviet Russia and Asia, Kazakhstan is an interesting case for cross-cultural comparisons.

Social comparison theory is well suited for studying Facebook, which gathers many similar others and encourages comparisons (Eckler, Kalyango & Paasch, 2017). The collectivistic Kazakh culture may increase comparisons further, as social norms are particularly strong in collectivistic societies versus individualistic ones (Triandis, 1989).

This survey compared women in USA (n=881) and Kazakhstan (KZ, n=298) on their relationship between Facebook use and body image concerns. It examined Facebook use, eating habits and body image via the Eating Attitudes Test (EAT-26) and the Body Shape Questionnaire (BSQ).

Mean weight for KZ was 56.59 kg and for USA was 67.88 kg. Mean ideal weight in KZ was 53.5 kg and 59.26 kg in USA. Authors calculated a difference score by subtracting current weight from ideal weight, where negative numbers indicated desire to lose weight. Most respondents (64.1% in KZ; 86% in USA) wanted to lose weight. The mean weight goal in KZ was -3.05 kg and -8.66 kg in USA.

A hierarchical linear regression showed that in KZ, time on Facebook predicted lower BSQ scores, $p < .001$ but not in USA, $p = .655$. In KZ, time spent on Facebook predicted lower EAT-26© scores, $p < .001$, but not in USA, $p = .358$. Finally, time on Facebook predicted feeling negative about one's body in KZ ($p < .05$) and in USA ($p = .001$).

Kazakh women had lower weight than American women, yet their Facebook use still had a negative relationship with body image and disordered eating, which was stronger than for American women.

Kazakhstan's collectivistic culture may increase the drive for comparisons and thus negative body perceptions.

PS 31: Bypassing localities: Shifting Internet access to join intercultural communication

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Internet users resort to using proxies and Virtual Private Networks (VPN) to masquerade access and Internet activity to appear as if they are accessing the Internet from a location other than theirs, and possibly hide their activity from local network operators, ISP, and even government, to bypass immediat Internet limitations, and access the open Internet. Or so I thought, until data collected for my research on Internet artificial limitations and how they affect tangible outcomes of Internet use, showed an interesting aspect that shifted my attention. I have collected data from Estonia and Bahrain, two countries that are similar in terms of demographics and Internet penetration, but sit on the opposing ends of Internet freedom and openness scales. It was expected that people in Bahrain would have higher use of proxies and VPN to circumvent Internet limitations and information controls, however, data from over 100 users in each country showed that users in Estonia use of proxies and VPN reach 60%, a rate 10% higher than it is in Bahrain. This triggered a research question that I am trying to answer in this submission, why would people with open and unfettered access to the Internet use circumvention tools to bypass their localities this significantly. This submission tries to find this out by a follow-up survey and interviews with people from both countries, crossed with a look at limitations as perceived by users. Moreover, try to outline motivation for people to invest in effort, and sometimes money, to bypass their local Internet, and access websites and services through other geographical locations, in a manner that would shuffle geolocation of users, redefining access maps. This issue is suspected to be affected by intercultural communication that motivated users to channel their presence through other localities, to shift their location in response to intercultural communication needs. The research is quantitative in essence, with possible interviews to obtain in-depth points of view.

PS 32: Knowledge access in a multilingual country: South African primary school teachers and Wikipedia

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Wikipedia is currently a "centre" of the online world, both as a content cluster content and traffic hub: with over 400 millions readers and 10 million articles, it is the largest and most used encyclopaedia globally. Its 280 linguistic editions form a landscape of cross-border dialogue. For the wealth of its content, its openness and accessibility, Wikipedia reaches out to peripheries as a revolutionary educational tool, especially for countries with little availability of educational materials. Teachers from rural school can work with peer-reviewed, global-quality content – but do they actually do it?

As a part of the larger project *Wikipedia Primary School*, we investigated how primary school teachers perceive, use and integrate Wikipedia in their practice in a multilingual country like South Africa. Do teachers use Wikipedia and how? What are its perceived affordances and drawbacks? What features or situations influence its integration in teaching? What topics are relevant in relation to national curriculum standards? What is the approach of teachers with different home languages to the different language versions?

While many educational projects reference Wikipedia for content learning (Schweizer, 2008) and for information literacy education (Jennings, 2008), research literature does not provide evidence about the impact of Wikipedia on education in general, and on compulsory education in particular. Recent studies (Blikstad-Balas, 2016; Blikstad-Balas & Hvistendahl, 2013) include Wikipedia among the basic literacy tools of many students, often against the advice of their teachers – but evidence is limited to upper secondary and tertiary education.

The study surveyed 30 primary education teachers in community schools in the Cape Town area. The analysis suggests that in-service teachers, even if older than pre-service ones, use Wikipedia more often. Also, our results suggest that most tech-savvy teachers actually use Wikipedia less than the others.

Wikipedia's linguistic versions were also given attentions. While Wikipedia hosts many linguistic versions and strives to acquire an intercultural perspective, it still remains a mainly Anglophone product, with 5.5 million English articles, against e.g. 45'000 in Afrikaans online 1'000 in Zulu. Is this a sign of the open and in-progress nature of Wikipedia or a feature of potential cultural hegemony? The data provide insights about differences between native speakers of English, Afrikaans and other native languages, revealing that those speaking minority languages think that Wikipedia is more useful, even if they have less content at their disposal.

The results help identify pathways for a better understanding of Wikipedia and of its relationship with schools and education.

PS 75: A developmental approach towards global cultural promotion: The case of North African Moroccan Amazighs

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Although the Amazigh community constitutes the native ethnic group in North Africa, its culture has been subject to undermining over centuries in favor of its Arab counterpart (Harmach, 2001). In 2000, the Moroccan Amazighs put forward the 'Amazigh Manifesto' which advocated the Amazigh heritage and its recognition. The present study examines the subsequent Moroccan Amazighs' international communication efforts aiming to promote their culture in our globalized world.

In order to theoretically frame our research inquiry, we used the development theory. The development theory pre-requires picturing the world as a dichotomy of centers and peripheries, whereby the centers are developed and peripheries are developing. It claims that developing entities attain recognition by capitalizing on the secular, rationalist and positivist modern values of the developed, as opposed to the traditional ones (Lerner, 1958). In this study, we apply the development theory to the three main key players in the global promotional efforts of the Moroccan Amazighs. These are the Moroccan Amazighs, the Moroccan Arabs, and the intervening French. In this sense, the Moroccan Amazighs' global cultural discourse is evaluated for its compatibility with its traditional Arab counterpart or its modern French equivalent.

Methodologically, we combined two qualitative research methods. These are the case study and content analysis methods. In our case study, we focused on the Moroccan Amazigh international play 'Imachdah' produced in 2012. We collected the data relevant to its interplay with the involved Moroccan Arab and French parties, if any, before analyzing it (Yin, 2013). In a later stage, we subjected the play's script to content analysis (Berelson, 1952). This permitted unveiling the values praised by the Moroccan Amazighs, before categorizing them based on their compatibility with their Arab or French equivalents.

Our findings indicate that the Moroccan Amazighs globally publicize their culture by adopting a developmental discourse. The analyzed mediated content revealed the introduction of the Amazigh culture to the global public as a secular and accepting one as opposed to its religious and intolerant local Arab counterpart. This segregation is further guaranteed by addressing global themes such as women empowerment, and which are presented as core values in the Amazigh culture, but not in its Arab equivalent. These findings subsequently confirm the self-proclaimed compatibility of the Amazigh culture with the French one. This affinity is further highlighted at the production level of the studied case, since the media content in question was directed and co-produced by French artists. The French endorsement took further the form of an official French translation that made the play internationally accessible.

While our study highlights a contraflow of the Amazigh culture at a global scale, it suggests its occurrence at the expense of the culture's traditional components (Guaddar, 2014). These are discarded to permit the appealing depiction of the Amazigh heritage to the international audiences. In this sense, the Amazigh culture might be subject to component loss, replacement or distortion on the long run (Robins, 1995), generating - if spread - unidentified contributing threads to the global culture (Hall, 1991).

ICS01 - Online communities and interpersonal relationships

PP 381: Communicating quantified self: Interpersonal communication as a motivator for the use of online self-tracking platforms

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Sports related self-tracking, i.e. gathering and analyzing physical information about oneself, is increasingly popular. Sports practitioners use wearable devices that are connected to online platforms such as Sports Tracker or Strava, to record and share their exercise data. For example, in Finland, on average 30 per cent of 16 to 54-year-olds use mobile applications to measure their physical activity (Statistics Finland 2017). Worldwide, the market for wearable devices is estimated to nearly double by 2021 (International Data Corporation 2017).

Self-tracking is not only about oneself. According to Lupton (2014), self-tracking is a "profoundly social practice". Lomborg and Frandsen (2015) furthermore conceptualize self-tracking as a communicative phenomenon by proposing that self-tracking is about interacting with a digital system, with oneself, and with peers. Literature on the first two dimensions of self-tracking communication is extensive. However, apart from a few studies (e.g. Smith et al. 2017) little is known about the social dimension of self-tracking. This paper complements existing literature by examining how interpersonal communication motivates the use of self-tracking platforms. Data for this study was collected using online questionnaires and in-depth interviews directed toward Finnish trail runners. Questionnaire data was collected to recognize broader patterns of the use of self-tracking devices and platforms, whereas interviews were conducted to go deeper into the meanings practitioners ascribe to self-tracking. Altogether 125 trail runners (46 % females, age $M =$ 39.9 and $SD = 8.5$) participated in the questionnaire, and of these participants, 7 were interviewed in-depth. A statistical analysis of the questionnaire data verified the wide extent and variety of the use of self-tracking platforms, as well as the importance of self-tracking as a motivator for physical activity. An inductive content analysis of the interview data additionally identified five aspects of interpersonal communication that motivated the use of self-tracking platforms: information, motivation, guidance, comparison, and recognition seeking. Based on these results, this paper argues that motivation for physical activity does not only come from personal tracking, but importantly, from communicating about routes, seconds, heart rates, kilometers, and so forth with other practitioners. The paper highlights the interconnection between interpersonal communication and mediated physical activities. Furthermore, it discusses technology's impact on our health practices through social ties.

PP 382: Digital safe-havens: Boundary work in stigmatized communities online

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With the purpose of examining boundary work in stigmatized communities online, we draw on theories on stigma (Goffman, 1963), boundary work (Gieryn, 1983; 1999), and computer-mediated communication (e.g. Baym, 1995; Baym & boyd, 2012). People living with stigmatized conditions may experience social isolation in the offline realm. However, online support groups offer contexts in which members can share their experience in the security of peers-only, in what can be described as digital safe-havens. In order to remain safe-havens, the communities have to maintain boundaries to the outside, as well as in-group norms (Hård af Segerstad & Kasperowski, 2017).

In this study, we examine boundary work in four different types of stigmatized online support groups: (1) "pro-ana" blogs operating via blog-hosting platforms (international, open access); (2) infertility discussion boards (Israeli, sign-up); (3) a WhatsApp group for veterans with PTSD (Israeli, by invite), and (4) a Facebook group for bereaved parents (Swedish, sign-up).

Data consist of 52 semi-structured interviews with members and moderators of the four groups, revealing that challenges posed to digital safe-havens for stigmatized groups are linked to two technological affordances: the scalability and searchability (boyd, 201), which simultaneously encourage people sharing the same stigma to join the group but allows for potentially unwelcome participants to enter them, thus threatening to dismantle the safe-havens.

Results expose how media affordances challenge the ways stigmatized individuals utilize these communities. Both moderators and members invested efforts into protecting group boundaries in two ways: (1) monopolization of the communities, and (2) removal of "pseudo" members. In open-access communities (pro-ana blogs) members watched the newcomers' interaction to see if they abide by group's norms. Identifying members who are labeled "wannarexics" (perceived as wannabees) served as a way to erect boundaries and develop a group identity. One way to identify these "pseudo" members was to

monitor their information requests for signs that they were seeking a lifestyle rather than experiencing an illness. In online communities that require admins' approval (closed groups on Facebook and WhatsApp) moderators control access and investigate if a newcomer is authentic before admitting new members. However, the possibility to create fake online accounts breeds insecurity among members, and admins in the bereaved parents' group report that

"At first we didn't do any check up on who approached the group, but then weird people who pretended to be a family in grief appeared…".

In the semi-public group for Israeli women with fertility issues, removal takes place by deleting posts, as the admin reported:

"Sometimes people trick us. They make up a story, and then we have to block them. If problems occur, we first send a warning and then start deleting messages."

In the closed group for bereaved parents both moderators and members monitor interaction in the group, and identified impostors are removed from the group. In the PTSD WhatsApp group, the selection process before admittance is highly controlled and therefore the admins could not point at a case of an outsider entering the group.

PP 383: The differences between the effects of online support groups, counselling, and socializing forums' affordances on patient empowerment in online health communities

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Background: Online health communities (OHCs) have become popular online application services that provide users with exchange of health experiences, advices, social support, and connections between patients and health professionals (Johnston et al., 2013). Beside the possibility of OHCs to offer patients communication with peer-patients, OHCs are also new venues of communication and interaction between patients on one hand and health professionals (doctors) on the other (Vennik et al., 2014).

So far research has been extensively focused on investigating the psycho-social effects, such as information exchange, social support, self-expressing etc., of the use of online support groups and online counselling forums on patient empowerment. However, research does not give much attention to the fact that OHCs encompass different communicative spaces, which have different focus of interaction as well as different modes of regulation, management, norms, sanctions, openness, identification, and reputation systems. Support group forums are designed for peer-to-peer interaction; counselling forums are structured in a question and answer (Q&A) format, where questions are posted by users and then answered by health professional moderators, and socializing forums provide places for users to converse about daily matters, ranging from health, politics, culture or trivia. The combination of community management and users' social and communicative dynamic co-creates perceptions of the OHCs' actionable possibilities or affordances (Merolli, Gray, & Martin-Sanchez, 2013; Petrič & Petrovčič, 2014) that can determine different interactions and can importantly enable or constrain potential health-related outcomes and patient empowerment.

Objective: This paper investigates how socio-technical affordances of different type of OHC's (support groups, counselling and socializing) forums effect users' (patients') empowerment. The aim of this study is to: 1) explore socio-technical affordances in OHCs, and 2) investigate the effects of OHC's socio-technical affordances in different type of OHC's forums on patient empowerment.

Methods: The study undertakes a complementary research design combining qualitative and quantitative research methods. In order to explore socio-technical affordances in OHCs we conducted in-depth semi-structured interviews with users (n=8) and health professional moderators (n=7) of Med.Over.Net, the largest OHC in Slovenia. Data analysis utilized a hybrid process of inductive and deductive thematic analysis. This methodological approach integrated data-driven codes with theory-driven ones based on the tenets of online community management (Kollock & Smith, 1996) and empowering community setting (Maton, 2008) theory. The findings were used to inform the quantitative phase, which was conducted with a cross-sectional Web-based survey on a non-probability sample of Med.Over.Net users. This data collection phase is currently in progress.

Results: Based on preliminary results of users' and health professional moderators' views four socio-technical affordances were identified that might across particular type of OHC's forums differently affect users' ability to improve health-related competences, self-efficacy and control over health issues: (1) regulation, (2) generative role-taking, (3) connection, and (4) moderation.

Conclusions: This research contributes to a growing social scientific literature on OHCs by integrating different theoretical and methodological approaches to investigate how socio-technical affordances in different OHC communicative spaces affect (facilitate as well as hinder) users' ability to increase competence, self-efficacy and control over health issues.

Interpersonal Communication and Social Interaction

PP 385: Offering online support to individual's in private interpersonal helpline chat

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Professionally managed voluntary based online counselling and helpline services has offered one channel for wellbeing and coping. People increasingly seek help to their problems via online support services which offer alternative mediated form for interpersonal face to face counselling conversations.

The aim of the study is to analyse forms of online supportive communication. In this paper online counselling is examined from the viewpoint of supportive communication. The person-centered theory, has traditionally assumed that good quality support is sophisticated in the way that it explicitly acknowledges and legitimises the personal feelings of the support receiver (Burleson, 1994; Jones & Bodie, 2014). According the theory high level person-centered messages are more effective forms of helping communication than low level person-centered messages.

The data of the paper has collected from Finnish Lutheran Church online counselling services. Online service of this study concerns the well-being of people in different kind of crisis situation and it's main objective is to help support seekers via online conversations. 1400 trained voluntary and 600 professional employees offering help in the church online services.

The data of this paper comprises of 110 authentic online counselling chats between support seekers and support providers and 14 interviews of professionals and trained volunteers in Finnish Evangelical Lutheran church online service. I analyse the experiences of interviewees and compare them with the speech acts of authentic online chats in the same online service. I seek answers from the data with the questions: How to support providers offering support in online chats? Why some types of messages seem to be more supportive in online chats? What kind of supportive communication is appropriate in the context of helpline? The method of this online counselling communication study is qualitative content analyses.

According to results of the study higher level person-centered messages are more effective forms of supportive online communication. The use of lower level of person-centered messages causes more often a support seeker to fall silence or to disengage from the chat. Support providers need to focus on listening support seekers in every one-off chat by following support seekers crisis. Results of the data will be explored more in detail in the presentation.

PP 672: Swearing as an interpersonal communication activity: Researching new boundaries and contexts

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This paper explores swearing as an interpersonal activity in light of globalisation and online media.

As a linguistic taboo, swearing has often been linked with catharsis or tension release (LaPointe 2006). Accordingly, when used in the interpersonal context, it has traditionally been seen as communicating aggression, frustration, or hostility. However, recent research in communication, psychology, and linguistics has presented a more nuanced and diverse picture (Jay, 2009). As an interpersonal activity, swearing is now known to fulfil a wide range of functions, encompassing both negative and positive affect, and ranging from workplace bonding (Daly et al. 2004) to expressing politeness and impoliteness in online interactions (Dynel, 2012). Indeed, it may be argued that because of its taboo and potentially offensive nature, swearing fulfils interpersonal and psycho-social functions that are not easily achieved by other linguistic means (Stapleton, 2010; Vingerhoets et al., 2013).

Stapleton (2010) categorises the main interpersonal functions of swearing as: (1) expressing emotion; (2) creating humour and/or verbal emphasis; (3) group bonding and showing solidarity; and (4) constructing and displaying identity. To date, most swearing research has focused on swearing in English and in face-to-face interactions (Beers Fägersten and Stapleton, 2017).

This paper takes as its starting point the concept of swearing as an interpersonal communication activity, and considers how its communicative functions are being shaped and changed by contemporary norms and contexts, including the growth of digital media, and the spread of swearwords across languages and cultures (see Beers Fägersten and Stapleton, 2017). Online interaction raises issues of changing social expectations, spoken vs. written language norms, and shifts in perceptions of offensiveness (e.g. Thelwall, 2008). Meanwhile, emerging studies of cross-cultural and cross-linguistic swearing (Dewaele, 2010) and of the use of English swearwords in other languages (Beers Fägersten, 2017) raise questions about the extent to which swearing retains its emotional force in translation; and also about the development of globalised swearing norms and practices.

This paper addresses the Conference Theme in two specific ways: (1) it focuses on an under-researched topic; and (2) it reconsiders cultural and linguistic boundaries, as well as newly digitalised contexts of communication, with reference to communication norms and practices.

ICS02 - Online interaction and mobile and social media

PP 465: Combining local and global interaction for knowledge co-creation in real-time distributed collaboration

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The creation of new knowledge is a key requirement for organizations in their endeavors towards innovation. Members in an organization need to expand over their locally embedded knowledge to be able to create together something novel such as a new product or service. Knowledge co-creation refers to the collaborative creation of new knowledge in social interaction, direct conversations or dialogues, between individuals.

The globalized organizations of today are increasingly distributed and collaboration towards innovations has to be conducted in dispersed project networks where people are gathered together only for a limited amount of time and need to communicate via ICT. This sets both new possibilities and challenges for knowledge co-creation: experts with the required variety for innovation can participate in the project regardless of their physical location, but their engagement in joint knowledge co-creation dialogue can suffer from the complexity of the dispersed situation. Only few empirical studies have accounted how individuals in distributed and time-constrained projects interact moment-by-moment for sharing, acquiring, and collaboratively creating new knowledge.

To study knowledge co-creation in distributed interaction, we conducted an explorative case study where we arranged and facilitated two workshops for engaging members in temporary network organizations in co-creation. Both of these experimental workshops had a similar collaboration structure: 1) the participants joined the workshop from distributed physical locations and collaborated towards a joint objective in real time; 2) in each physical location, the participants were further divided into several co-located teams; 3) each team worked out solutions to the joint problem; 4) all participants across the locations and teams were connected with one another via Presemo – an experimental text-based collaboration tool – for ideation and discussion with the entire network. The workshops followed a specifically facilitated process that alternated between the co-located teamwork and cross-location interaction in Presemo.

Our data includes audio and video recordings of all team interactions in both workshops, as well as textual log data of the interactions in Presemo. We take a qualitative research approach and apply multimodal conversation analysis for analyzing the details of verbal and nonverbal interactions between the workshop participants. By synchronizing the video recordings from each team and the textual Presemo logs and analyzing them in parallel, we reveal how the participants engage in dialogue and use Presemo to co-create knowledge within the dispersed network.

Based on our analysis, we enlighten the moment-by-moment practices of knowledge co-creation in these workshops and provide further understanding on the interactional processes related to organizational knowledge creation when alternating collaboration between the global network and the local face-to-face teams. Our findings reveal how the participants share their individual knowledge and respond to others for co-creating new knowledge both locally and remotely. In addition, our findings illustrate the simultaneous upkeep of global awareness and local work practices, in relation to the joint objective of the network. We explain this through the lack of network level, global copresence, between the participants across locations. Based on our findings, we also discuss practical implications for coordinating and facilitating distributed real-time knowledge co-creation events.

PP 466: The role of enterprise social media use in shaping employees' relational networks

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Social media tools, or *enterprise social media* (ESM) are increasingly implemented in organizations as versatile platforms for employee communication. These internal platforms are web-based multipurpose communication tools that afford multiple forms of collaboration, communication, and connection between members of an organization (Leonardi, Huysman, & Steinfield, 2013). Unlike traditional internal communication platforms such as intranets, employees are not only users of ESM, but also active content creators through features such as status updates, commenting, and maintaining personal profiles (Ellison, Gibbs, & Weber, 2015). While the research on knowledge sharing, collaboration, and affordances on ESM is growing (e.g. Gibbs et al., 2015; Gibbs, Rozaidi, & Eisenberg, 2013; Rice et al., 2017; Treem & Leonardi, 2013), extant research has focused predominantly on issues associated with information visibility and utilization, and largely overlooked the ways ESM tools might influence employees' social relationships.

In this paper we present an empirical study examining how ESM use shapes the development, stability, and maintenance of employees' relational networks within an organizational context. One appeal of ESM platforms is that the connectivity and visibility provided by such technology may allow employees to connect or interact with a more diverse set of individuals and overcome barriers associated with distributed work (Leonardi, Huysman, & Steinfield, 2013; Steinfield et al., 2009). However, there is little empirical evidence ESM use translates to the expansion relational networks. Moreover, research suggests that online communication such as ESM in organizations may serve to solidify existing relationships or reify organizational hierarchies (DiMicco et al., 2008). Additionally, communication taking place on ESM may lead to relational development offline or through other communication media (DiMicco et al., 2009). Addressing the role of ESM in workers' relational development will inform theory regarding the development of both task-focused and informal relational networks within organizations (e.g. Krackhardt & Hanson, 2003).

The study presented in this paper was conducted at a large Nordic media organization that uses an ESM platform as their organization-wide intranet. Data consists of semi-structured employee interviews including questions about ESM use, workplace relationships, and collaboration. Data analysis uses qualitative methods of constant comparative techniques (Strauss & Corbin, 1998) and thematic analysis (e.g. Braun & Clarke, 2012).

Preliminary findings show that individual attributes, employees' perceptions of the technology, use of specific enterprise social media features, and organizational norms and culture all have a role in shaping the way ESM is used to expand and solidify employees' relational networks. Results present a tension associated with ESM: workers recognize the potential for greater exploration and diversification of workplace relationships, but primarily use the platform for communication with their existing relational networks to obtain work-related information. The reluctance of relational exploration is strongly related to the perception that organizational culture and communication norms discourage this relational-focused communication on ESM. These results indicate that scholarship on ESM may be over-privileging the role of the material features and affordances in motivating use, while overlooking the role social influence has in facilitating ESM use in organizations.

PP 467: Mobile communication, social presence, and the feeling of personal security in public transport

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Smartphones are becoming increasingly indispensable in everyday life. Mobile communication in the form of phone calls, SMS and particularly instant messages are essential for our work, leisure and family life. This becomes especially apparent in public transport. Mobile phones are omnipresent in busses, trains, and stations. Asked for the purpose of mobile phone use in public transport people foremost refer to information seeking, entertainment and pastime. But is this the whole story? Recent studies have shown the relevance of risk and security perception of public transport passengers. Up to a third of all passengers have a feeling of insecurity using public transport. Hence, our study addresses an unexplored research field: the impact of mobile communication on perceived personal security in public transport.

Social presence theory refers to the idea, that computer-mediated communication can lead to an increased feeling of not being alone, which is similar to the effects of the physical presence of somebody else. This is of relevance since people generally feel more secure in company of other people. Therefore, it can be assumed that mobile communication may affect the perception of social presence and thereby reduce feelings of insecurity in public transport.

To assess this relationship between mobile communication, social presence, and the sense of security we applied the Mobile Experience Sampling Method (MESM). The major advantage of this method is that the participants can provide immediate responses about the very specific situation and emotional states that are difficult to be assessed in a post-hoc interview or survey. We developed a smartphone application that was able to detect the usage of public transport and prompted a short questionnaire. Participants were recruited by a combined quota sample (age, gender, use of public transport) in two major cities in Germany and received a small incentive. Within a two-week period, 88 participants filled out our questionnaire with open ended and closed questions 14 times on average. This resulted in 1.267 in-situ reports regarding the use of public transport (daytime, mode of transport, location etc.), the use of mobile phones, and the personal feeling of security. After the field period, the participants filled out an additional ex-situ survey to assess general thoughts and attitudes toward public transport.

The responses to the in-situ questionnaire support the positive relationship between mobile communication induced social presence and personal feelings of security that was theoretically assumed. This suggests that mobile communication and the resulting perception of social presence is able to reduce the sense of insecurity and therefore can work as a coping strategy. Age, gender and frequency of use of public transport do not seem to have an influence on this relationship. Furthermore, the ex-situ survey reveals, that passengers, who feel more insecure in general, experience a higher level of social presence when using

their mobile phone. In sum, social presence seems to be the linking pin between mobile phone use and the feeling of personal security in public transport. Furthermore, this seems to work best for those who are most dependent on it.

PP 468: The content really matters in live-tweeting. The case of two televised electoral debates in Finland

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Live-tweeting during electoral debates has generated increasing interest among scholars. Although the results of earlier research vary, there are many positive results in terms of the ability of live-tweeting to activate viewers or to increase viewer engagement in politics. Many scholars have also focused on who is tweeting and the roles of the political elite and citizens in this process. What the research has largely ignored so far is the content of the live tweets: what is being said, which topics are being discussed and what are the implications of this? Our paper addresses these issues by focusing on the topic and content of the tweets. This study analyses the content of live-tweets during two televised electoral debates during the Finnish parliamentary elections in April 2015. These elections in Finland were the first elections where Twitter conversations had the possibility to have political influence. The aims of the study are to examine the kinds of communication acts used by tweeters as well as the themes that animate live-tweeting.
More than 26,000 live-tweets during two debates with a specific hashtag were collected by NodeXL network analysis software, all of which were categorised manually and subjected to partly quantitative but mostly qualitative analysis. During the both televised electoral debate there were over 3 000 unique Twitter users.
The results show that the majority of the tweets were opinionated and evaluative rather than neutral questions, statements or reports about the discussion. The most popular themes (49%) concerned evaluations of the overall nature of the discussion, party leaders' performance and opinions and hosts' performance. However, many tweets (37%) focused on the content of the debates. The most popular category concerned party leaders; thus, this category was analysed more carefully. This analysis showed that these tweets often (40%) focused on the content of party leaders' turns, for example their opinions and the policies they would support. Overall, as in earlier research, the study shows that debate participants and their performance in television debates easily caught viewers' attention and that a significant proportion of live-tweets concerned the contents of the debate and party leaders' speeches. The most typical tweet of a Finnish debate viewer concerned opinions regarding party leaders' view on a subject. Therefore, political topics do not appear to assume a marginal place in live-tweeting.
The Twitter users seemed to be content-oriented and willing to take part to the political discussion. However, live-tweeting seems to foster the personalization of politics in this context. Overall, the study shows that live-tweeting has the potential to be a new form of public discussion and dialogue, but so far, it has not achieved the criteria to be considered real deliberation. However, the content really matters in live-tweeting.

PP 469: User interactions during online conflict – Discussions in comment sections between norm negotiation, personal offenses, and fake profile accusations

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While in theory online comment sections are celebrated to allow for deliberative discourse between lay users, in practice they are pervaded with uncivility and impoliteness. Handling these very user comments is one of the biggest challenges for media companies. Professional moderation is demanding, because it is time consuming, cost-intensive, and criticized for being non-transparent and limiting free speech. Thus, it is surprising that only little is known about users' contribution to sanctioning problematic comments. Therefore, the present study investigates lay users' reciprocal engagement with comments of other users to negotiate norms of interaction in comment sections from a users' perspective. We focus on users' reply comments (as a complement to social buttons), with which they engage in discursive social control of other users.
To better understand users' reactions to other users' comments, we apply linguistic research on conflict strategies (e.g., Oetzel, 2003). Conflict strategies have mostly been researched for face-to-face interactions between close acquaintances or colleagues. Hence, communication partners are well-known. The presentation adopts this concept to examine computer-mediated interactions between strangers in comment sections. Consequently, with commenters being less familiar with each other and not physically present, conflict styles might be more direct in comment sections. With multiple opinions clashing, online conflicts could be more controversial or even provocative.

In a qualitative analysis 40 discussions below news articles on various topics across ten mainstream news websites and their respective Facebook pages were explored. Results show commenters negotiate either the form (e.g. politeness), or the actual content (e.g. political arguments) of other users' comments. Most commonly comments are sanctioned negatively with disagreement or corrections, positive reactions are rare. Occasionally, commenters aim for integration by considering the others' viewpoints. They rather frequently suggest a strong ingroup-outgroup differentiation. Directness of conflict is increased by a hostile wording, by attacking the previous commenter personally with regard to their comment, or even by attacking the commenter as person in general independent of their specific comment. Moreover, struggle for authority is a key element in online discussions: 1) it is undermined by accusing commenters of trolling discussions as fake profile, 2) reference to platform authority is applied to menace further sanctioning, and 3) giving hints on one's own offline social status is used to position oneself during interaction and to emphasize one's arguments. Finally, findings show engagement in meta discussions deviating from the original topic by complaining about the poor quality of user comments in general.

The presented results provide a fundamental categorization of the discursive strategies applied by lay users to negotiate norms in computer-mediated discussions and sanction other users. By applying and extending linguistic concepts from face-to-face research and by inducing complementary elements through the qualitative approach, the study provides a set of discursive strategies in online conflicts applicable to user comments as well as to further fields of communication research. In respect of the current media environment, the results offer a closer understanding of dynamics in discussion threads as well as the challenges of users' engagement in the moderation of comment sections.

ICS03 - Communication within and across generations in online and offline settings

PP 534: Adolescents' social competencies in digitalized worlds

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Due to the expansion of social media platforms and (mobile) communication technologies in the last decade, adolescents' media-based and social practices have increasingly conglomerated, emphasizing the need to more strongly focus on their social interactions in digitalized worlds. Based on an integrative model of media literacy with three superordinate dimensions (expertise, self-competences & social competences; Riesmeyer et al., 2016), the present study investigated Online Social Competencies (OSC) among youths. These consist of four content-based subdimensions: (1) *participatory competences* on how to act with and treat others online, (2) *moral competences* on how to refer one's online behavior to social values and norms, (3) *communicative competences* on how to talk with others about online contents or experiences, and (4) *educational competencies* on how to pass along online knowledge and to show others how to use the Internet. Previous research often focused on *knowledge* as main prerequisite of a competent behavior. Since digital applications and platforms preferred by youths are constantly changing, a more dynamical perspective might be necessary. In addition to existing knowledge, it needs to be asked what *motivates* adolescents and which *abilities* are relevant to act socially competent online.

In a first step, a standardized self-report measure of OSC was developed. It comprised the four content-based dimensions and the three process-based components of competence (knowledge, behavioral motivation and abilities). Partly based on previous measures (Müller et al., 2014; Zylka et al., 2015), 48 items were developed, four items covering each of the 12 constructs (e.g., participatory knowledge, communicative motivation, educational abilities etc.). In a pilot study, a sample of 1.508 pupils from seven German schools (ø 14 years, 66% females) filled out a paper-based questionnaire. The descriptive results showed that adolescents indicated a high social knowledge, while especially the communicative and educational motivation and abilities were clearly less pronounced.

OSC were modeled using SEM with two item-parcels for each manifest indicator and two method factors binding the common variance of knowledge and abilities ($X^2 = 1428.76$; df = 235; p < .001; CFI = .91; RMSEA = .058). Since participatory and moral subdimensions were highly correlated (< .90), the final model consisted of three content dimensions (participatory/moral, communicative, educational), each being represented by according knowledge, motivation and abilities, and building a third-order factor of OSC ($\omega L2 = .71$). OSC can be considered as important protection factors reducing harmful online experiences such as cyberbullying. The developed instrument might, for example, be implemented in the context of school prevention programs.

PP 535: Discrepancies between preadolescents and parents' perceptions of parental communication quality

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An effective parent-child communication is determinant in child development, however the transition from childhood to adolescence represents a significant challenge for both parents and children.

Indeed, entering adolescence means acquiring increasing autonomy and this new sense of independence has a strong impact on the frequency and content of interactions inside the family.

Accordingly, a large body of research regarding family perceptions reveals that the points of view of adolescents and their parents rarely converge. Particularly, adolescents generally report lower levels of family cohesion and communication than their parents do.

While some consider this discrepancy as a necessary condition for the correct development of adolescents' autonomy and identity, many studies suggest that these divergent perspectives may be linked to several problems in child adjustment. Because of this mixed evidence, further studies are needed to clarify whether discrepancies in the perception of communication quality may represent a risk factor for atypical adolescent development. Additionally, the understanding of developmental changes in parent-child discrepant view of the family remains poor, stressing the need for more longitudinal studies that focus on the critical years of preadolescence.

The present research therefore addresses parent-preadolescent communication and aims at verifying how much their perspectives about the quality of communication correlate.

We will present data resulting from the first wave of a 2-years longitudinal study involving middle school students and their parents. Specifically, analyses are conducted on an initial sample of 1397 preadolescent-parent dyads, recruited from 101 randomly selected classes in the canton of Ticino, Switzerland.

Communication quality was assessed in both preadolescents and their parents, using self-report measurements that focus on the ability of parents to empathize with their children during communicative exchanges.

Because it was hypothesized that concordance or discrepancy of communication perceptions could be influenced by the nature of the relationship, controlling variables include both the gender of the parent and that of the children, as well as the family composition.

Implications and expectations for the following waves of the study will be discussed.

PP 536: Contemporary online youth work practices: A selective literature review

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Online peer-to-peer communication is popular among young people. The digital arena has become an extension of their identities. Youth workers who attempt to reach out to youth are increasingly using the internet and social media communication in their practices. Online youth work engages young people using conventional youth work ideals, incorporates digital environments, supports young people in developing their offline and/or online agency, while they deal with (digital) youth issues and ideals (Cohlmeyer, D. (2012). This paper offers a selective literature review of online social work and more specifically online youth work with the goal of offering a summary of contemporary online youth work practices, describing the current and sometimes novel practices while categorising the major themes youth workers encounter when working in an online environment. Though, not exhaustive, numerous publications are cited in an attempt to provide a reasonable cross-section of the state of contemporary online youth work practices.

The study focused on collecting a) mainly academic peer-reviewed literature with b) some relevant reports of organisations (grey literature) to online youth work in which practical suggestions and guidance are provided. This research is based on literature search functionalities of Web of Science, Google Scholar, EBSCO (Academic Search Complete) databases.

This variation to databases to find topics within the social work literature is recommended by McGinn, Taylor, McColgan, and McQuilkan (2016) in order not to miss any literature in this area in which many social sciences disciplines come together. When it comes to online social work and specifically online youth work various terms are used without distinction (Leung et al., 2017)., such as online social work, counselling, Internet online therapy, e-therapy, cyber or computer-mediated social work, web-based interventions, and digital, cyber or online youth work. In addition, the Dutch language terms were also used in the searches. The sources in the field of online social work or youth work were selected on practical advice for the youth workers (e.g. "implications on social work" in the abstract, discussion or conclusion).

The search was limited to not more than three years (2014-2018) ago which led to an understanding of current developments in the area with a focus on practical advice for youth workers.

The findings on the various forms of social youth work were plotted along the four axes of the blended social work framework (Granholm, 2016): anonymous vs known, asynchronous vs synchronous, individual vs group, and offline vs online. The benefits and disadvantages of these forms of online youth work are also discussed.

From the broad exploration of online youth work, the study narrowed down to more specific subject areas of online youth such as cyberbullying, digital addictions, discrimination, radicalisation, polarization, sexting,

well-being, physical and mental health or, because these topics are part of the digital world of young people and therefore are part of online youth work practices.

The findings of this selective literature study are concisely summarized, using the framework of blended social work providing a hands-on overview of contemporary practices for online youth work.

PP 537: "What the others think I do… What I actually do (on social media)". Exploring ageism and media ideologies through the lens of social media

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Stereotypes have long been at the center of the reflection of the social sciences, which consider them as powerful tools that can influence normative behavior and create rules and roles (Stangor & Schaller 2000) that shape digital adoption processes (Buccoliero & Bellio 2014). Particularly, *ageism* ("stereotypes, prejudices and/or discrimination" based on age of the individual, Iversen et al. 1999) increases its visibility both in the scientific and the public debate.

Media ideologies refer to "people's beliefs about how a medium communicates and structures communication" (Gershon 2010: 21). Media ideologies are not intrinsically true or false, but people are guided by them, when using digital communication tools; they are often intersubjective, and are related to *idioms of practice*, as "people figure out together how to use different media and often agree on the appropriate social uses of technology" (Gershon 2010: 6).

When negotiating media ideologies and idioms of practices, people give voice to several stereotypes, with regard to "other people", who are described as not being able to use the platforms "in an appropriate way". Age-related stereotypes appear as particularly powerful in this domain (Comunello, Fernández-Ardèvol, Mulargia, & Belotti 2017), and address "young people", as well as "older people".

In this paper, we investigate the generational use of social media and the interaction between age-related stereotypes and the practices of use surrounding digital platforms; furthermore, we explore media ideologies and idioms of practice by focusing on social usage norms, and on what respondents define as an "appropriate" vs "inappropriate" use of social media platforms.

We explore such topics through focus groups that involve teenagers, and seniors. Research is carried out in two European cities: Roma and Barcelona. We adopt an ecological approach, considering the whole spectrum of platforms where people interact with others. As a stimulus, we offer a set of different everyday life scenarios, asking respondents how would they act in such different situations. Usage experiences, misunderstandings related to different media "ideologies", appropriate and inappropriate usage patterns are also discussed.

By elaborating on these topics, older people propose different stereotyped visions of young people, addressing either their "technical skills", or their "bad manners". On the other hand, young people stereotypically represent seniors as less skilled, and/or as unaware of any kind of *digital etiquette*, thus resulting in inappropriate usage practices.

ICS04 - Communication skills and practices across contexts

PP 599: Framing in interaction – a case study of newsroom storytelling

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The narrative structure of news items is often taken for granted by scholars interested in journalistic writing. Despite the rise of scholarly criticism to this viewpoint, journalists indeed appear to reason along these lines. They look for the story in events and exploit narrative patterns in conveying information. Often, journalists decide collectively which narrative pattern is best suitable for a happening. This pattern attribution, though, does not always happen smoothly: contrasting interpretations can lead to disagreement and need to be argued for in editorial conferences.

Looking at argumentative discussions allows to find out what influences interpretations and choices, making it thus possible to understand values and reasoning patterns in a newsroom. Therefore, this paper focuses on newsroom interaction about the choice of narrative patterns from the viewpoint of argumentation theory combined with framing theory (Bigi & Greco Morasso, 2012; Entman, 1993; Entman, Matthes, & Pellicano, 2009; Fillmore, 1982; Goffman, 1975; Greco Morasso, 2012; Lakoff, 2004, 2009). Frames are schemes of interpretation of events that belong to the common ground of a community – in this case, of journalists and their audience. Narrative patterns are frames too: they feature a set of pre-established characters and possible actions, and shape the audience's perception of an event. This makes them a powerful tool in the

hands of newsmakers, all the more if one considers that frames can also indirectly express the newspaper or program's political line, or adapt an event to the audience's expected preferences.

A case study of the journalists' collective framing of an event is at the center. The example is taken from an editorial conference at the German-language Swiss news magazine *10vor10*. The analysis shows how the adoption of a frame is reasonably justified in interaction, on the grounds of facts at disposal and beliefs of the journalistic community, by exploring the inferential rooting of said justifications within the framework of the Argumentum Model of Topics (Rigotti, 2006; Rigotti & Greco Morasso, 2009, 2010, under review).

PP 600: Communication relationships and communication competence in journalistic work

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This study aims to explore how journalists describe communication relationships related to their work and the characteristics and activities included in them. Furthermore, based on their descriptions we considered what type communication competence is needed in current journalistic work.

In journalists work practices, either face-to-face or mediated, journalists meet with various interviewees. They function in diversified teams and networks, and they work with the people who come from different cultural backgrounds. In addition, digitization has brought to their work new tasks such as generating, supporting and guiding public discussion. The digital environment has also challenged journalists to get closer to different audiences and to become more reachable, which in turn, has increased the emotionality of their work.

The theoretical framework of the study applies models of communication competence and especially the dimensions of interpersonal communication competence (Rubin & Martin 1993), which are connected to ideas of Relational Dialectics Theory (Baxter 2011). In this study, communication competence is viewed as a dynamic, relational and relationship-dependent process which is perceived as effective, appropriate and ethical in a given cultural, professional and relational context. In addition to skills and knowledge, the communication competence includes motivational concerns, metacognitive processes and ethical factors.

The data was gathered in an action research project called The Conciliatory Journalism Project that took place in Finland between 2016 and 2018. The research project consisted of a series of four workshops in different cities, with 40 journalists from different media and seven students of journalism and communication. The workshops aimed to develop and try out a means of handling conflict-sensitive issues in a way that would help deal with the social tensions. The perspective of conciliation raised much consideration in workshops about communication practices in journalistic work and thus offered data to examine the interpretations and meanings of communication.

The data includes the field notes of 14 workshop discussions, including three or four meetings per workshop group. The content addressed in discussions was noted by two observers. Pauses, stress and other nonverbal features were not included noted. The data were analysed by qualitative thematic analysis. The results show how the journalists' reflections of their identity in communication relationships manifested in meanings, such as entering into relationships, being between and being neutral. Furthermore, the central themes in their descriptions included listening and helping to listen the management of emotions, interaction management and power differences. In conclusion, the results were interpreted in the framework of relational dialectics and the communication competence related to them.

This study offers new knowledge about communication competence in the rapidly changing field of journalism. It combines the study of speech communication and journalism in a novel way. Although the professional identity and self-understanding of journalists have been the focus of interest in previous research, the communication relationships and competence of the journalists have not had much study. There is some research on the role of emotions in the journalistic work, but it has not been linked to the framework of communication competence or relational dialectics.

PP 601: You cannot not communicate!? A proposition of an extended Uses-and-Gratifications-Model to explain smartphone use despite persistent negative experiences.

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The popular phrase „one cannot not communicate" (Watzlawick, Beavin, & Jackson, 1969, p. 53) has never been more appropriate than in these media-interwoven days. Especially the smartphone offers a wide range of affordances: it is used for interpersonal communication, is diary, notebook, calendar, Internet browser, and so much more. Never before have we done so much while on the move or have had better access to friends and family, even if they do not live close by; we are "incessantly in a state of communication" (Maika, et al., 2017, p.43). As social beings, we need other people for our well-being (e.g., Jonas, Stroebe, &

Hewstone, 2014; Sandstrom & Dunn, 2014). Therefore, mobile technology not only simplifies our lives, it also provides us with multiple options to satisfy our psychological needs, such as the need for relatedness (e.g., Ryan & Deci, 2000).

But what happens if media use is not followed by gratification of needs? According to the Uses-and-Gratifications-Approach (U&G) by Katz, Blumer and Gurevitch (1973), a medium would not be used again – yet some people manifest permanent dysfunctional patterns of media use. Research on negative effects of maladaptive media use, such as cellphone addiction (De-Sola Gutiérrez, Rodríguez de Fonseca, & Rubio, 2016) or other psychological disorders (e.g., Rosen, 2012) supports that media use is not always accompanied by need satisfaction or positive effects at all, but nonetheless is held on to. To address these conflicting tendencies, I propose an extended uses-and-gratifications-model that accounts for outcomes if gratification of needs is thwarted.

The analysis of 26 explorative interviews that I conducted in Northern Germany (participants aged 18-65, being equally distributed with regard to gender and education) identified the smartphone as the device most negative experiences were reported with. Additionally, the analysis revealed the most common negative experiences as well as the respective reasons for experiencing them persistently. For instance, the fast pace and plethora of interpersonal messages (e.g., via WhatsApp) or emotional stress (e.g., feeling pressured to be permanently contactable) were frequently emphasized experiences. Reasons to repeatedly sustain these negative experiences span from social commitment to recreation.

So, to complement the classic approach, an interdisciplinary view was taken and analysis in combination with literature review resulted in an advanced uses-and-gratifications-model. In particular, the Self-Determination-Theory (SDT; e.g., Deci & Ryan, 1985) constitutes a fitting extension to the U&G, as it supplements the findings of the interviews and the classic approach as well as facilitates their integration. Correspondingly, the proposed model includes empirically identified determinants of behavior as found in the interview data as well as in social psychological research. For instance, not only innate needs but also external factors such as social pressure are accounted for in this model. I argue that there is a need for an adapted model, as it will help to better understand our ambivalent connection to mobile technology.

PP 602: How to stop it? Strategies for bringing conversation to a conclusion

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The present paper is part of a research project entitled "Positive Communication" and carried out by a group of Russian scholars. The paper represents a significant part of elaborate classification of the strategies and tactics of refusal to communicate. The way people choose to complete the conversation affects not only a particular communication situation but their relationship in general. For positive communication it is crucial to use appropriate strategies and tactics and withdraw from using others.

The underlying research is grounded on the following theoretical principles:

1. Positive communication is "an interaction based on positive emotions, aimed at mutual understanding and satisfying for all the parties involved" (Leontovich 2014).

2. According to the metacommunication axiom, a person cannot not communicate (Watzlawick et al. 2000). This means that any human behaviour, including the refusal to communicate, is a form of communication.

3. Refusal to communicate is usually interpreted as a non-productive strategy of conflict resolution (Canary 1994; Cloven, Roloff 1991; DeVito 2001; Ting-Toomey 1985). However, under certain circumstances it can be effective (Scott 1991; Verderber 2003; Weaver 1996)

The study involves a mixed-method research design which includes: a) observation in order to select primary data, clarify and interpret the results at the intermediate and final stages of the research; b) discourse analysis used to study strategies and tactics, associated with the refusal to communicate.

The data includes: scripts of conversations observed in real life, on the Internet; fiction; fiction films. The unit of analysis is a communicative act of refusal to communicate (a total of 389 acts). The choice of the material is specified by the need to collect various examples of how refusal to communicate is performed in social interaction. As the number of fixed real life situations is quite limited, It was decided to appeal to modern literature and films. Though communication in fiction and films is stylised, the use of these sources of practical material provided for a great variety of linguistic expression, situational contexts and personal identity of interlocutors.

The strategies of withdrawal from communication are used to finish an interaction which is already in process. They include disqualification of communication, interruption of a conversation and passive speech behaviour.

E.g Disqualification represents such a behaviour, where one of the communicative partners behaves and talks in a way his counterpart wants to stop the conversation him/herself. It is done by tactics, connected with violation of Grice's cooperation principles (Grice, 1978) and Leech politeness principles (Leech, 1983). Each strategy is exercised by a set of corresponding tactics; i.e. disqualification is done by means of violating the logical coherence of communication, contradictory utterances, feigned incomprehension, etc.

A conversation may be interrupted in a rude, abrupt, assertive, discretionary or polite manner, with or without explanation of motives, use of insults, threats, etc. Passive speech behaviour is characterised by long pauses between utterances, curt responses, awkward silence, inattentive listening, etc.

ICS05 - Relationships, emotions and belonging in online and offline settings

PP 384: "I grew up on the helpline" - The interpersonal relationships between frequent callers and supporters on a phone-based helpline for boys

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Many helplines operate on the basis of providing support for acute crises. Previous research on online supportive communication is yet to discuss the role of frequent support seekers. This study aims to scrutinise the relationships developed between frequent callers and supporters on a phone-based helpline, and to detect how those relationships are negotiated in interaction. The research questions state: (RQ1) What are the discursive practices like in the phone calls between the frequent callers and the supporters, and how does the communication change over time? (RQ2) What are the relational cues communicated and positions offered in the phone calls? (RQ3) How are the interpersonal relationships between the callers and the supporters negotiated on the helpline?

The data is obtained from a phone-based helpline for boys under the age of 18. The service is based in Finland. The helpline answers to approximately 9000 phone calls annually. The data was obtained from phone calls made during the years of 2014–2017. The data comprises of phone call transcripts of 10 frequent male callers, audio recordings of 4 male supporters responding to those phone calls, and interviews with the male supporters. The number of calls made by the frequent callers varied from 3 to 28. The average length of the phone call was 38 minutes.

The study takes an interpretivist-oriented qualitative approach and uses naturally occurring interaction data as its main source of inquiry. The approach to data is discursive through a functional perspective. In other words, the analysis focuses on how callers and supporters use discourse to achieve means. The analysis is inspired by Karen Tracy's Action-Implicative Discourse Analysis. However, the data is also thematically organised according to theoretical properties and dimensions related to relationship development such as self-disclosure and reciprocity.

The results show that the frequent callers have various reasons for calling the helpline. Those who call due to a crisis call several times within a short period of time. There are three relational positions which the callers offer for the supporters: A parent, a friend, and a professional. The supporters attempt to negotiate their roles as professionals on the phone with the frequently calling boys. The frequency of calls reveals relational cues. For example, the supporters wonder why the callers have not called again, and produce narratives on what may have occurred. The callers, on the other hand, may request for another helper to talk to in order to continue an on-going discussion.

The results are discussed in greater depth and in the light of current research on online supportive communication. The presentation elaborates on the possibilities and limitations of support on a phone-based helpline. In addition, and in line with the practical-oriented approach, the presentation proposes communicative actions for supporters when working with frequent callers and young people.

PP 670: Who cares for the carers? Seeking communicative care in interpersonal relationships online

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When individuals enter life phases in which they are no longer able to articulate their own will because of age, a terminal illness, or an accident, a care infrastructure emerges around them with partners, relatives, physicians, nurses, and attorneys who organize and realize care processes. Partners or relatives usually become proxies who are primarily responsible for taking care of the patient´s needs and they represent his or her will within the care infrastructure. These proxies are frequently confronted with uncertainties, challenges, conflicts, and sorrows in their role as care organizers and givers, which often goes unnoticed when the focus is predominantly on the patient. These difficult circumstances create a need for support on the part of the proxies who try to cope with their responsibilities and emotional challenges.

Today, finding social support in such situations is not limited to offline contexts but can also entail communication online (Ahmed et al., 2017; Benetoli, Chen, & Aslani, 2017; Landqvist, 2016). Online communities provide safe spaces to address sensitive topics anonymously, exchange personal experiences, and can help to cope with difficult decisions (see Wright, 2016, for an overview). This offers an easily accessible space in which proxies can find experience-based knowledge that is applicable to their situation and hardly attainable in offline contexts. Hence, in our presentation we explore the ways in which

proxies seek for support in online communities and interact with other members that already experienced similar situations. With this larger picture we broaden the notion of care beyond its medical dimension that is mainly concerned with the patient. Instead, we ask which needs partners and relatives have in their role as proxies and how they try to satisfy them by creating interpersonal relationships online.

To investigate the benefit of online communication for proxies, we conducted a qualitative content analysis of 75 threads from 7 German online forums (2003-2017) in which members of online communities are concerned with Advanced Care Planning (ACP). ACP is the process of organizing future situations of dependency in collaboration with the relevant familial, medical, and legal actors (Houben, Spruit, Groenen, Wouters, & Janssen, 2014). This topic was chosen because we found that in ACP-related communities, partners and relatives extensively discuss their challenging experiences as proxies.

Our results show that building relationships online is a response to shortcomings and conflicts that occurred offline and could not be solved within existing structures. We found that especially distrust and insufficient communication in offline relationships is a common theme in the comments that explains why proxies turn to the online communities. Hence, the proxies seek for what we coin "communicative care", meaning that they want to share experiences they struggle with in hope to find help for practical solutions as well as emotional support. Specific features we identified that make these online relationships valuable are shared experiential knowledge, a bonding familiarity, and mutual empathy, which are the basis of trust among the members. In our presentation we outline the relevancy of these features for interpersonal relationships and successful communicative care online.

PP 671: Newly graduated young professionals' experiences of interpersonal communication and belonging to a workplace

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This study examines young professionals' experiences of belonging to a workplace and the quality of interpersonal communication in their first jobs after graduation. Previous studies have shown the association between communication and belonging in a workplace. When an employee becomes familiar with workmates, that employee will receive support from others and feel a sense of solidarity with them (Myers, Seibold, & Park, 2011), but more information is needed about the quality of interpersonal communication. The concept of belonging means that understanding of self is created through relational processes in interaction with others (May, 2011, p. 368). In this study, belonging to a workplace is seen to be constructed through interpersonal communication in the workplace, which is why the concept of belonging offers multiple opportunities for examination of the development of communication. The aim of this study is to understand how young professionals' belonging to a workplace is constructed through that workplace's interpersonal communication. By focusing on young professionals' descriptions about their experiences of developing interaction, it is possible to gain an understanding of the quality of social interaction.

The study was conducted by interviewing newly graduated young professionals who worked in different kinds of organizations and companies after their graduation. Interviews were inductive open interviews because the researcher's aim was to understand participants' perceptions and researcher and participants were constantly in interaction during data collection. The sample of 23 participants ranged in age, from 23 to 32 years. Interviews were conducted via e-mail, WhatsApp or phone, and between seven and ten interviews took place between a couple of weeks during half a year. The data includes oral and written material. Data analysis is based on grounded theory (Corbin & Strauss, 2008) to gain an understanding of newly graduated professionals' experiences in their workplace interpersonal communications and their belonging' to a workplace.

Preliminary results shows that participants describe belonging as developing communication with other members of their work community, but many of the young professionals had different expectations initially about workplace interpersonal communication. For example, if other employees in a workplace are showing that relationships are valued, and the supervisor pays attention to communication between employees, young professionals thought that they belonging in their workplace developed more quickly. On the other hand, if there was a lack of communication or if there were difficulties with a supervisor, those young professionals had more difficulty becoming part of the workplace.

Early experiences of interpersonal communication in the workplace can yield information that may be used to support young professionals' development in work life; it is, therefore, important that these issues be considered by management and in orientation. In a presentation, complete results will be presented and the implications are discussed.

PP 673: The role of listening in creating and alleviating experiences of ostracism

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A relatively common yet socially stigmatized phenomenon, interpersonal ostracism, poses a serious threat to our fundamental need to belong. People are very sensitive and responsive towards how others perceive them, so they quickly pick up signs of possible disapproval and rejection (Richman & Leary, 2009). In this research, it is indicated that the feeling of being ostracized is closely tied to the feeling of not being listened to. Up to date, listening research related to stressful situations has mainly focused on examining supportive listening (Jones et al. 2009; Bodie & Jones, 2011) and thus, the darker side of listening, i.e. how listening can create the experiences of ostracism, has not been widely researched. The goal of this research is to look at the both sides of the phenomenon and examine how listening can create and alleviate experiences of ostracism, how it is related to immediate reactions of the targets of ostracism as well as the social behaviors they demonstrate after the experience, and how listening can affect the significance given to the experience of ostracism.

In this research, 27 participants responded to an online survey that aimed at eliciting narratives regarding experiences of ostracism from the standpoint of interaction. The data was analyzed using a functional narrative analysis (Bruner, 1991), and the results of the analysis were examined further within the theoretical models of listening taxonomy (Wolvin & Coakley, 1993) and need-threat model of ostracism (Williams, 2009). The research positions itself in the larger theoretical framework of constructivism (Bruner, 1961). The research findings indicate that interpersonal listening plays a major role in both creation and alleviation of ostracism in personal and professional relationships. The participants defined Several behavioral patterns emerging in various stages of listening taxonomy that may create exclusion were detected. The listening behavior of the sources of ostracism had a connection with the emotions that were triggered in the targets as well as with the amount of time that the targets were willing to put up with ostracism. The findings also indicate that the targets of ostracism did not necessarily the relevance of the listening behavior in their experience of ostracism; however, the listening behaviors of the sources of ostracism seemed to have an impact on the future social behavior of the targets of ostracism. After being ostracized, the targets often talked about the situation and their feelings with a supportive person that had not participated in the experience of exclusion. Even when listening was supportive, the role of it was slightly underestimated even though it seemed to have an effect on how much significance the targets gave to the experience of ostracism. The targets also had some difficulties in recognizing listening behaviors. This is something that requires more research as it may have an effect on the resilience of the targets of ostracism when they reach the healing/recovery phase of the experience.

PP 674: Conflict and emotions in interpersonal communication: A discursive analytical perspective

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This paper explores the role of emotions in interpersonal communication in cases of conflict resolution, taking the dialogue occurring in dispute mediation as a case in point. At the theoretical level, this project is based on two research streams, which have hitherto not been connected. On the one hand, previous research in conflict mediation has shown that managing emotions is crucial for mediators to help the parties solve their conflict and re-open communication. Conflict and emotions are seen as intrinsically related; Jones (2000) argues that emotional communication is the essence of conflict interaction. It has also been noted that conflict resolution and reconciliation require a change of emotional orientation (Bar-Tal 2013), from negative to positive (e.g. from hatred to hope). On the other hand, research in Discourse Analysis has shown that emotions are manifested (or 'semiotized') in discourse through the use of emotive words, which evoke particular frames, as well as through implicit premises that can be reconstructed in discourse. Research in Argumentation theory has shown that emotions are important in the communicative process through which individuals make decisions together. In this sense, emotions can be used as reasons (not) to act. Overall, discursive studies of emotions have been flourishing especially in relation to studies in political and public discourse (see for example Cigada 2009, Micheli 2010, Plantin 2011, Serafis and Herman 2017, Murakami 2016).

However, counterintuitively, despite the importance of emotions in conflict and its resolution, research on how emotions emerge discursively in conflict mediation is still relatively underdeveloped. In particular, while the importance of changing emotional orientations in mediation is acknowledged, the literature about how to make this change happen through discursive means is scanty. This paper sets out to contribute to filling this gap, by proposing a first analysis of how emotions emerge and are discursively managed in dispute mediation. As a general framework, mediators are understood as designers of dialogue, who help disputants to open a dialogic and communication space where none exists (Greco Morasso 2011). This paper, in particular, will explore (a) how emotions emerge and are 'semiotized' in the dispute mediation dialogue and (b) how mediators tackle emotions to help parties to solve their conflict: in particular, how the change in the parties' emotional orientation occurs, what frames are used and whether emotions are used as reasons (not) to solve a conflict by the disputants or by the mediator.

This research project is based on a corpus of mediation sessions in English, which have been transcribed according to the criteria of Conversation Analysis. These data represent a typical case of spoken, interpersonal communication in a context of conflict resolution. At the methodological level, the data will be analyzed qualitatively, using concepts from Discourse Analysis and Argumentation theory. The final outcome of this exploratory study will be a first grid of hypotheses about how to consider emotions in conflict resolution, which will serve as a basis for future research.

ICS06 - Health communication in various context

PP 748: The enactment of 'dialogue' in person-centred health care: Analyzing multiple voices in conversations between nurses and patients with chronic illnesses

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'Person-centredness' has become a central principle of social and health care policy globally. The ´patient´ has moved from being a passive target of medical intervention to a partner with a degree of personal responsibility for her health and an active part to play in collaborative decision-making about her treatment. According to the ideals of person-centred care, patients are 'empowered' as dialogue partners, together with health professionals, in co-creating knowledge and collaboratively reaching decisions about their own care.

But how exactly – and to what extent - are patients empowered as agents in their own care through dialogue across multiple voices? And what tensions are in play in dynamics of inclusion and exclusion where some voices, articulating particular forms of knowledge and identities, dominate and others are marginalised? This paper addresses these questions through analysis of telephone conversations between nurses and patients with chronic illnesses in a Danish person-centred health care initiative entitled "Active Patient Support" which aims to empower patients through strategies of self-care. Methods of data production are audio recording of the telephone conversations and co-creation workshops with researchers, nurses and patients. The telephone conversations are analysed using a theoretical framework based on a combination of Bakhtinian dialogic communication theory and Foucault's theorisation of discourse and power/knowledge. The framework draws on Bakhtin in order to analyse dialogue in terms of the tensional negotiation of meanings across multiple voices, and combines this with Foucault in order to address how tensions arise in the play of power in which certain voices dominate and others are marginalized or excluded.

The analysis explores how "dialogue" is interactionally accomplished as nurses shift between different dialogue positions and patients' respond in different ways. Three main positions are identified: an inquiry mode in which nurses ask about relevant aspects of the patient's life; a support mode in which the nurse provides empathy and confirmation; and a solution-oriented, sparring mode in which the nurse invites collaborative decision-making about what path to take in relation to tackling specific problems.

The analysis focuses on tensions that arise in the negotiation of meaning across the voices that are articulated in the nurses' adoption of these positions and patients' responses. For instance, a tension identified in the nurse's inquiry mode is between opening up for the patient's perspective on her own life, on the one hand, and, on the other hand, following a particular line of inquiry based on the nurse's own professional perspective. A tension also arises in the nurse's support mode between engaging in warm, interpersonal relations, on the one hand, and performing a role as professional in a position of authority. In relation to the nurse's sparring mode, a tension emerges between opening up for patient agency in decision-making, on the one hand, and offering specific advice for how to act based on the nurse's expert knowledge, on the other. The conclusion discusses how the results can be used to develop a communication model that is sensitive to power relations and the dialogic, situated nature of meaning-making.

PP 749: Patient records as interpersonal discourse

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This paper argues that patient records can be a domain for critical communication analysis. As material-discursive and polyphonic artefacts involved in interpersonal interactions they are part of processes of social identity formations and constructions of epistemologies. Patient records have received a new meaning and status as communicative documents, partly because patients can gain access to them and partly because the records are submitted to processes of informed consent. They therefore form part of a complex ensample of interpersonal communication. A particular focus will be placed on how, and if patient records

facilitate or hinder the inclusion of patient voices and perspectives and on how these records become decoded and 'negotiated' as socially meaningful by patients.

A three-tier analytical/theoretical approach to exploring patient records as documents that mediate the interaction between different health professional groups and patients/relatives is presented and discussed. Illustrating examples will be drawn from data material comprising of patient records of children diagnosed with autism and think-aloud interviews with the parents of these children.

The introduction of the paper focuses on the ontology of patient journals, their gradual movement from recording patients' experiences to a more standardized and objective discourse and the ways in which patients/relatives are part of the recording process. As such, the patient record obtains many intentional and unintentional functions for different actors.

The paper then goes on to present three critical, theoretical/analytical frameworks for analyzing patient records as 1) polyphonic artefacts, 2) discursive practices which include and exclude and 3) as actors of negotiated social identity constructions.

Ad 1) With a narratological framework in combination with M. Bakhtin's understanding of voices and dialogue in texts, this tier will illustrate how patient records are polyphonic. This embeds the risk for a conflict between an objective professionalism and a subjective experience, and points towards the fact that the records as discourse are a result of a predominantly monological practice.

Ad 2) Adopting E. Laclau's discourse theory allows for a conceptualization of the patient records as 'truth producing', as well as recording and documenting, documents. This calls for an examination of how the text contributes to drawing frontiers between different forms of knowledge and the antagonistic relation between these. It also allows for an understanding of the including and excluding practices at play.

Ad 3) The social life of patient records can furthermore be examined by drawing on S. Halls encoding/decoding model of communication combined with constructionist uses of the think aloud interviewing method. This perspective shows how patients actively ascribe meaning to their records based on their personal and socio-cultural experiences.

In conclusion the paper points towards how these perspectives – a textual voice level, a discursive knowledge level, and a substantive experience level – can contribute to adopting a critical and new approach to understanding patient records as a mediating factor in the interaction between central actors in health communication. Patient records therefore gain a social life that goes beyond a narrow medical focus on diagnosis and objective scientific recording of treatment and patient experiences.

PP 750: Professional communication of social workers in a consent-objection negotiation in child welfare-decision making

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The qualitative study describes what social workers´ professional communication behavior is like and how it exemplifies institutional communication in a formal and law-based consent-objection negotiation in child welfare-decision making. Finding out what is best for the child is the common goal for the negotiation. However, care orders decisions restrict parental rights and move the child from parental care into public care to enhance the child's rights to protection. Only certain authorities are licensed to make these decisions (Dingwall et al. 2014). In most European countries, it is the preserve of the courts, representing legal authority and expertise (Burns et al. 2017, Cashmore & Parkinson 2007; Dickens & Masson 2014). This is not the case in Finland, in which the majority of care order decisions (3/4) are made by social welfare authorities in the municipalities (Pösö & Huhtanen 2017). Social workers represent the institution of child welfare, so negotiation between parents and social workers is an institutional type of communication, which can be analyzed through institutional theory of organizational communication (Lammers & Barbour 2006). Previous studies show that the quality of communication will correlate to layman´s satisfaction and commitment to the result in different institutional settings (de Godzinsky & Ervasti 2016; Hyvärinen 2013; Messmer 1997; Välikoski 2017). However, balancing between their demanding role, different facts, views and emotions in those negotiations will set a huge challenge for a social worker´s personal and professional communication behavior.

The study raises questions such as: how she/he regulates the communication process in general, how she/he relieves tension, finds relevant information for decision-making, assures parent´s (and her/his own) understanding or how she/he shows support. Data is collected by thematically interviewing a focus-group (social workers) and analyzed by data-driven content analysis. Themes are based on communication literature.

Preliminary results show for example, that emotional part of supporting communication is surprisingly much needed as well as communication assuring parents' understanding: not only what is the meaning of the negotiation but also what are the consequences of the result. Various kind of listening, i.e. critical and empathic is required in those negotiations too.

PP 751: Chronic diseases, social support and social media: A systematic review

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At a time when the traditional healthcare delivery model is being run down, health institutions need to find new ways to engage and communicate with their patients. With the increasing use of m-health apps, wearables, social media platforms, and similar, patients' -especially those with chronic diseases- have found new ways of managing their conditions using these technologies.

Specifically, social media could be the next revolution in the treatment and self-management of healthcare. One of the main reasons that patients use these platforms is because of the diverse types of support they receive in these spaces. This practice is widely extended to patients with pain since illnesses like fibromyalgia are very difficult to diagnose. On social media, people with this kind of conditions experience a "buffering effect" (Heaney and Israel, 2002).

Nevertheless, while patients are actively communicating with each other in these digital platforms; health organizations and its professionals are falling behind due to strict regulations (Harris et al., 2013), lack of time, or simply because they do not know how to effectively use these tools. In view of this scenario, health-related institutions need to learn how they can use digital technologies to improve the traditional healthcare delivery system.

The main objectives of this review are (1) to detect which initiatives -promoted by organizations- exist in social media that are applying the social support theory in the field of chronic diseases; and (2) to stipulate a list of suggestions about how health-related institutions can enhance illness management, treatment, and communication with patients in social media regarding progress in health communication theory.

Taking into account the PRISMA recommendations for enhancing the publication of systematic reviews (Urrútia and Bonfill, 2010), a search was conducted in the Web of Science Core Collection database using the keywords (chronic (disease OR illness) AND social support) AND (social media), obtaining 94 results. Additional 7 studies were added after pinpointing them through reference lists, leaving a final sample of 101 papers to be analyzed. Only peer-reviewed articles published in English between 2004 and December 2017 were considered for the analysis. At first, a total of 32 registers were selected for a full-text in-depth review. Finally, only 10 papers were included in the qualitative synthesis of the study.

This is a research in progress at the beginning of results development.

ICS PS - Poster Session

PS 33: Online health information seeking, digital health literacy, and perceived health disparities: A qualitative study in two low SES groups

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Socioeconomic health disparities have come to the forefront of public health research (Niederdeppe, Bigman, Gonzales, & Gollust, 2013) and an increased scholar interest is directed toward addressing, facing, and reducing these disparities so to achieve health equity (Braveman, 2014). Health disparities refer to health differences that are strongly related with social and other disadvantages and thus reflect social inequalities (Healthy People, 2020). Health disparities are visible among different population groups and mostly affect those who continuously face obstacles in health based on their SES or other characteristic (i.e. race) which is associated with discrimination or exclusion (Healthy People, 2020). The aim of this research is twofold, on the one hand, it explored how people from two different low SES within the Greek population understand, interpret, and define socioeconomic disparities in a health-related context. On the other hand, it was also interested in how perceptions of disparities were linked with health- and digital health literacy, skills that enable people to obtain, process, and understand basic health information and make appropriate health decisions (IOM, 2004). Health literacy is generally associated with a range of poor health-related outcomes (Bennet, Chen, Soroui, & White, 2009) and it is also associated with many of the antecedents of health disparities; yet their relationship remains unclear (Mantwill, Monestel-Umaña, & Schulz, 2015). The general goal of this qualitative research was to go beyond a quantitative measure of health disparities and to enlighten the ways people understand and portray their perceived disparity and literacy. As a result, this study aimed to advance and thus to provide a deeper understanding of the participants' perceptions. For the purpose of this research we conducted 20 personal face-to-face semi-structured interviews: 10 with young unemployed aged 18–33 years old and 10 with pensioners and retirees aged 58–68 years old. To

our surprise the majority of the interviewees claimed they do not feel they experience any significant disparity, despite the fact they agreed they feel stressed and insecure about the future. Interviewees seem not to obtain disparity in an absolute way but in a more comparative context; as a relative disadvantage in comparison with some other group (old vs. young, unemployed vs. employed). In our study almost all of the interviewees first thought of the Internet as a main source for health information, although many of them considered it to be confusing and dangerous. As for the skills needed to seek health information, interviewees agreed they are most based in their instinct and previous knowledge and experience with the topic in order to verify health information, fact that reveals low levels of health literacy and digital health literacy. One's limited resources may lead to socioeconomic health disparities as people somehow are excluded from health information (Higgins, Sixsmith, Barry, & Domegan, 2011). The study of possible pathways leading to this phenomenon might differentiate between social (including SES) disparities and a potential health literacy disparity and thus explain disparities in health outcomes (Mantwill et al., 2015) and enable the design of effective health literacy interventions.

PS 34: Reframing as argumentative competence in dispute mediation
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This contribution aims at illustrating how *reframing* works as an *interpersonal communication* technique employed by professional mediators in order to facilitate conflict resolution in interpersonal conflicts. The concept of *reframing* has been defined in a variety of ways in different fields. For my current purpose I adopt the follow definition, reported by the *Dictionary of conflict resolution*: "technique of relabeling or redefining a particular concept or reality so as to give it a slightly different and more constructive perspective" (Saposnek, 1983: 42). Therefore, are to be considered *reframing* all mediator's "communicative moves" that help parties view their conflict (or parts of it) differently, in a way that is useful for conflict resolution. It has been shown that there is a correlation between frame converge and conflict resolution (Drake & Donhoue 1996) and the importance of *reframing* as a mediator's "communicative competence" has been recognized in the literature (Donhoue, Allen & Burrell 1988; Moore 2014). However, how this phenomenon really functions has not been fully elicited yet.

To investigate how *reframing* works, I follow the hypothesis that *reframing* includes an *argumentative* dimension (Greco 2016): mediators propose arguments and parties are required to make an inference to get to a conclusion that helps them in the conflict resolution process. Acknowledging the argumentative dimension of *reframing* explains why it is a successful technique: in fact, conflicting parties would be very unlikely to spontaneously change their minds if no convincing arguments were (implicitly or explicitly) provided.

I will select some examples from two corpora of mediation sessions' transcripts to illustrate how this phenomenon works through an analysis methodologically grounded in Discourse Analysis and Argumentation theory. These examples will represent different types of *reframing*: cases involving meta-argumentation, in which the mediator argues how the discussion should proceed in order to be helpful, and cases of *reframing* as reformulations, in which the mediator rephrases what one party said in a way that is more likely to be accepted by the other party. These categories are not to be considered exhaustive, since they are based on instances of *reframing* found in two corpora that are not complete yet, as they are part of an ongoing research project. However, they provide useful insights for the understanding of *reframing*, which is important in order to gain further knowledge on how to avoid conflict escalation, manage communication crises that bring to conflict and find a win-win solution of a conflict through communication.

JOS01 - Data journalism: studying a maturing field

PP 011: Four forms of datafied journalism. Journalism's response to the datafication of society

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Many grand narratives on the transformation of society relate recent changes to broader processes of datafication and algorithmic data processing. This illustrates that the idea of datafication is not only used to describe how digitization is transforming our media environment: in a much more fundamental way it is actually a story about how numerical data have come to represent, and at the same time influence, social reality (Van Dijck, 2014; Schäfer and Van Es, 2017; Beer 2017).

This paper situates the datafication of journalism in relation to society's datafication. This is understood as a useful step in our theorizing of three interrelated elements: journalism, data, and social reality. By bringing these three elements together, I consider journalism as an ideal 'use case' to understand how datafication shapes and transforms a social domain and how it influences public communication. This allows us to not only better comprehend journalism's present transformation towards a more data-based, algorithmed, metrics-driven, or even automated practice, but, to consider this transformation as a reflexive process that is part of a changing media environment and is journalism's response to — as well as an act of encouraging — the datafication of society. We might frame this reflexive process as the transition towards a *datafied journalism — within a datafied media environment — within a datafied society*.

To specify this general observation, I propose a heuristic made up of four forms of datafied journalism that entangles the stages of news production and consumption with processes of datafication. This entanglement sensitizes us to the most striking transformations in journalism today: *data journalism* — a new reporting style making sense of the increasing availability of data as a source; *algorithmed journalism* — emphasizing the particular relevance algorithms have for the dissemination of news items in the online environment; *automated journalism*, representing the most sophisticated level of datafied journalism; and *metrics-driven* journalism — highlighting the particular relevance that audience metrics have to the monitoring of news consumption and how it influences the entire news production cycle.

Datafied journalism does not only mean that journalism *becomes* datafied; in a much more fundamental sense the four forms of datafied journalism illustrate the reciprocal process between media-related change and social transformation and can best be understood as journalism's response to the datafication of society. In particular, this includes the objects and topics that journalism is supposed to cover, or, put differently, journalism's function in the observation of society: The more the social domains that journalism is supposed to cover are themselves datafied, that is, the more their social construction relies on data, the more journalism itself needs to be able to make sense of and produce data to fulfil its function for society while managing a need to self-monitor its performance and audience inclusion. In this scenario, algorithms have not only permeated every stage of the news production process, they are beginning to go beyond these quotidian functions and literally perform journalism-like services of their own — affecting the very nature of society's communicative foundations.

PP 012: (Geo)Locating the journalist: Data journalism, citizen participation and boundary work in multi-disciplinary collaborative teams

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This paper provides an in-depth, rich account of how the tension between defending journalistic boundaries and the increasing multi-disciplinary collaborative nature of journalism is lived in journalism practice. Both boundary work (Carlson & Lewis 2015) and collaboration with those outside of the journalistic field (Lewis & Usher 2016) has been documented in journalism studies, but the paper proposed here provides a unique contribution as it reports on these practices from an action-research perspective. One of the authors of this paper participated in a multi-disciplinary collaborative team that worked together in a two-week intensive research project called 'Dutch arms' (https://www.dutcharms.nl/weapon), in January 2018.

This project is not only insightful as it brought together diverse partners from *within* journalism (both 'traditional' journalists from a public broadcaster and a more 'innovative' collective of freelance journalists), but also journalists and non-journalists (coders, data analysts, graphic designers, animators, members of the self-denominated 'citizen-journalists collective Bellingcat, and the author, an academic researcher) as integral members of the team. Moreover, the collaborative team also sought interactions with a contemporary artist and invited research contributions in the data-journalism project that aimed at locating parts of arms that were exported from the Netherlands. Last, the output of the journalistic project was decidedly diverse: next to 'traditional' journalistic output (in the form of written articles), the team produced a

multi-media platform, a talk show, and a 'how-to-guide' for conducting open source research to the usage of military equipment.

On the whole then, this case provides rich data for analysing the many ways in which journalistic innovation is being sought, whilst at the same time providing insight into the work practices that show the 'return' to specialising, delineating, and standardising work practices. Moreover, given the nature of the collaboration, the case gives insight into a number of the current challenges that journalism faces: collaboration, boundary work, citizen participation and the integration of data-journalism and multi-media, innovative forms of output. We analyse this case drawing on observations, field notes from the ethnography, interviews during and after the project's activities and relevant documents and output.

In this paper, we provide an in-depth account of how the different actors practice, challenge, negotiate, reject and strengthen some of the dichotomies through which journalism is commonly understood (Witschge et al. 2018): journalistic versus non-journalistic actors, journalist versus the public, art versus journalism; journalism versus activism. Ultimately, this paper provides us with a vocabulary and understanding based in experiential knowledge that help us theorise and do justice to the inherently composite practices that constitute journalism.

PP 013: Peripheral entanglements. How civic tech and data journalism expand and cement journalistic discourses and practices

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The evolution of contemporary journalism is increasingly shaped by figurations spanning across professional journalism and multiple external fields. The role of non-profits and entrepreneurial forms of journalism in the growth and transformation of data journalism is acknowledged in practice and research. And yet, we know very little about how actors at the periphery of the journalistic field coexist with news organizations, i.e., how non-profit organizations or entrepreneurial journalism engage in journalistic practices and expand notions of journalism. The key implications of the 'entanglements' between traditional news media and peripheral journalistic actors are that these actors form communities of practice that are able to complement each other across institutional backgrounds due to overlapping skills and complementary ambitions (Baack, 2017). The resulting tensions and reinforcements play a strategic role in both expanding and cementing traditional journalistic practices through data practices. We argue that peripheral actors and traditional news media organizations may form interdependent networks in which they consciously and unconsciously draw from each other's practice and expand each other's work. These dynamics play an important role in shaping the professional identities and practices of the actors involved. However, few studies investigate the interactions between traditional news organizations and peripheral journalistic actors in different journalistic contexts, like central Europe and Africa.

The aim of this study is a) to interrogate how actors at the periphery of the journalistic field understand, interact with, adapt, or practice data journalism themselves; and b) to examine possible tensions that arise from their diverse understandings of journalism and civic engagement. Furthermore, we adopt an exploratory comparative approach between European and African organizations to interrogate how they resemble and differ in their views of journalistic practice. We focus on how these actors adopt journalistic values, endow them with data-driven practices, and how those values and practices are compatible or clash with traditional notions of journalism. Theoretically, we engage with current conceptual discussions on data journalism and metajournalistic discourse (see Carlson, 2016; Lewis & Westlund, 2015) to further expand Baack's (2017) work on the 'entanglements' between civic technology organizations and data journalism. Methodologically, we employ in-depth interviews with 26 practitioners of data-driven non-profits, e.g., Code for Africa, Africa Check in Africa or the Open Knowledge Foundation Germany and Correctiv in Europe.

Our preliminary findings indicate that while our respondents have varying perceptions of data journalism, their data-driven practices are defined by frictions between advocacy and activism goals on the one hand, and journalism on the other. In their strategies and activities, peripheral journalistic actors have incorporated technologic and journalistic practices with varying goals, from holding media and politicians accountable to engaging grassroots communities. At the same time, their entanglements with news media, through advocacy and training, introduce data-driven news production, expanding mainstream journalistic practice. Western conceptualizations of the journalistic and data practices largely define the goals, activities, and roles of civic tech in both the European and African contexts. There are, however, differences in the application of data-driven practices, with African non-profits showing a tendency towards activist and advocacy approaches.

PP 014: The future in data journalism

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While the future of data-driven journalism has attracted widespread debate, the paper takes a novel approach towards a deeper understanding of this emerging field of public communication and asks: What is the future *in* data journalism? In this paper, we discuss how journalism uses digital data and algorithmic analyses to anticipate, formulate, and evaluate future scenarios and developments.

To date, the mainstream of research in the humanities, cultural studies, and social sciences is either interested in the mnemonic function of journalism and its part in commemorating past events or it focusses on its role in tracking the most recent news. Little attention, however, is given to the journalistic outlook on the future and its entanglement of the tenses. Our paper addresses this gap by conceptualizing and examining the prospective and projective dimension of journalism. It concentrates on data journalism as a recent field of communicative innovation that supports various types of engagement with the future.

In a first step, we discuss our three research objectives that focus on the products of future-oriented data journalism, their underlying epistemological stances, and their comparative dimension. With regard to the data-based forms of presentation, temporal frames and themes in journalistic prognoses we ask: What evidence and claims get communicated in these diagrammatic journalistic presentations and cognate new information products (like Gawker/Gismodo, Slate's Future Tense, Google Prediction Products)? What strategies are used to legitimize future projections as plausible predictions? As for the sources, claims, and standards of future-oriented knowledge work in data journalism we ask about the consequences of these transformations in journalistic knowledge work as regards the modes, facts are generated and verified as well as the underlying epistemological claims. What kind of shared epistemic culture is emerging and becomes institutionalized in news organizations that turn to data journalism? In accord with our third aim to compare projective data journalism in different media systems we ask to what extent data-driven journalism works across media systems and is adopted in specific national settings.

In the second step, we present our findings of an ongoing study. Its mixed method design includes a content analysis of leading daily newspapers, magazines as well as data journalism initiatives; interviews with people involved in data-driven journalism, that is, journalists, interface designers, and data analysts. An integrative analysis across these modules is based on a comparison of the four territories in view – Israel, Germany as well as U.S.A., and the U.K.

Our preliminary results suggest that projective, data-based journalism is developing its reports and presentations in terms of themes rather than events, that prospective data journalism is especially interested in public affairs topics, and that it actually makes use of all three temporal planes for analysis and interpretation so to offer calculated and rational forecasts rather than vague prophecies. Moreover, prognostic data journalism gives voice to transnationally and transculturally shared expectations and anxieties, but also displays with peculiar future-oriented outlooks that resonate with a societies' historical consciousness and present situation.

PP 015: Data journalism networks around the world. Between central benchmarks and peripheral communities

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One of the recurrent characteristics emerging from research on data journalism (Ausserhofer et al., 2017) is the phenomenon of inter-organizational networks and communities of data journalists (DJ) that transcend competition and the borders of newsrooms (Hermida & Young, 2017). However, almost all references to these networks are grounded on data obtained through interviews. This research looks therefore specifically into data journalism networks on Twitter to determine whether such networks exist and what kind of structure they have. We chose Twitter because data journalists tend to be more collaborative across media outlets (Hermida & Young, 2017) and frequently lack of institutional support, which is why they create informal communities for advice and inspiration with other data journalists (de Maeyer et al., 2015, p. 443). Our main research question is the following: How is the global data journalism network structured in terms of followers and replies/retweets.

We therefore carried out a network analysis. We started with a list of all Swiss and German journalists present on Twitter obtained through the Twitter API. We then identified journalists with a connection to data journalism through their account description (n=29). First, we downloaded the information of all accounts followed by the identified accounts. We then used the same filter criterion to identify a new subset of accounts with a connection to data journalism. We repeated this process with the new followed accounts

for seven rounds until we could not identify any further accounts that matched our filter criterion (overall 3200 accounts). We used translations of keywords in 14 different languages to cover countries worldwide. The findings show that the overall DJ-community gravitates around well-known central actors that present a high number of DJ-followers. These central actors represent benchmarks within the data journalism community in terms of their personal performance as experts and pioneers (Simon Rogers, Paul Bradshaw), central institutions for data journalism in the news (Guardian Data), data journalism-education (e.g. ddjournalism), tools (e.g. DDJ_Tools) or data visualization resources (e.g. DataIsBeautiful).

In addition, seven main communities on the periphery of the central actors can be identified. These differ in terms of their language (German, Spanish, French, Italian and English), as well as in terms of their geographical location in the case of the adjacent US and UK communities. On the other hand, this makes no difference in relation to the Spanish-speaking community, where the Argentine daily La Nacion exerts a leading role. In addition, there is a clear distinction between different professional roles as data journalism and data visualization experts are on the opposite ends of the network, although being closely interconnected.

For the first time, the findings show that data journalists around the world are well connected. While there are leading experts many DJ are looking up to at the center of the network, there are different but nevertheless closely related linguistic communities in the periphery. The results confirm that these networks, particularly in relation to replies and retweets, do present structures for cooperation – and that they are all but dispersive and loose.

JOS02 - New content analysis research: How politics is reported

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PP 016: The coverage of corruption during the Italian election campaign of 2018: Policy issue or strategic move?

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The issue of corruption in Italy is becoming increasingly important over the years, as emerges from the results of previous research such as ANTICORRP – "Anticorruption Policies Revised. Global Trends and European Responses to the Challenge of Corruption". The Italian press records a number of articles concerning corruption and other related issues much higher than other European countries. Specifically, there is a lot of interest in political corruption. Historically Italian media contributed to the political battle with their partisanship and polarization. This is a structural feature that has accompanied the Italian media system for decades (Hallin and Mancini 2004), characterized by a high level of political parallelism and by an accentuated exploitation of the mass media, whose objective is above all to intervene in the decision-making process in defense of both political and economic interests (Ortoleva 1997). In an awkward time as the election campaign, how it is covered as an awkward issue such as corruption? Is the theme of corruption in the electoral campaign a policy issue conveyed by candidates, parties and electoral programs, or does it emerge following the disclosure of a scandal? These are the main questions to which this contribution will try to give an answer.

The attempt will be to check whether the coverage of corruption in the Italian press near an election date can be read in light of what Thompson (2000) calls "politics of trust": with the disappearance of mass parties the figure of the leader it assumes ever greater importance for the conquest of consensus; therefore voters address their vote based on the idea of reliability, but above all honesty, which a candidate can transmit. A scandal could have an impact on parties and politicians, especially close to the election campaigns (Castells 2014). With this research I want to understand if the issue of corruption is used by Italian politicians to discredit their opponents or if fight against corruption is at the center of their electoral programs.

This research examines the coverage of corruption in all Italian newspapers[1] from December 15th 2017 to March 4th 2018. All the articles that contained in the text or title at least one of 10 keywords concerning the theme of corruption were selected (corruption, embezzlement, bribe, concussion, familism, nepotism, cronyism, bribery, collusion, favoritism). The articles will then be subjected to a computerized content analysis through T-Lab, linguistic and statistical software for the content analysis able to segment and lemmatize the texts.

This research, even if limited to the Italian context, can be a starting point for a comparative analysis of the coverage of a topic such as corruption during the election campaign period in other European countries.

[1] Avvenire, Corriere della Sera, Il Dubbio, Il Fatto Quotidiano, Il Foglio, Il Giornale, Il Giornale d'Italia, Il Giorno, Il Manifesto, Il Mattino, Il Messaggero, Il Resto del Carlino, Il Sole 24 Ore, Il Tempo, Italia Oggi, La Nazione, La Repubblica, La Stampa, La Verità, Libero, L'Osservatore Romano.

Journalism Studies

PP 017: German narratives on Catalonia. The German press coverage of four great demonstrations in Catalonia between 2012 and 2015

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This paper presents results of a doctoral research which analyses the international projection of the Catalan independence political process in the quality press in Germany.

The research starts out from the position that the role of the media, as a co-constructor of reality and as a transmitter and creator of identities, is further intensified when we focus on their discourse and their published opinion. The correspondents are the filters, the gatekeepers, from whom readers receive information and events from another society.

In this sense, analysing articles narratives allows us to understand the construction of the news and therefore the published opinion and the image that Germans may receive of the Catalan independence process being reported on. In this study, the way in which German correspondents treated Catalan cultural and political identity through the coverage of four great demonstrations on 11[e] September 2012, 2013, 2014 and 2015 is analysed. The aim of the research was to understand the position of the media in relation to the objectives of the demonstrators and therefore to the Catalan independence debate.

For the sample the four most widely read German print press publications were selected, as they are the biggest-circulation elite press in the country and they represent different ideological tendencies: the newspapers *Süddeutsche Zeitung*, *Frankfurt Allgemeine Zeitung*, *Die Welt* and the weekly informative magazine *Der Spiegel.*

In terms of methodology, an analysis of Agenda-setting and Framing is carried out, as well as a discourse analysis of narrative. The corpus consists of informative and interpretative news articles, both in print and in digital format selected from a week before the demonstration day and two weeks after it. These methodological techniques were applied to detect the frequency, position and amount of space dedicated to the story, as well as the type of frame used in the titles, in the thematic issues and in the main actors. Discourse analysis studied and evaluated the arguments and discursive strategies used by the reporters. In order to acquire reliability, the techniques were proved by seven German-speaking testers, who codified and analysed a small sample of articles and thereby confirmed the validity of the methodological approach used by the researcher. Furthermore, ethnographic research has been done to complete the results: interviews with German press correspondents.

This research regarding the coverage of four specific demonstrations during the Catalan political process in the German press aims to contribute to the debates about the role and power of journalists to construct reality. Moreover, the study provides elements of reflection on the journalistic process, above all at an international level, as the research offers data, examples and specific results on political journalism and published opinion.

PP 018: The Crown challenged. How Madrid and Barcelona newspapers evaluate the Spanish King Juan Carlos I abdication: Center vs. periphery view

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Catalonia and its pro-independence movement earned much of the European Media attention in the last half of 2017. The cause for an independent Catalan republic began years ago, but it sped up after the Spanish Constitutional Court curtailed the regional Catalan basic law in 2010, although Spanish and Catalan Parliaments and Catalan people in a referendum had ratified it. In the context of an increasing popular push for Catalonia independence, in June 2014 King Juan Carlos I abdicated, being replaced by his son Felipe VI. At the moment of his abdication, a Court in Mallorca was charging Juan Carlos' second daughter of money laundering and tax fraud.

The submitted study consists of an analysis of the editorials published by the main Spanish newspapers from June 3rd to June 20th in 2014 –the days after the abdication and the coronation, respectively. We chose eight printed dailies edited in Madrid, the capital and the core of Spanish politics, and Barcelona, the Catalan capital and the core of the main peripheral Spanish region, which scores 20% of Spanish GDP. The analysis centered on *El País*, *El Mundo*, *La Razón* and *ABC* (Madrid), and *La Vanguardia*, *El Periódico*, *El Punt-AVUI* and *Ara* (Barcelona).

We carried out an *ad-hoc* in depth textual content analysis of the 66 editorials issued in order to study, first, how the papers evaluate a) King's Juan Carlos I tenure, b) the institution of the Crown, c) the figure of the incoming Felipe VI and d) the monarch's approach to Catalan pro-independence movement; and second, and most important, the differences between Barcelona and Madrid views: we part of the hypothesis that there is a great contrast between Barcelona and Madrid papers, even there may not be a homogeneous position among each group.

The results show significant dissimilarity between the center and the periphery. Thus, the topic draws much more attention to the Madrid press than to the Barcelona one: the former published 45 editorials (68%) and the later, 21 (32%); Madrid editorials focus on Juan Carlos I figure, whilst in Barcelona the focus is on the pro-independence movement and its effects on the King's abdication. None of the Madrid editorials present a negative tone against the Crown, while almost half (47,6%) of Barcelona editorials have a negative view of the King and the monarchy.

One of the main conclusions of the study is that the Spanish newspapers are clearly politicized, following ideological trends, and that they comply with the model of the Mediterranean media system set by Hallin and Mancini, which is characterized by a "polarized pluralism." In that case, the political polarization draws a clear divide between Madrid (center) and Barcelona (periphery).

PP 019: A comparative media analysis: The Armenian minority press and the national media in Turkey in the context of the center-periphery relations

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Ethnic and religious minorities are accepted as one of the disadvantaged groups in Turkey in terms of the representation in the mainstream media. Their voices can only be heard in the national media when there is negative news about them or they are subjected to the interest of the political power. The aim of this paper is to analyze how the communication flow is between Agos, prominent Armenian newspaper in Turkey, and the Turkish national media from a comparative perspective in the context of the center-periphery relations. Theoretically, the position of minority media is in the margin, while the mainstream media takes place in the core in terms of the flow of the news and information throughout the media history. However, in practice, a few breakpoints reversing the news flow from the margin to the core can be observed. This study focuses on not only when and how the Armenian community, which locates at the periphery, becomes a subject of the news in the national media but also how national news agenda take place in Agos.

The Armenian community with a population of 60 thousand is the highest population among the other minority groups like Greeks and Jews living in Turkey. Newspapers have been the most important communication tool for the Armenian community living in Turkey not only in the past, but also today with the intention of making their voice heard, publicize their problems, and creating a public opinion regarding their issues. Nowadays, Agos (1996), Nor Marmara (1940), Jamanak (1908) are the main newspapers of Armenian community in Turkey. Particularly, Agos, which will be used in this study, became widely known with the assassination of Hrant Dink, the executive editor of the newspaper. Agos, which is bilingual (Turkish and Armenian), and weekly, has a critical editorial policy when compared to the other Armenian newspapers. This paper intends to explore both the representations of Armenian community in the national media and national issues portrayed by Agos. Therefore, first, some important issues which are related to Armenian community such as the assassination of Hrant Dink, the election of the Armenian Patriarchate in Turkey, and problems of Armenian immigrants in Turkey will be dealt with to understand how the portrait of Armenians is perceived and conveyed in the national media. Then, I explore how Agos approaches to some of the issues on the Turkish political agenda such as the failed coup attempt on 15 July, Kurdish Question and the operation in Afrin region in Syria To compare newspaper policies, the research data will be collected from three Turkish newspapers, Hürriyet(liberal), Birgün(leftist), Sabah(conservative), and, the Armenian newspaper Agos, each of which has different editorial policies in representing Armenian community. Qualitative content analysis will be used as the methodology to reveal the comparative relationship between the center and periphery.

PP 020: The local press in relations with key social actors: Types of engagement, clientelism, conflict of interest, and (non)symmetrical relations. Comparative case studies from Poland

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Before 1989 (the transition of the political system) local media in Poland were very poorly developed. The number of journals published rose from 370-390 in January 1989, to 2500 by 1999 (Chorązki, 1999). The number of local newspapers presently is estimated at over 3000 (Kowalczyk, 2008, Szot, 2013).

I was particularly interested in the role local media play in their local context. Are they influential local actors? What are the relationships between local media (as defined e.g. in Gierula, 2005; Kowalczyk, 2003) and key social actors?

These questions resulted in a 'multiple case study' (Stake, 2010): a set of several instrumental case studies (where a researcher is not interested in a case *per se*, but uses a case to explain different processes that are included in the research questions), with the main goal of exploring the complexity of these

relationships, and identifying the level of involvement of local journalists and local media owners in local networks.

One of the main inspirations for undertaking such a research project was the concept of *conflict of interest*, and a particular approach towards this phenomenon in the journalistic profession (Borden & Pritchard, 2001). The term conflict of interest very often appears when researchers analyse the shortcomings of political authorities: national or local. It is usually combined with terms like *public interest* or the *commonweal* (or their violation).

The analysis of the relations between individual journalists and local government, and the newspaper owners/editors with local government, identified at least one type of conflict of interest (individual and/or institutional, Borden & Pritchard, 2001) in every weekly analysed. The most common, though, is the individual conflict of interest which might be caused by the 'proximity' of the community members, more frequent informal relations (e.g. student–teacher; colleague from work–colleague from work; family ties; and neighbour–neighbour), or difficulty in distancing oneself from such relations (proximity of living; limited possibilities of changing employment). Where there is a powerful and influential leader in the newsroom (an editor-in-chief or a vice-editor), the institutional conflict of interest was also apparent (Męcfal, 2017).

One of the main aims of my research was to recreate a specific local 'social setting' (Lofland, Snow, Anderson, & Lofland, 2009) and to interpret the observed links between subjects. The roles fulfilled in the local 'social setting' turned out to be connected to the prominence of the newspaper in the community and the prominence of the owner(s)/editor(s) of the newspaper in the local circles. In the cases of Weekly B and Weekly C (two of four studied cases), where the position of the weeklies was strong, I could observe a significant role in the local 'social setting'. The investigated cases also made it possible to identify a considerable role of informal relations between the key local actors which often influenced how the local weekly functioned in the community and how it was perceived.

I also made an attempt to classify analysed cases on the continuum from open political engagement, through apparent non-engagement to non-engagement.

JOS03 - Representation beyond stereotypes: Covering social groups

PP 021: About objects and subjects in immigration news. A longitudinal analysis of actors in television news about immigration

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Who gets to speak in the news is crucial in both the shaping of the news and its potential effects on the public. Previous research suggests that traditional elites (e.g. politicians, experts) typically have easy access to the news, while citizens have a harder time getting their voice heard (e.g. Berkowitz, 2009). This is particularly important for issues where power differences in civic debate are expected to be the highest. This is why we focus specifically on actors in immigration news, as this is an issue where access to the media is found to be very unequally distributed. So-called 'societal underdogs', such as refugees, usually have fewer opportunities to—actively—speak in the news (Benson & Wood, 2015; Tyler & Marciniak, 2013). However, while some studies already have focused on the speaking actors in immigration news, little knowledge exists on the full range of actors. Are there other actors (e.g. politicians, advocacy groups) that speak on behave of immigrants? And what about the voices of ordinary people opposing immigration? In addition, our study makes a clear distinction between who gets to speak in the news and who is only mentioned. This will provide a novel understanding of who is the subject of immigration news and who is the object.

Additionally, this study aims to investigate the factors that determine which actors appear in immigration news as object and subject. To do so, this study will focus on whether the specific news topic (e.g. crime, economy) predicts the actors that are present in the news and which role they play in it. Moreover, the news data will be linked with real world events. Do certain (key) events or public opinion trends result in a specific type of actors in the news? Also the influence of media type, media profile and time will be included.

We mainly use a longitudinal, quantitative content analysis of *all* television news items on immigration from the period 2003-2017 of the two main broadcasters in Flanders, Belgium. Moreover, we compare television news with a large sample of news items on immigration of the six main Flemish newspapers during the period 2013-2016. All actors that were present in these news items were coded, resulting in a unique population dataset. Using such an elaborate dataset allows to better understand systematic differences across time and media type, but simultaneously provides a nuanced insight in the presence of actors in immigration news and the factors that play a role in it.

Journalism Studies

PP 022: How to manage super-diversity on television. A multi-method qualitative study on the representation of ethnic minorities in Flemish public service non-fiction programmes

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The representation of ethno-cultural diversity on television is a permanent challenge and complex, multi-faceted issue for public service media (PSM). Quantitative monitoring of the mere presence of ethnic minorities in TV programmes helps them to achieve government- or self-imposed targets, but it falls short of meeting the needs of 'super-diversity'. Whereas the concept of 'multiculturalism' has been criticized for its tendency "to flatten thinking about cultural heterogeneity" (Cottle, 2000), the notion of super-diversity better captures the power inequalities embedded in society as well as the intra-cultural "plurality of affiliations" within ethno-cultural minority groups (Vertovec, 2007). Super-diversity is something that needs to be 'managed': policies and strategies are needed to ensure that ethno-cultural minorities are not being disadvantaged in their access to and presence in TV programmes. Indeed, European PSM's are looking for new ways to deal with 'diversity within diversity'. For one, their attention has broadened from diversity *on* the screen to diversity *behind* the screen, even though Ofcom recently found that broadcasters in the UK, including the BBC, still need to improve the diversity among their staff (Ofcom, 2017). Moreover, public service broadcasters are also increasingly engaging with the criticism that their portrayal of ethnic minorities tends to be one-sided and stereotypical, which urges them to shift focus from *if* to *how* their TV programmes represent super-diversity.

This paper presents the results of a qualitative study commissioned by the Flemish (Belgian Dutch-speaking) public service broadcaster VRT and independently conducted by the authors. The goal of the study was to qualitatively examine and evaluate the representation of ethno-cultural diversity in a sample of VRT's non-fiction programmes broadcasted in the 2016-2017 TV season. First, a qualitative content analysis was conducted on a sample comprising 28 non-fiction programmes. The content analysis was supplemented by four focus group interviews with a total of 12 participants belonging to different ethno-cultural minority groups. During the focus groups, a selection of fragments taken from the content analysis was presented to the participants to elicit a discussion on the VRT's performance in representing ethno-cultural diversity. The insights from the focus groups helped us deepen our interpretation of the initial findings from the content analysis. Triangulation of the findings from the content analysis and focus group interviews leads us to the conclusion that despite several measures undertaken by the VRT, the representation of ethno-cultural minorities is still unbalanced and biased in at least three ways: first, the VRT still tends to present minorities as homogeneous groups rather than highlighting intragroup differences; second, the VRT could do more to avoid 'typecasting' people with migrant roots thematically, i.e. for items on topics and issues related to their ethno-cultural identity; and, third, several fragments indicate that TV journalists and producers tend to portray and approach minorities from a dominant group perspective. The paper ends with recommendations for PSM journalists and producers as to how they may reconsider the 'professional pragmatics' (Cottle, 1998) in order to increase cultural sensitivity among their staff and better manage the representation of super-diversity in their programmes.

PP 023: Journalism in the social construction of reality: What does Berger and Luckmann tell us about it?

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This paper intends to problematize the notion of social construction of reality by journalism, as it has been presented by important authors of the area of Communication, such as Tuchman (1978), Verón (1995) and Alsina (2005), among many others. This essay is based on the description of these current approaches in the academic literature on journalism and the media, observing translation equivocals and discrepancies in relation to the original notion of social construction of reality developed in the classic treatise on Sociology of Knowledge of Berger & Luckman (1966). Based on the re-reading of the work that introduced the concept, it proposes a more careful attention to the socio-cognitive process in which social reality is produced, articulated to the intersubjective construction of common sense, and to the participation of journalism in this construction. From this perspective, the text discusses the ways journalism participates in the social construction of reality, in the dialectical processual perspective proposed by Berger & Luckmann, who see (a) society as a collective human product - in which journalism participates in this production, but not monopolizes; (b) society as an objective reality - in which journalism represents one of the forms of objectification, among others so important or more; and (c) man as a social product, in a process in which journalism also participates, but as a form of complementary or "tertiary" socialization. In addition to relativizing the importance attributed to journalism in the social construction of reality, the text points to the need to deepen the studies about the specificity of its participation in this process, to better understand and delimit its social and cognitive function in an era of excess of information.

PP 024: Representing worker's conditions in developing countries: A cross-national comparison of mainstream newspapers

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Media scholars have analysed the coverage of labour/workers as well as the coverage of developing countries in mainstream news media. However, much of the existing research on the coverage of labour/workers focus on industrial disputes or in the way workers are stereotypically and negatively portrayed in developed core countries. As a consequence, little attention has been given to the representation of *working conditions* in *developing countries*.

Workers/working conditions in developing countries has become of particular concern given that Transnational Corporations (TNCs), who seeks to reduce production costs by taking advantage of the wage hierarchy between the Global North and South, now vastly operates in these areas. The need to suppress production costs has severe consequences for the nature of the working conditions in the developing world.

Aiming at a cross-national comparative perspective, this paper analyses how working conditions in the Global South- related to TNCs- are discursively constructed in three different European mainstream newspapers.

Drawing on an ideology-critical perspective, by means of a discourse study approach, this paper shows that the news coverage expose different violations of workers' rights. However, there are major problems with the way in which this is done as certain contexts are foregrounded and other backgrounded or simply ignored. By focusing on a moral critique of particular TNCs, i.e. the wrongdoing of some "bad apples", this coverage ignore deeper root causes of the problem, that is, the economic system and business model that depend on the exploitation of cheap labour, in which these TNCs operate. People do become aware about the horrendous working conditions but not of the structures behind why workers are exploited. Instead there is a significant focus on the individual consumer as being one of the main responsible for workers' conditions.

PP 025: Describing journalism research: Meta-research on journalism studies papers published by the Journal of Communication and the European Journal of Communication (2013-2017)

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Since the 1990s, Journalism Studies have experienced an intense growth, transformation and methodological standardisation. Media systems, journalistic cultures and professional values of journalists, as well as the university education and professional training, have undergone a process of internationalisation deeper than in the decades before. Journalism research has, indeed, undergone several changes in an attempt to analyze these professional and academic changes, and to go beyond descriptive studies towards an accumulative and comparative knowledge across different countries and media systems.

The aim of this work is to study the characteristics of present journalism research from a meta-research perspective, focusing on core elements such as i) the methodological procedures, ii) the objects of study, and iii) the uses of theory. A content analysis has been designed and applied to papers published during the period 2013-2017 by two leading international peer-reviewed journals: the *Journal of Communication* and the *European Journal of Communication*. The sample consists of all the original articles published by both of these journals (excluding special issues) during the five-years period of analysis, summing up to N=353 papers, of which 136 (38,5%) refers to Journalism Studies. The coding protocol is based on 26 variables and 214 indicators, which aims to describe the core elements of scientific activity. Therefore, even though meta-research on communication studies is still at a starting point, it can be useful to know the state of the art of one of the most dynamic fields of communication research.

The decision of studying peer-reviewed journals is because they can nowadays be considered a dominant institution not only for the dissemination of research results, but also for the delimitation of the field, the methodological debate and the professional reputation of researchers. In addition, the decision of focusing on miscellaneous journals is to analyse the presence and relevance of journalism research compared to other research topics and interests.

This work is part of a boarder ongoing project focused on a meta-research of communication and media studies in general and, so, the methodological design has been tested on previous studies. Nevertheless, this is a first step in a general description of international journalism research and, so, it presents some advance of results that point to the relevance of quantitative empirical research on news coverage of current (political and non-political) events performed by content analysis on which the theoretical framework has a descriptive orientation and instrumental function.

JOS04 - Between trust and distrust: reasons for and strategies to deal with media skepticism

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Trust and distrust in the media are very volatile over time and differ strongly by country (Edelman, 2017; European Commission, 2016; Hanitzsch, van Dalen and Steindl, 2017; Newman et al., 2017). Although a certain amount of media distrust demonstrates a healthy democracy, trust in journalism is needed for the functioning of society (Blöbaum, 2014; Grosser, 2016; Kovach and Rosenstiel, 2007; Müller 2013). It is therefore vital for journalism scholars to garner a better understanding of these issues: Who trusts or distrusts which parts of the media for what reasons and what can journalists do about this? Hence, this panel brings together recent studies by scholars from different national backgrounds (Germany, Israel, Norway, Switzerland) in order to answer these questions by presenting and reflecting reasons for and strategies to deal with media skepticism. It deliberately follows a differentiated approach, taking into consideration not only results from different countries, but also various media as objects, the influence of digital developments, quantitative and qualitative methodological approaches, and, finally, the perspectives of both recipients and journalists. The panel opens with a differentiation between cynicism and skepticism in the context of media distrust that focusses on the audience's perspective and takes into account both mainstream and alternative sources. The second presentation maintains the audience focus and presents perceptions of a journalistic establishment as a crucial reason for media distrust. The following two presentations shift the focus to the strategies, with the third paper exploring audience perceptions of journalistic transparency regarding user-generated content and its influence on trustworthiness and the fourth taking the journalists' perspective to examine journalistic evaluations of credibility and their sociological, epistemic and democratic implications. Finally, the fifth presentation provides a comparison of recipients' and journalists' views on trust in the media and suggests appropriate journalistic strategies to deal with media skepticism. Following the five individual papers, Richard Fletcher (Reuters Institute for the Study of Journalism, University of Oxford) will act as respondent to the panel. From his viewpoint as an expert in digital news consumption and comparative media research, he will begin the discussion by reflecting on the presented recent trends in and implications for research on trust and distrust in the media.The panel thus aims to provide a forum both for a critical discussion of current research designs and results in this area and for a joint reflection of possible future avenues of research.

PN 024: How journalists and citizens define trust in media: A structural topic model approach

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This paper seeks to clarify and compare how citizens' perceptions of news media trust differ from journalists' perceptions of news media trust. We ask an open-ended question about what comes to mind when people think about "trust in media", fielded in a panel of Norwegian journalist and editors, as well as a unique Norwegian online panel where the entire Norwegian population has an equal and known probability of being invited.

Using a semi-supervised quantitative text analysis technique called Structural Topic Modeling (STM) that allows the researcher to discover topics from the open-ended responses, rather than assume them in advance, we will identify independent topics of trust. The STM technique help to uncover topics using a clustering algorithm based on the co-occurrence of words across the respondents' written responses. We will include different demographic variables in the model and investigate possible predictors for explaining differences in topic prevalence, such as education, age, political interest, satisfaction with democracy, and whether the respondents are ordinary citizens (data from the Norwegian Citizen Panel) or journalists (data from the Norwegian Journalist Panel). In the analysis, we will regress the induced topics on the variables included in the model to explain variations in the prevalence of each topic. For each analysis, we will hold all other variables included in the model constant. The data from the panel of Norwegian citizens are already collected, while the data from the panel of Norwegian journalists will be fielded in April 2018.

Prior studies, asking about people's trust in news media using the same approach, suggest that different audience members understand the very same question substantially differently than others do. In this study, we expect there to be differences between journalists and citizens in this respect, and aim to reveal important differences between citizens' interpretations and perceptions of trust in the media and journalists' perceptions of trust in the media. If journalists' understandings of news media trust indeed differs substantially from citizens' understandings of news media trust, our study can 1) potentially inform newsrooms of factors that undermine trust in the media neglected by prior research, and 2) provide suggestions for how newsrooms can take action that counters this tendency.

PN 025: With a pinch of salt: The interplay between journalists' evaluations of source credibility and message credibility in the age of post-truth

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This paper examines how journalists maneuver between evaluating the credibility of their sources and the credibility of their messages, and how both key factors of news judgement, whose interplay is studied here for the first time, shape the published news. This topic has sociological, epistemic and democratic implications, especially in post-truth and digital news environments, due to the increasing complexities of evaluating new and traditional sources and messages (Wintterlin and Blöbaum, 2016), and the potential impact of journalists' micro-level evaluations of credibility on macro-level public trust in media (ibid). Findings are based on a series of reconstruction interviews that examined how Israeli journalists evaluate the credibility of 1,307 sources and their respective messages in a sample of their recently published items. Though source and message credibility play, according to our findings, a major role in shaping the published news, journalists rarely make a clear distinction between the two: messages of sources that are ranked as highly credible tend to be ranked as highly credible too and vice versa. The correlation between both evaluations is very high and significant (r=.660, p<0.01). Furthermore, in their day-to-day evaluations of credibility, journalists encounter peculiar combinations: credible messages generated by non-credible sources (12.2% of their interactions with sources) and credible sources who provide non-credible messages (4.9% of interactions). Government sources are ranked as significantly more credible than other voices (namely citizens and private sector sources), yet their messages are not perceived as significantly more credible. In most interactions, both sources (70%) and messages (77.4%) are perceived as highly credible. To address cases of poor credibility, journalists conduct significantly more frequent verifications of non-credible sources (46%) than of credible ones (34%), as well as more verifications of non-credible messages (54%) than of credible messages (33%).

These findings have sociological, epistemic and democratic implications. On the sociological level, overwhelming reliance on sources that are perceived credible represents a *risk-evasion strategy*, whereby journalists minimize their exposure to dubious information. This strategy is in tandem with hegemonic theories, according to which the perceived credibility of sources is the "most important factor in source selection" (Wintterlin and Blöbaum, 2016: 83), which places official sources at the top of the "hierarchy of credibility" (Becker, 1966: 242), in a position to dominate news coverage (Patterson, 2013). However, even when senior government sources are involved, journalists maintain a critical position toward the content of their messages in fifth of the cases (20%).

On the epistemic level, limiting themselves most of the time to credible sources whose messages are deemed credible, represents an "epistemic injustice" (Fricker, 2007) – systematically excluding alternative voices that conform less with journalists' expectations, standards, practices and prejudices, and minimizing the exposure of journalists and their audiences to their messages.

On the democratic level, reporters' micro-level *risk-evasion* calculations might be related to the macro-level decline of public trust in media: according to studies, poor *diversity* of sources and messages might affect public trust in both offline and online media environments (Grosser et al., 2016).

PN 026: Strategies of preserving trust in journalism: Recipients' views on transparency and verification of user-generated content

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Digitalization challenges journalism's claim to authority, which is based on recipients' trust. The rapid spread of information from diverse sources can cause an erosion of traditional news production. Against this background, journalism has developed new strategies to cope with raw material such as user-generated content (UGC) in order to preserve its trustworthiness. One strategy is transparency about the origin of and verification attempts regarding new sources. Despite journalists using these strategies every day, their evaluation by the audience has not yet been analyzed.

Our study therefore captures recipients' views on journalistic transparency regarding both the attempted verification and origin of UGC as a new source. We conducted in-depth interviews with a convenience sample of 26 Germans, which equally represents online and offline media users and is balanced in terms of gender and age, and asked (1) how users evaluate the integration of UGC as a source, (2) whether the integration of UGC has any influence on journalistic trustworthiness and lastly (3) whether and how recipients perceive transparency strategies journalists use to deal with UGC.

First, the integration of UGC as a source is predominantly seen negatively: Despite acknowledging that UGC allows journalists to take on new perspectives and report from places they might normally not be able

to reach, most recipients think such content is easily manipulated and not suitable for objective coverage on serious issues.

Second, half of the respondents don't indicate a clear influence of the integration of UGC on trustworthiness because they either don't pay attention to sources in general and therefore don't notice UGC in particular or they trust the media they use regularly regardless of the integration of UGC. However, those respondents who do notice UGC tend to rate the articles less trustworthy because UGC is not perceived as an objective and reliable source.

Third, a majority of the recipients sees transparency concerning the origin of a source favorably because it heightens understandability. Still, a strong minority indicates that such transparency is not important for them personally, as they do not really care how journalists get their information and seldom perceive transparency concerning this. Being transparent about verification attempts is also perceived with mixed feelings: Most respondents agree that it increases journalistic trustworthiness because it signals high quality journalism and proves the reliability of the information presented, but a considerable minority posits that this type of transparency might actually increase uncertainty about the reliability of sources.

This study delivers practical implications for journalism on how to handle new sources in the context of declining media trust: Information on the origin of sources should be displayed, whereas transparency about verification attempts might not be the right tool to preserve journalistic trustworthiness. Nevertheless, further research is needed, as our respondents generally have medium to high trust in journalism and low social media efficacy. A comparison to non-Western media systems and more diverse media users might therefore be useful.

PN 027: Diverging truths: Distrust in the media due to the perception of a journalistic establishment

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Though public distrust is considered to be important for a healthy democracy, the media can only adequately inform the public if news consumers have a certain level of trust in journalism. But the popularity of terms such as "fake news", "lying press" and "alternative facts", which recipients use to insinuate that journalists intentionally manipulate their recipients, demonstrate (together with empirical results) that journalism is confronted with audience distrust more than ever before. To learn more about the distorted balance between trust and distrust, we conducted a survey pursuing the following main research question: What are reasons for media distrust? The sample consists of 1,034 participants who are representative for the German-speaking population aged 14 to 64 years. The recruitment took place in March 2017 based on a random quota sampling (regarding age, sex, formal education and residence).

Among the various items measured such as the perception of journalistic quality, of missing information, of reporting bias and of manipulation, the perception of a journalistic establishment emerged as one of the main reasons for higher levels of media distrust. We define establishment as term that describes a group of people who hold a societal or political key position they want to keep. The term is connoted negatively and describes a powerful and dominant elite, which is not adequately legitimated from the citizens' perspective. This understanding is reflected in a journalistic establishment scale we developed based on four items. Using a 4-point Likert scale, we found the following full and partial agreements with these statements: 'Journalists are part of the establishment' (48%), 'Journalists and the political elite are in cahoots' (39%), 'The media don't criticize the powerful in the economy and in politics enough' (63%), 'The media don't care enough about ordinary people' (55%). Besides general media distrust, the perception of a journalistic elite is also significantly correlated with lower trust both in journalists and in the media coverage of various political news topics. Additionally, measuring self-reported political orientation showed that right-wing participants are significantly more likely to perceive a journalistic establishment than moderate or left-wing participants. This result becomes relevant in light of recent elections in which right-wing politicians and parties had an upswing in Europe and the U.S. (Donald Trump, FPÖ, AfD). Populists attracted voters with anti-establishment campaigns. These often focus on the media, with populists addressing the fact that a notable amount of news consumers feels that the mainstream media are out of touch with the concerns of the audience, fail to report on issues important to the citizens, and thus spread information divergent from the convictions these news consumers hold as truth. Therefore, our study indicates a link between media distrust and the success of populism. This link is of global relevance. To observe the development of the perception of a journalistic establishment as one of the main reasons for news consumers' distrust in the media over time, we will repeat the survey in the spring of 2018 with a second panel wave.

PN 028: Cynicism or skepticism? Understanding audience mistrust in media

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While scholars have been studying mistrust in media for decades, the democratic implications of negative attitudes towards the media have not enjoyed much attention. Many have described the drop in audience trust in the news media as part of a "crisis of confidence" that has plagued Western societies in recent years (see Sniderman, 1981). If people do not trust the media, it would seem the media cannot fulfill their crucial role of informing the public in democratic practice. However, the opposite argument can also be made. "The public does not believe everything it encounters in the media. Such skepticism is not necessarily bad; there can be dangers in uncritical acceptance of media fare" (Gaziano, 1988: p. 278). The work of journalists is rarely perfect. We want our fellow citizens to reach political decisions based on political information. To the extent that they do so, we want the information they rely on to be accurate. From this perspective, mistrust of the media might in fact be healthy for democracy.

Cappella and Jamieson (1997) suggested we should distinguish between cynicism and skepticism. Cynics are disposed to believe in the insincerity of human actions and express this disposition by sneers and sarcasm. Skeptics, on the other hand, are merely uncertain and wary. Confronted by unclear evidence, skeptics raise questions and doubts. "The skeptic says 'I don't think that is true. I'm going to check this out'. The cynic says 'I know that's not true. It couldn't be. I'm going to slam him'" (p. 26). Cappella and Jamieson argue that skepticism is healthy, while cynicism is detrimental to democratic life.

The proposed research sets out to explore whether items commonly used to measure mis/trust in media tap cynicism or skepticism. In Study 1, the associations between the news credibility scale (Gaziano and McGrath, 1986) and measures of normatively desirable concepts (political interest, participation and knowledge, support of democratic norms) as well as undesirable ones (e.g. authoritarianism), controlling for political and demographic covariates, will be tested. Study 2 will test whether mistrustors spend more time reading news media texts, and whether, when confronted with contradictions in facts between mainstream and alternative news sources, they consistently accept facts and interpretations from alternative media, or internalize facts and interpretations from both mainstream and alternative sources. An effort will be made to differentiate survey items measuring cynicism and skepticism.

JOS05 - Journalism, social media, and audiences: redistribution of power?

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In the last decade, we have seen social media fully integrated into journalism practice and the ways which journalists have embraced these media widely explored (Broersma and Graham, 2015). These media have had an impact on how news is produced, what online news looks like, and have even shaped priorities for how we discuss journalism studies as a field (Eldridge and Franklin, 2017). However, changes experienced by audiences have been uneven, and new questions continue to emerge which suggest new ways of thinking about the relationship between journalism and social media, with regard to their audiences, are needed. This panel approaches social media as presenting a specific opportunity to revisit dimensions of power for audiences and news media first signaled ten years ago.

While changes that have come with social media have been documented, and a raft of studies suggest a parallel change in journalism's relationships with other agents in the networked ecology of news – including its relationship with sources, social media platforms, technology companies, and with those citizens their content reaches – studies that put audiences and social media use at the foreground of journalism research continue to introduce new topics for discussion. Chief among these are questions surrounding the orientation of power relationships between journalists and audiences that come with social media practices. In the wake of another tumultuous year for news and journalism, this panel explores where social media and its pervasive nature within and around news media draw attention to journalism's public role. The papers conceptualize the relationship between journalism and its audiences through the platforms of social media, which are increasingly part of public discussions of dynamics of power within society and within the news media ecosystem. Together, we introduce new approaches to address these questions, and while each paper focuses acutely on journalism's relationship with its audiences, the ways which social media can be at once empowering and marginalizing, connective and diffusive, are all addressed. Papers explore how audiences and individuals are imagined, how they consume news within social spaces, and how they choose not to (Joëlle Swart, Scott Eldridge, and Marcel Broersma). We further consider how this has changed in what we consider 'news' and 'journalism' to be, both in terms of how we analyze these (Agnes Gulyas), and the impact changing conceptions of 'news' have had on journalism's traditional authority as news takes hold on social platforms (Axel Bruns). Where news is now produced in a network, with contributions from audiences and journalists alike (Raymond Harder and Steve Paulussen), we confront the new epistemic challenges to research in these areas which have also emerged (Oscar Westlund and Mats Ekström).

By focusing on critical questions of if and how the rise of social media has redistributed power in the news media ecosystem, we are able to explore questions around the functions and roles journalism traditionally fulfilled, and weigh whether and how these have been altered – or taken over – by other players.

PN 029: How social is social media: Does journalism belong?

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There is an apparent conflict between news media strategies adopted to reach audiences on social media, and news audiences' tactics and strategies to avoid being reached. For all that is said about journalism on social media platforms, audience research shows instead they are perceived as colonizers of otherwise interpersonal spaces, disrupting connectivity with a glut of news 'garbage' users would rather avoid. When they are engaged with, news media on social platforms are sought out instrumentally, as means to informative ends. This leaves journalists and news organization in the lurch – have they populated a space where they are unwelcome, and imagined a public in social spaces that either doesn't exist or is disinterested in their content?

Contrasting early opportunistic views of 'the social' for journalism, this paper shows instead that for a field in society dependent on public appreciation, journalism may be mistakenly approaching the 'social' to achieve such ends. Anecdotally we might see this reflected in the disregard for news content, shoved aside in favor of more 'meaningful connections' in Facebook's latest iteration of its timeline and algorithm. Incidentally, we might see the uproar from news organizations who must now (again) find new ways to reach audiences as reflecting a misunderstanding of how these social spaces are being used by the very audiences they are seeking.

In this paper, we approach these questions by looking at social media spaces through patterns of audience use. Doing so, we conceptualize the 'social' at three levels: Spaces to connect (interpersonal), Spaces to use (utility), and Spaces to avoid (tactics). Focusing on the third – tactics of avoidance – we ask whether journalism is truly at home on these platforms, and whether its strategies align with users' own strategic uses of social media platforms. As we find their strategies are effectively eluded by audience members, we therefore problematize social media as a space for journalism.

This approach benefits from a holistic view of digital media ecologies not as spaces *for* journalism, but rather as spaces where news and journalism are woven into an assemblage of media and user repertoires, and where news content can be indistinguishable for users from the many other media online (Broersma, *forthcoming*). Further, this sees an opportunity for new imaginations of the complexities of journalism in a digital age, which has increasingly shown a need for new renderings of understanding its content, production, and use (Eldridge and Franklin, *forthcoming*). If we can ask, critically, whether on social spaces journalism 'belongs' this may offer a first step towards reorienting how we look at these relationships.

This poses a challenge to journalism scholarship to reorient approaches towards audiences. In particular where research assumes a normative link between journalists and their informative roles, and the society they are informing. By putting audiences and users at the center of exploring this socio-functional dynamic, questions can be answered in terms of how media are used – not just in how we might hope for them to be.

PN 030: Gatewatching revisited: Habitualisation, demoticisation, normalisation

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This paper revisits the concept of gatewatching (Bruns 2005) in the current communicative context. Gatewatching described the observation, selection, re-sharing, and discussion of material from a range of sources, including mainstream news, by citizen journalists, news bloggers, and others on their own sites; the first wave of citizen journalism, emerging in the late 1990s, was built to a significant extent around such gatewatching. As citizen journalists and news bloggers lacked the resources to engage in sustained first-hand reporting, they instead mainly observed the outputs of conventional news outlets, curating and contesting mainstream news coverage.

Such early citizen journalism activities soon declined, partly also because some aspects of gatewatching – such as curating and commenting on the news coverage of other sources – were to some extent normalised into mainstream journalism in the form of journalists' own blogs (Singer 2005) or liveblogs tracking unfolding developments (Thurman & Schapals 2016). More recently, however, gatewatching itself has received new impetus with the advent of contemporary social media platforms: the sharing of news and related information through social media represents an act of gatewatching. Social media are now rapidly becoming the primary news source especially for younger generations of news users, and a majority of

social media users already engage in such sharing on a regular basis (*Reuters Institute Digital News Report* 2016).

This paper argues, therefore, that gatewatching is no longer the domain only of a small class of political junkies (Coleman 2003), as it was when it occurred primarily through the medium of blogging, but has instead become *habitual* for the majority of social media users, even if following the news is not their primary motivation for using social media. It represents a *demotic* practice, though this should not be misunderstood as resulting in a diverse and democratic multitude of voices. Further, within the connective spaces of major social media networks, such activity enable practices of *collective* gatewatching, in which groups of participants – including ordinary users, experts, commentators, as well as journalists – form networked publics around specific issues and events.

Finally, thus, to the extent that such habitual, demotic, collective gatewatching takes place first in social media and also involves journalists and other newsworkers, it might represent the *normalisation* of journalism into social media environments.

PN 031: The anatomy of real-time spin: How election news stories are connectively narrated

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One of the defining aspects of today's news landscape is its hybrid and interconnected nature. Fueled by the internet and catalyzed by social media, news stories seem to flow from outlet to outlet quicker and easier than ever before. In the process of telling and re-telling the news, journalists are now joined by experts, politicians, and citizens alike, who are able to intervene in the midst of the process of news development and provide their own take on unfolding stories via their social media accounts. The question to what extent this 'real-time spin' (Wells et al., 2016) by actors on different media platforms endures, however, remains unexplored.

For this reason, this paper looks at how news stories develop over time. It examines how interconnected actors and media platforms jointly shape the tone and meaning of the news as it is disseminated. We conduct a qualitative content analysis of the 40 biggest news stories covered by the Flemish (Dutch-speaking) press during the 2014 election campaign in Belgium. We retrace how each story was covered and discussed in print newspapers, television, radio, news websites, and on Twitter. We find that the narration of news generally proceeds in two stages. The first stage is a quest for last-minute factual information, focused on the present and the recent past. The second features the interpretation and analysis of these facts, drawing on past events and possible developments for the future. To some extent, actors on Twitter escape this pattern, as they tend to bypass the factual phase by instead offering their interpretations and critiques from the very start.

We conclude that there is a clear 'division of labor' between different media. Twitter and news websites are essential platforms to communicate fresh news and updates to ongoing news stories. Print newspapers, on the other hand, are vital to make sense of the facts in a later stage. Radio and television are somewhere in between. The possibilities that platforms give to the producers of news are key in explaining these different roles that media play. While journalists sometimes use Twitter to solicit reactions to current affairs for inclusion in their productions, it is only the contributions of traditional elite actors that tend to be elevated by journalists. Thus, while citizens have opportunities to debate news stories, their contributions do not seem to affect the discourse in any tangible way. We speculate that the public may, however, affect the news telling process indirectly.

PN 032: Cultures and perceptions of news online

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There is an agreement in the relevant academic literature (e.g. Eldridge and Franklin 2017) that both news production and distribution, as well as news consumption, have gone through fundamental changes in the recent decade due to digital technologies. In particular, such changes have been linked to social media. Assessments of these changes vary but most support that journalists' gatekeeping functions have been undermined and that the relationship between journalists and their audiences are being redefined. However, existing research has tended to have either a journalistic-centric or an audience-centric focus, a pattern that had also prevailed in the pre-digital era. Thus, there is a growing body of literature that provides useful insights into how journalistic practices are changing as a result of social media and digital technologies. There is also a body of research, albeit relatively smaller, that enhances our understanding of how audiences use social media for news. However, the intersection between journalistic-centric and audience-centric approaches to study the changes in news has been limited. This paper argues that there is a need for an integrated approach to researching social media and journalism, as previous logics and frameworks

to study news and the relationships between journalists and audiences do not always or neatly apply in the online environment.

The paper presents such an integrated approach by exploring different perceptions of what 'news' is online. Empirically, it draws on a study that explored the use and perceptions of local news online and collected data during 2016-2017 using interviews as well as digital diaries with audience members. It argues that a key impact of social media in relation to news and the relationship between journalists and audiences is the changing perceptions of what 'news' is both among journalists as well as audiences. Using findings of relevant research from the literature and results of an empirical study on perceptions of online news, the paper shows that different 'cultures of news' have emerged where perceptions of news as well as relationship between journalists and audiences vary.

PN 033: The dislocation of news journalism

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The contemporary mediascape offers an incredible amount of news and information sources, easily accessible via legacy media, digital media and social media platforms. The legitimacy and democratic significance of news journalism is dependent on its claim to offering accurate news. However, news media and their journalists struggle when it comes to using their resources best for producing and making accessible, relevant and truthful news, for both proprietary and non-proprietary platforms. This conceptual paper focuses on journalism and its problems of truth in an age of social media, aiming to make two overall contributions.

First it presents the *news epistemology multidimensional approach (NEMA)*. The NEMA approach intends to help analyze how news, as more or less reliable knowledge about the world, is changing in the context of digital and social media. It focuses on three central dimensions of news epistemology, including: I.) Forms of knowledge and the articulation of truth claims, II.) Production of knowledge and the 'contexts of justification', III.) Audiences' acceptance/rejections of knowledge claims. In essence, the first aspect focuses on what characterizes news as knowledge, the second how it is produced, and the third how it is being received. In this section we briefly present this approach.

Second, the paper discusses epistemological challenges relating to what we call *dislocation of news journalism*. The monopolies and oligopolies of legacy news media in the past are broken, replaced with a high-choice environment which has resulted in a more competitive situation for institutions of journalism, and have put more pressure on the public to critically evaluate the news and information they access. Journalistic news is not a uniform but an increasingly diverse form of knowledge. In the contemporary media landscape radicalized forms of liveness, data journalism, participatory journalism and the dissemination of news in social media have added to, and transformed, the more established genres of daily news reporting and in-depth investigative reporting. These are changes *within* professional journalism, but also a more fundamental *dislocation of news* from relatively stable news media institutions and professional journalism, claiming unique authority in the provision of everyday news, to news produced and distributed by a diversity of actors in the context of digital and social media platforms

JOS06 - Who is covered and how does that matter? Source selection and its effects

PP 098: Anything new on the horizon? A longitudinal study of sourcing practices of Belgian journalists (2003-2018)

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In recent years, sourcing practices have been reconsidered in light of the arrival of advanced digital technologies in a still evolving context of globalization and commercialization. Some are optimistic about the potential of social media platforms to facilitate news access for a more diverse group of sources including ordinary citizens and alternative voices (e.g. Heinrich 2011), others are more pessimistic and convinced of the lasting dominance of elite sources such as governments and experts in the news (e.g. Broersma & Graham 2012). Yet the dearth of longitudinal studies suggests that we do not have much to compare contemporary journalistic practices with. The few available time-comparing studies found no evidence of drastically changing sourcing practices (Boumans 2017, Reich 2014) which seems to suggest that most claims made by pessimists as well as optimists are overtly exaggerated. With this paper we aim to contribute to this discussion and shed a light on the sourcing practices of Belgian journalists over a period of 15 years. To this end, we present the findings of a large-scale and longitudinal survey of Belgian professional journalists (2003-2008-2013-2018). We used the same questionnaire (only adapted to account for significant changes in the journalistic landscape e.g. the arrival of social media) in each research wave –

with a five year time interval – to inquire journalists about various aspects of their profession. This includes sourcing practices but also demographics, job satisfaction, and work organisation which allows to connect potential changes in sourcing practices with broader trends in the evolving journalistic field. Findings from the previous research waves (2003-2008-2013) show that pre-packaged content (e.g. news agency copy and press releases), and elite sources (politicians, government institutions, experts, journalists and corporations) remain important information sources. In 2013, not surprisingly, social media sources were becoming more popular when compared with 2008, but their importance as a news source remained fairly limited. Importantly however, in contrast with often heard complaints about unequal news access, the findings show that Belgian journalists acknowledge the importance of ordinary citizens and NGOs as news sources, although their importance did not increase through time. Data for the 2018 research wave are collected from January to March 2018. For this paper, we will investigate whether the tendencies found from 2003 until 2013 are confirmed in 2018, or whether new sourcing practices are appearing on the horizon.

PP 099: Finding a voice? Linking journalistic practices, source selection and published news content

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Who makes the news – and who makes it *into* the news – are fundamental elements of what version of events the public receives. This becomes particularly pertinent in an era of diminishing newsroom resources, developing alongside a seemingly heightened role for PR and mediatised communication strategies. While the breakdown of source appearance is one area which has received extensive, worthwhile attention, this study uses a novel methodology which facilitates the forging of an empirical link between practices and output, a link which some researchers have argued is not possible to accomplish by examining news content alone. This is achieved with an exploratory ethnographic content analysis which records the presence of different actors, as well as researching beyond each news text to trace how the journalist attained their contribution: where possible, the original source material was traced, such as press releases, other media publications, reports, or original journalistic research. Consequently, this provides two correlative layers of coding data for each news text (n=896), thus capturing the intrinsic dual approach to sources used in this study: the voice present as well as the source material. The data is based on 14 weeks of news reports from five mainstream news outlets in the Republic of Ireland relating to one topic (healthcare and health policy).

The ability to link output and practices allows an exploration of what voices/actors are benefiting from evolving news reporting activities. The reliance on information subsidies and routine channels of news is well-established, but often there is an assumption that elite voices are the beneficiaries due to increasingly professionalised communication strategies and resources. However, the results shows, for example, that a diverse range of sources benefit from public relations material – such as trade unions, NGOs and civil society groups – alongside the traditional elite source of politicians and state agencies. Furthermore, it appears that journalists, who may be working with diminished resources and increased temporal pressure, make adjustments to retain the normative goal of diversity, as certain routine channels – such as repackaging other media outlets' content – provides a strong source channel for the inclusion of private citizens' contributions. The purpose of this study is not to promote or condemn different journalistic behaviours, but provides insights into how different source groups may gain – or suffer – due to evolving journalistic practices, such as increased desk work and all-day publishing cycles.

The analysis is grounded in ideas of normative media theory, such as striving for diversity of voice and disseminating timely information involving those actors central to an issue. It also draws on practice theory, specifically structuration, to conceptualise how routines become normalised, based on interpretations of rules and resources in a given system. Crucially, the output element in a social system – in this case, published news reports – is an intrinsic consideration when studying sourcing practices; such practices are both enabled and constrained by the allocation of resources, and the internalised professional and environmental values which journalists bring to their work.

PP 100: The dilemma of ordinary people as cases in the news: The trade-off between balance, informativeness, and appeal

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Journalists include ordinary people as cases to make stories about abstract issues more comprehensible, concrete and vivid by letting ordinary people give first-person accounts of how they are affected by the problem at hand (Hinnant et al., 2013). Whether journalists actually achieve the goals of making news stories more informative and appealing to their audience, has been left unanswered by extant research,

however. What the literature on the effect of cases (also termed exemplars) does show is that they tend to trump base-rate information and distort perceptions of an issue (e.g., Boukes, 2015; Gibson & Zillmann, 1994; Iyengar, 1991). Thus, whether or not including cases in news reporting increases the appeal of the story, doing so likely comes with the cost of decreasing the audience's perceptions of the informativeness and balance of story.

In this study, we argue that the readers' perceptions of an newspaper article with cases is conditioned on the characteristics of the case. A recent study demonstrated that the deservingness of the case depicted in an article on a policy proposal on societal issue had a significant effect on readers' attitudes towards the policy proposals being covered (Hopmann et al., 2017). We expect the effects of the deservingness of the case to extend to how appealing and interesting an article is perceived to be. The reader is more likely to have positive affective dispositions toward a deserving case than toward an undeserving case (Petersen et al., 2012). In turn, positive dispositions have been shown to increase reading appreciation and lingering interest (Knobloch-Westerwick & Keplinger, 2007). Thus, we argue that a deserving case in comparison with an undeserving case increases compassion and, in turn, how appealing and interesting the article is perceived to be. In addition, when the policy proposal described in an article entails a cutback for certain groups in society, a deserving case will provide counter-information to the proposal and make the article appear more balanced and informative than when the included case is undeserving.

We test these propositions in two survey experiments based on representative samples of the Danish population. In each of the two studies respondents were randomized into three groups and presented with the same news story with a deserving case, an undeserving case or without a case. The analysis shows that people perceive the news story with a case as more appealing, but less informative and less balanced—indeed suggesting that journalists face a trade-off when including cases in the news. However, further analysis also shows that particularly undeserving cases decrease perceptions of how informative and balanced a news story is, while deserving cases increase the appeal of a news story. In addition, a deserving case yields significantly higher levels of compassion in the audience and part of the effect of the deservingness of the case on perceptions of the article is mediated through an emotional reaction to the case report included in the article. We conclude by discussing the democratic implications of the wide-spread use of cases in news reporting.

PP 101: Geographical proximity effects at regional and national press: Does location matter when journalists choose experts for their coverage?

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In contemporary journalism, experts are used frequently in articles to provide background and interpret events (Albaek, 2011). They are one of the most important sources in reporting (Tiffen et al., 2014; Dimitrova & Strömbäck, 2009) and are chosen based on factors, such as newsroom culture (Takahashi et al., 2017), news value, or time pressure (Boyce, 2007). Adding to these factors, we ask how important the geographical proximity of an experts' workplace to the newsroom is for journalists' source selection in national and regional German newspapers.

We hypothesise that due to lacking resources such as time, personnel, and money, regional newspapers rely more heavily on experts close in proximity, compared to national press. To answer this question, we conducted case studies based on content analysis of two regional newspapers, from rural ("Grimmener Zeitung"; GZ) and urban areas ("Rheinische Post Düsseldorf"; RP) as well as a national press outlet ("Süddeutsche Zeitung"; SZ). We examined all articles published on 22 randomly chosen days between August and September 2017 in the regional papers as well as a similarly sized random sample of articles from SZ.

We defined an expert as "a person consulted by the journalist because of their specialised knowledge based on formal job training or personal experience". Coders labelled each expert that occurred, the topic they were cited about, and researched their workplace address. To calculate proximity, we determined the linear distance between the newsroom and experts' workplaces based on Google Maps.

ANOVA showed significant differences between SZ and the two smaller newspapers: the former relied on experts further away from the newsroom. There was no significant difference between distances for GZ and RP. However, a crosstable revealed that RP used significantly more experts from the same city, while GZ relied more on experts from the region and SZ cited mostly trans-regional experts. Furthermore, we found that journalists relied more on local experts for some topics, such as healthcare.

In sum, our results show a difference in journalism made for regional audiences and readers of national press, based on varying research strategies of the journalists: Despite todays' digital newsrooms, the distance between journalists and expert appears to influence citations. How important the distance is, varies between topics covered indicating quality gaps, which could widen the contrast between rural areas and urban peripheries. Further results and implications will be discussed.

PP 102: The effects of gendered expert sponsorship in media messages

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It is well documented how reference to experts in the media has increased dramatically in recent decades. Much less is known about the effects of reference to experts on the audience. In a survey experiment conducted in Denmark we test whether expert sponsorship of a proposition increases the likelihood of audience acceptance of the message and 2) whether the acceptance varies according to gender (both expert and audience gender). A representative sample of the Danish population were randomly exposed to one of two identical articles on euthanasia figuring a medical doctor expert (the share of male and female medical doctors in Denmark today being close to equal) or one of two identical articles on business entrepreneurship figuring two university economics professors (the share of male economists at Danish universities by far outnumbering the share of female economists). In both articles only the gender of the expert varies. The results show that the audience in fact do tend become persuaded by expert sponsorship, however, the gender of the expert has no sponsor effects. The lack of gender effects may be the result of a long-time, comparative high share of women participation in the labour market in Denmark: The Danes have become used to seeing women in all sorts of job. Thus, the results may be a function of the specific Danish context. However, as women in other countries increasingly participate in the labour market, the results may predict the future situation there.

JOS07 - "What can be done about it?" The potential and impact of constructive journalism

PP 178: Millennials' responses on constructive news: The impact on emotions and engagement

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In the changing context of the 21th century, journalism seems to have difficulties to meet up with the technological, economic and social-cultural developments in society. Recently, the social relevance of journalism and sometimes even its truthful intentions of news reporting are openly questioned. Especially Millennials express their dissatisfaction with the existing professional news media. For them, traditional news seems to loose its relevance.

An upcoming approach called constructive journalism wants to contribute to new impulses in journalism practice and culture (Gyldensted & McIntyre, 2017). It is emphasized that quality journalism should look critical to existing professional routines in which negativity is still one of the key news values (Harcup & 0'Neill, 2016). Based on knowledge from positive psychology, the use of constructive elements in news reporting is encouraged which will lead to more future-, solution-, and action oriented perspectives (Hermans & Gyldensted, 2018).

This study investigates the effectiveness of constructive elements in news (including positive emotions and providing solution-based information) on Millennials' (20-40 years) emotional responses and their expression of online engagement. Based on earlier research the following hypotheses were formulated: Millennials who read the constructive version will respond higher on positive emotions (H1), lower on negative emotions (H2) and will show more online engagement behaviour (H3) than Millennials who read a classic news version. Furthermore, to extend existing knowledge, two RQ's were added: (1) does the topic of the news article and (2) do background characteristics of respondents influence the effects?

An online experimental design was used in which respondents (N=360) were randomly assigned to one of the conditions (traditional or constructive) reading one of the three topics (1) Burn out under youth (2) Threat Coral Reef, and (3) Treat plastic soup in ocean.

Manipulation was conducted by changing parts of the constructive news articles (e.g. headline, lead, sub headings, one section and the end), while other text parts (70%) were equal to the classic version. A pre-test (N=90) was used to check the manipulations and to control whether the topics were perceived as problematic and of interest for Millennials (both confirmed).

Results show that (H1) is confirmed. Millennials had higher positive emotions after reading the constructive conditions than the classical version. H2 is only partly confirmed: Respondents who read the constructive version scored less high on negative emotions than respondents who read the classical version, but the topic mattered. Only the topic with an issue that was nearby for Millennials confirmed H2. The hypothesis testing online engagement behaviour is partly confirmed. Findings show that respondents do use a Facebook kind of *like* button more when they have read the constructive version. Finally, education, age and gender seem to have a small influence on some of the effects. We will further elaborate on this in the paper.

In conclusion, this study shows that including constructive elements in news can have a positive influence on how Millennials feel, and show some first positive findings on engagement behaviour.

PP 179: The profile of news avoiders, their motives and the potential of constructive journalism as inverting factor

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News consumption patterns are changing fundamentally due to digital and mobile possibilities (Newman et al., 2016). Digital media have increased the amount of available information along with a stretched media choice, but this increase in news supply does not necessarily result in increasing use (Strömbäck, 2017). Strömbäck points out that the transition from low- to high-choice media environments has led to the likelihood that "people who are not interested in news are incidentally exposed to news might have declined". This could result in what Van den Bulck (2006) calls "unintentional news avoidance". The study of Schofield Clark and Marchi (2017) shows that young people are by-passing traditional news organizations in the way they share news with each other. Audiences as minority groups and youngsters often feel misrepresented by mainstream news media, turn to alternative sources or lose their interest in news. This could be seen as "intentional news avoiding" and has serious implications for news organizations. Seen from a democratic 'news leads to informed citizens' angle, this shift away from news is "cause for concern if considerable numbers of citizens seem to be disconnected from the news" (Schroder & Blach-Orsten, 2016, s.p.). As their study reveals, a quarter of news avoiders reports that the news tends to upset or depress them and one out of ten says news annoys them or makes them angry.

In this study, we explicitly link the potential of constructive journalism with news avoiding motives. Precisely the focus of constructive journalism (Gyldensted, 2011; McIntyre, 2015) on possible solutions and alternatives for the problems touched upon in the news and progress or lessons learned for the future could function as clear answers to the complaints and motives of news avoidance.

Based on the limited literature on the emerging research strands on news avoidance and constructive journalism, we formulated the following research questions:

 RQ1: What is the profile of news avoiders?
RQ2: What are the motives of news avoiders?
RQ3: How are motives of news avoidance linked with the characteristics of constructive journalism?
RQ3: What could, according to news avoiders, drive them back to news consumption?

Results of our online survey consisting of closed and open ended questions (April 2017, Dutch-speaking part of Belgium) completed by 577 respondents (59% male, age M= 40, age range 15-88, 15% high school degree, 84%higher education) showed that news organizations can learn from constructive journalism principles to win back lost news avoiders. Young people, females and people with a lower educational degree tend to be more likely to be news avoiders. The most often mentioned motive for news avoidance was the negativity of the news, followed by emotional responses (sad, angry), having more interesting things to do, lacking time, being boring, paying too much attention to politics or sports and being irrelevant for their own life. Half of the avoiders say they would return to news usage if the news would be less negative. Offering a more diverse pallet of topics would also be a good strategy to win back news avoiders.

PP 180: Contesting media distrust? Media responses and their potential in addressing aspects of media trust

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This article studies responses to signals of declining media trust in Sweden, focussing on accusations of media cover up in migration reporting. The responses and actions that followed a decisive event in March 2016 are seen as different kinds of media accountability instruments (Fengler et al., 2014) that are internal, external or co-operative and belonging to different accountability frames (Bardoel & D'Haenens 2004). In an earlier work (von Krogh and Svensson, forthcoming) we analyzed how such media accountability instruments. were used as responses regarding aspects of trust like factuality, motivation and power relations. In this paper we aim to further develop this theme by analyzing if and how the instruments under study activated and addressed more specific and nuanced aspects of media trust.

Media trust will be approached using two theories. First, Kohring and Matthes' (2007) four factor model of news media trust, covering the selectivity of topics and fact, trust in the accuracy of depictions and trust in journalistic assessment (Kohring and Matthes 2007). Second, the model developed by Bentele and Nothhaft (2011) comprising three dimensions and seven factors. The first dimension is subject-specific and

correspond to expectations of quality and *competence*. The second dimension is social-normative and cover the ethical aspects, the *commitment* of the trust object. The third dimension cover social action, communication and individuality of the trust object, in our study abbreviated to *communication*.

We created a timeline, starting 20 March 2016 and covering the rest of 2016, of events and initiatives related to this debate of media cover up in migration reporting and picked eight relevant and representative initiatives. Selection criteria used was variation in form (internal/external/co-operative), scope (local/national) and time. The study includes five internal instruments (media journalism, an editorial, a poll of readers' attitudes, the hiring of an asylum seeker as a columnist and a series of articles) and three external instruments (a conference where asylum seekers and journalists could meet, a book with new research on migration reporting plus essays written by migration reporters, and open seminars where media critics, media researchers and media representatives could meet). These cases were analysed doing a close reading and a thematic qualitative content analysis identifying how different aspect of trust were surfacing in the material.

Our study sofar indicates that all four factors of the trust model of Kohring and Matthes and the competence dimension in the model of Bentele and Nothhaft are highly relevant for the analysis of news media trust in the eight cases. The mapping of how aspects of trust are activated and addressed is based on a small empirical material and the results need to be corroborated. It is also important to say that this study does not cover the effects or impact of accountability instruments, rather how they set the stage for further actions to contest distrust and rebuild trust in the news media - and media in general.

PP 181: Involving the uninvolved? Mediating and conditional factors in the effects of constructive news messages on youngsters

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Recently there has been a call for a more 'constructive' angle in journalism, fostering a more balanced and contextual type of news reporting to enhance social involvement (Hermans & Gyldensted, 2018; Haagerup, 2014). This approach, called constructive journalism, was formulated out of a shared discontent of practitioners, scholars and the audience in the way that news media carry out their responsible task in society. International surveys indicate a declining level of trust in (news) media (EBU, 2018).

Especially the overrepresentation of problems can result in a slanted image of reality (Haagerup, 2014) and (political) cynicism (Schuck et al., 2013), and might also cause disinterest, polarization and societal pessimism (Kleemans, Schlindwein en Dohmen, 2017) Moreover, frequently watching hard news on television has been found to have a negative impact on people's mental well-being over time (Boukes and Vliegenthart, 2017).

Against this background former research has shown that adding constructive elements to news stories (i.e. less focus on the problematic and adding solutions) lead to less negative emotional responses and causes more involvement with the news message. So far, these effects were found with adult participants (McIntyre and Gibson, 2016; McIntyre and Sobel, 2017) as well as children (Kleemans, de Leeuw, Gerritsen en Buijzen, 2017; Kleemans, Schlindwein en Dohmen, 2017).

This study will focus on students. First, previous findings are tested: the increases of positive emotions and decreases of negative emotions by using constructive elements in the news (H1). Furthermore it will be tested whether the effects on involvement are mediated by differing emotional responses (H2). Based on research indicating that video message being more powerful in involving younger people in the news (Kruikemeier and Shehata, 2016) and theories of dual processing predicting that emotions could be more prominent in information processing in less involved or motivated groups (Petty and Cacioppo, 1986) additional hypotheses are formulated:

- Effects of news messages on involvement of youngsters will be stronger when constructive news is shown in video's than in print news articles (H3).

- Effects of news messages on involvement will be stronger for youngsters with a low initial level of social participation compared to those with a high initial level of social participation(H4).

In this research a traditional version and a constructive version of four news subjects were produced (2 video and 2 print). Validated scales were used to measure initial level of social participation, emotional responses, involvement with the news. Manipulations were randomly assigned to groups of first year students of journalism.

First results indicate that using constructive elements leads to more positive emotions but not to less negative emotions and to more involvement with the news on some (but not all) aspects: a feeling of empowerment seems to be stimulated most by a constructive approach. This partly supports hypothesis one. Furthermore the effects of constructive journalism seems to be more prominent in the video condition than in the print condition and clearly mediated by the emotional response to the different versions, suggesting support for the second and third hypothesis .

PP 182: Constructiveness from the ground up: An audience-oriented approach to constructive journalism

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The constructive journalism movement is a response to the perceived preoccupation of the news industry with negative coverage. Typically focussing on public conflicts, social strife, individual transgressions, and moments when the political system fails, the values underlying news production tend to lead to journalistic content that paints a fairly grim picture of the world. While the notion of constructive journalism is sometimes criticized for wanting to abandon journalism's watchdog role, the underlying theory of journalists promoting the constructive (or solutions-oriented) journalism movement (e.g. Gyldenstead, 2015; Haagerup, 2014), is that journalism which contains positive emotions and promotes solutions is likely to lead to a more-engaged public, with higher levels of trust in journalism, and a greater sense of confidence to confront social challenges. While laudable in intent, there is a relatively limited amount of research to date that evaluates these claims from the perspective of the audience, and the little there is tends to focus on experimental short-term effects (e.g. Kleemans et al., 2017, McIntyre & Sobel, 2017).
In this respect, a number of pressing questions remain, especially in terms of how people understand and respond to this type of journalism. What, precisely, makes a story 'constructive' to someone? Is 'constructiveness' the same for all individuals in society or do demographic distinctions, such as age, gender, socioeconomic status, and political orientation influence what audiences perceive to be a constructive approach? How does constructive news fit into people's already existing news habits and what factors influence the likelihood of constructive journalism being taken up by audiences? This paper develops a theoretical framework grounded in empirical research that is capable of addressing these questions. We unpack six key strands of empirical research into news audiences from the past decade of journalism studies (e.g. Bird, 2011; Boczkowski, 2010; Costera Meijer, 2013; Loosen & Schmidt, 2012; Papacharissi, 2016; Peters, 2012, Picone et al., 2015; Schrøder, 2015, Swart et al, 2017), and use what we have learned to critically interrogate the dominant propositions on constructive journalism. Specifically, we situate the claims of constructive journalism against discussions around: 1) news use/repertoires; 2) affective news/audiences' emotions; 3) news as social interaction/conversation; 4) the value/worthwhileness of journalism; 5) role of news in everyday life; and 6) trust in journalism as a institution. By developing a robust conceptual framework anchored in the audience studies tradition, this paper offers a more firmly grounded analytical entry point to investigate people's ability to recognize and respond to solution-oriented journalism, to explore how the idea of constructiveness is viewed by different audiences, and to examine the sociocultural and political factors that would encourage audiences to seek out and integrate constructive journalism within their existing media diets. Designing appropriate research strategies to interrogate the claims of constructive journalism necessitates greater systematic attention into the literature on news audiences than has been given to date. In short, this paper argues that for the constructive journalism movement to succeed, it must be open to constructive criticism from the people it is intended to benefit – the public.

JOS08 - How journalists see themselves and their work

PP 183: Fact-checkers as intrapreneurs and entrepreneurs: Plenty of passion and a clear mission, but a precarious existence for many independents

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The dramatic combination of populism driven by a sense of alienation, and personalisation driven by technology, has resulted in unprecedented truth-telling challenges for journalists. One response has been a surge in "fact-checking" enterprises across Europe and around the world, some backed by established news outlets and others entrepreneurial in nature. Nearly 150 of these operations now are up in running in 53 countries; Europe is host to 52 separate fact-checking initiatives, including seven in France, six in Britain, and four in Germany (Stencil & Griffin, 2018).
This study considers journalistic fact-checkers as intrapreneurs (housed within existing media organisations) and entrepreneurs, looking in particular at how they view three key components of entrepreneurialism within the context of their own unique enterprise:

    * Their value proposition relative to competitors.

    * Their understanding of audiences, including audience development and engagement In a time of fragmentation and filter bubbles.

    * The resources needed to keep the lights shining – both the metaphorical spotlight on those in power, and, quite literally, the light on the office ceiling.

Three complementary methods are used to explore these components: an examination of funding models for entities associated with the International Fact-Checking Network; a survey of key personnel at those entities; and in-depth interviews with a dozen fact-checkers across four continents.

Findings are clearest in identifying what fact-checkers see as their key value propositions, particularly in relation to traditional news providers and formats. These revolve around their contributions to media literacy and civic engagement; their independence from political and commercial interests; and, in particular, their transparency of method and message. Showing audiences the evidence used in reaching a judgment is seen as especially important.

Fact-checkers also express what seemed to be a genuine commitment to meaningful interactions with users. Although those interactions vary in nature, they include heavy use of social media, an encouragement of user input, and various forms of face-to-face communication. Fact-checkers are a bit fuzzier, however, in identifying a clear target audience or in specifying strategies for reaching them beyond training sessions that are inherently limited in number and scope.

Finally, findings suggest that fact-checkers unaffiliated with a strong media outlet differ little from other entrepreneurs in the precariousness of their financial situation. Most rely on a mix of fixed-term grants from philanthropists, corporate backers or government sources, including foreign governments; and user contributions, which typically fluctuate considerably. Although none indicates any compromise to their editorial independence, most of the entrepreneurs are responsible for both journalistic and fund-raising initiatives at least some if not all of the time.

But all are deeply passionate about what they universally see as moving not only audiences but also traditional media outlets away from old habits and understandings of what constitutes public-service journalism. Indeed, findings indicate a widespread sentiment that fact-checkers serve both as an extension to traditional journalism and in many respects as a correction of it.

PP 184: Mere "electricians"? How the professional values of online journalists compare against those of their offline counterparts

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Online journalism is widely seen as inferior to print and broadcast news (see, e.g., Knüwer 2014, European Broadcasting Union 2017). Journalists working online have been dubbed "internet experts" rather than "journalists" (Gehlen 2014). A professor at a leading journalism school referred to students of online publishing as "electricians". Online journalists have been disparaged by offline colleagues as mere "technical staff" (pers. comm.). Only four years ago, a national German newspaper was reported to have hesitated accepting the editor of their digital arm onto their editorial board because of concerns that he hadn't developed a journalistic profile as a writer (Fichter 2014). Even for the print journalists at the *New York Times,* their digital colleagues were, not so long ago, "those online people over there" (Usher 2014, 43). Digital news sites are suspected to be less accurate and more sensational than printed newspapers (Kister 2013, Schemer et al. 2018). Research about the UK has shown that media organisations pay journalists working for online media less than they pay those who work in daily newspapers and television (Thurman, Cornia, and Kunert 2016). Journalists working for the German news website *Zeit Online* threatened strike action if their employer continued to pay them less than their print colleagues. Such widespread negative assessments of online journalists feed a pessimistic view of the future of journalism, suggesting that journalism deteriorates as it moves online. There is, however, little empirical evidence to support or to refute the perception of online journalists as inferior. This paper conceptualizes journalism as an occupational ideology. Drawing on previous research by Golding and Elliott (1979), Merritt (1995), Kovach and Rosenstiel (2001), and Deuze (2005), we operationalize the concept of journalism as an ideology using five normative professional values: public service, objectivity, autonomy, thoroughness, and ethical behaviour. We argue that any differences found between online and offline journalists' attitudes towards these journalistic values would provide evidence that journalistic ideology has shifted with the rise of digital journalism. Using survey data from the Worlds of Journalism Study we compare professional attitudes among online and offline journalists ($N = 10,082$) in 21 countries (Argentina, Austria, Bhutan, Botswana, Bulgaria, Colombia, Denmark, Ethiopia, Germany, Hungary, Latvia, Malawi, Netherlands, New Zealand, Romania, Russia, Serbia, Sierra Leone, South Africa, Switzerland, and UK). The Worlds of Journalism Study uses a common methodological framework including the same standardised questionnaire in all countries. The interviews were conducted between 2012 and 2015. Previous research has focused on whether online journalists work under greater pressure than their offline counterparts (Tenenboim-Weinblatt and Neiger 2014) and have lower professional standards (Quandt 2008, Boczkowski 2010, Doudaki and Spyridou 2013), for example on objectivity and ethics (Boczkowski and Anderson 2017, 19). This paper aims to contribute to

such debates through an empirical study that investigates the behaviours and attitudes of on- and off-line journalists in order to assess whether they do, indeed, exhibit different occupational ideologies.

PP 185: Normalizing metrics. Journalistic intuition meets informed decisions

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Journalistic intuition or "nose for news" is often credited as one of the characteristics that allow journalists to conduct their work. The tradition of legitimizing newswork and practice through a set of skills helped develop the professionalization of the journalistic profession. However, the digitization of news, in terms of both practice and output, have resulted in the quantification of journalistic reception via metrics, which in turn also quantifies production. The prevalence of metrics is relevant because it a) problematizes how journalists balance what the public needs to know and what the public wants to know (van der Wurff & Schoenbach, 2014); b) questions how newsrooms construct an image of the audience based on quantified behaviour (Anderson, 2011); and c) creates new dynamics and roles in the newsroom where audience-oriented editors act as intermediaries between audiences and the editorial team (Ferrer-Conill & Tandoc, 2018).

While there are studies, focus on the organizational use of metrics in news organizations (Petre, 2015; Tandoc, 2015), journalists' sense-making of how metrics affect their judgment is still under-researched. This paper aims to explicate the process by which metrics have gained an important role in the newsroom and how journalists negotiate their editorial decisions between their journalistic intuition and the metrics and analytics that quantify and visualize readers' behavior. The focus is placed on journalists' reflexive perception and understanding of the use of metrics and analytics in their own journalistic practice. Methodologically, the paper draws its data from 86 in-depth interviews with various newsworkers in 16 news organizations globally. The results show that metrics have become central to journalistic practice. More concretely, three major findings emerge. First, metrics and analytics have undergone a fast process of normalization by news organizations and have the capacity to shape journalistic practice. This has helped create and establish a "metricated mindset" (Bolin & Schwarz, 2015) and a "desire for numbers" (Kennedy, 2016) among journalists. Second, analytics have slowly become internalized as a measure of journalistic success. Third, journalists negotiate internally between the information obtained through metrics and their journalistic intuition in order to make editorial decisions. The general perception is that metrics are a way to inform decisions, often having influence over journalistic intuition. This has potential implications for the way in which citizens inform themselves and the processes that shape political engagement.

The paper contributes to a growing literature that concerns itself with the pervasiveness of metrics and quantification of journalistic processes, by conceptualizing metrics of reader engagement as an extension of metrics of journalistic practice. As the process of normalization continues, metrics have a stronger grip on how journalists negotiate the balance between what analytics show and their journalistic intuition.

PP 186: We, negative? No! Dutch economic journalists contextualising their work

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Quantitative research on the triangle of the economy, economic news and economic perceptions has offered important insights into the structural biases distinguishing economic news from economic reality. Qualitative research, in addition, has laid bare the mechanisms of financial news production, critically assessing the factors at play that determine which issues receive attention in the first place, and how these issues are covered in terms of framing. There is an important gap between these two research traditions: The first focuses mainly on economic journalism in *mainstream* media, while the second is predominantly interested in the construction of news in specialized *financial* outlets.

This gap leaves important questions unanswered. First, economic news in *mainstream* media tends to be skewed to the negative (e.g., Damstra & Boukes, 2018; Soroka, 2006). This implies that economic news volumes go up when the economy goes down. While the literature provides some explanations for this negativity bias – media as fourth estate, news values theory – not much research exists in which economic journalists are asked directly about this issue. Second, *financial* news is found to be rather uncritical; it tends to support the neoliberal status quo, thereby failing to critically challenge existing capitalistic structures (e.g., Berry, 2012; Davis, 2007; Doyle, 2006; Tambini, 2010). This apparent contradiction (news being overly negative but at the same time not critical enough) sparks questions about the comparability of both types of journalism. Third, the construction of *financial* news is shaped by a number of structural constraints. A mostly qualitative strand of research shows how financial journalists are often in a position of high source dependency (e.g., Berry, 2015; Manning, 2013; Tambini, 2010), sources that are most of the time part of the financial system. Furthermore, financial journalists need to consider levels of financial literacy

among their target audience when they report about the complex financial world (e.g., Doyle, 2006). And increasing institutional pressures related to declining readerships, insecure advertisement revenues, and increased output demands, make expensive investigative journalism into financial institutions and products a risky undertaking (e.g., Happer, 2017; Schifferes, 2011). The question remains to what extent these structural constraints identified by scholars examining the production of financial news, are also applicable to the production of economic news that is meant to reach a broader audience.

With this study, we aim to bridge the gap between both fields by focusing specifically on economic news production processes in mainstream media. We conduct interviews with 15 to 20 economic journalists working for the seven newspapers with the highest circulation in the Netherlands. In these interviews we will focus on (1) the mechanisms leading to a preoccupation with negative economic trends; (2) how economic news reporting is contingent upon several factors such as type of outlet, ideological orientation and external events (i.e. election campaigns) and (3) the extent to which findings about financial news production processes are also relevant and applicable to the practices of economic journalism in mainstream media.

JOS09 - User comments in journalism: deliberation and moderation

PP 187: Machines in moderation: A theoretical framework for the application of machine learning in the management of user commentary

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User commentary on news sites is intensively discussed and disputed: Harmful effects are feared by news media and the public alike, and the chasm seems to be wide between normative conceptions of ideal usages and users' actual practices. Moderation appears to be a promising setscrew to mend this dilemma: Studies indicate, for instance, that active moderation—especially with an encouraging mindset—increases participation and decreases the number of uncivil comments (e.g., Stroud et al., 2015; Ziegele & Jost, 2016). However, this form of moderation binds resources, leading most news outlets to focus on policing and banning negative commenting rather than engaging in the encouragement of "good" contributions, although such engagements could "act as cues for a positive feedback loop with a community" (Park et al. 2016, p. 1115). In addition, many outlets have implemented profanity filters to assist such policing strategies. Interestingly, some resource-rich outlets such as the *New York Times,* the *Washington Post,* or the Austrian news outlet *Der Standard* have started to explore ways to also automatically detect "good" contributions through machine learning. However, these are exceptions in the news industry, and only very few academic projects head down the same road as of yet (e.g., Diakopoulos, 2015; Park et al., 2016). The aim of this presentation is to discuss existing criteria and to come up with additional indicators for both low-quality and high-quality comments to be best identified through machine learning. While the cited studies focused on implementations and fieldwork, we take a step back and derive criteria from deliberation theory and incivility research—the result being a systematically developed and theoretically grounded classification. By doing so, we bring the strength of Communication Theory to the field of Computer and Data Science. Additionally, we contribute to the stream of research on machine learning for comment moderation by focusing on German, a thus far underrepresented language in this still relatively small body of research. As such, our grid for automatically identifying low-quality and high-quality comments also aims to serve resource-poor outlets in advancing their efforts toward more sophisticated automated approaches. In the remaining time before the ECREA conference, we schedule interviews with experts in comment moderation and editorial management of user commentary to validate our category system. Implications and drawbacks as well as potential implementation scenarios are discussed.

PP 188: "My opponent is a...": Determinants of incivility and relevance in news comments to election coverage

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Although the internet has been often regarded as a means to expand the public sphere through free and unconstrained discussion, online debates are often plagued by incivility and polarization. On the other hand, certain practices in election news reporting such as the use of negativity and game frames have been shown to increase both voter cynicism and attention to politics. While certain topics and sources have been linked to incivility in newspaper comment sections, the role of negativity and news framing in shaping news comments still requires further exploration.

In this study we analysed the content of 26720 online comments in 656 election related news articles from two newspapers that were published during the campaign for the 2015 Portuguese Legislative Elections. News articles were coded for overall tone and actor related negativity and positivity, as well as the presence

of game and issue frames. Comments were coded for civility and relevance. The number of comments in an article was also considered as a measure of engagement.

The data was analysed using cross-classified multilevel models to account for the different levels in the data structure, since each article has multiple comments and these comments are written by different users. Results show that the presence of actor related negativity and positivity in news articles are significantly tied to an increase in the likelihood of a comment being uncivil. Surprisingly, the use of game frames had the opposite effect, predicting a lower probability of a comment being uncivil. Additionally, articles with forms of actor related positivity and game frames also had less relevant comments, while articles with a positive tone or with issue frames had more relevant comments. Finally, both the presence of game frames and directional negativity had an impact on engagement by predicting an increased number of comments.

These results have relevant implications for newsrooms and for election reporting. Firstly, it suggests that game frames may be an effective way to improve reader engagement without harming the civility of discussion. Actor related negativity has more two-sided role, with our findings suggesting that while it may be an effective strategy for engagement, it also harms the civility levels of comments. Actor related negativity and positivity are usually present in news articles through quotations of politicians. This means that focusing less on the self-praise and personal attacks of candidates may be an effective strategy to improve reader discussion, albeit at the cost of some reader engagement. Finally, the fact that both issue frames and a positive tone had beneficial effects in relevance suggests that news organizations should consider putting and emphasis on these factors on their news coverage.

This paper adds to the literature on election coverage from the perspective of news comments, presenting results that both support and add new caveats to previous findings. We discuss some implications of our study and suggest extending this approach to other contexts while adding other indicators for user engagement, such as clicks or time on page.

PP 189: Ethical issues on newspapers' Facebook pages

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Across all markets, 19% of people say they see Facebook as a useful source of news, and 26% say they see news when using Facebook for other reasons. Nearly half of the Facebook users come across news while visiting the platform. In Finland, Facebook is the most popular social media platform for news consumption (Reuters Institute Digital News Report, 2017). Thus, the statistics indicate that Facebook is a significant place for newspapers to meet their audience.

Finnish Council of Mass Media (Julkisen sanan neuvosto: JSN) provides basic guidelines for journalists regarding their work, including online, and also guidelines for abiding by public's rights, e.g. for obtaining and publishing information, the rights of interviewer and interviewee, etc. JSN also has guidelines for handling the material produced by the public to a news media website. However, the guidelines for operating on social media and dealing with the public's postings are still missing, e.g. are the news media responsible for the comments and content made by the public on their social media platforms and should they monitor what people are posting? Some newspapers do not seem to care what is posted on their Facebook pages and the conversations flow freely. As a consequence several ethical questions arise concerning negative and ethically unacceptable interaction (e.g. racist commenting) between audience members on the newspapers' Facebook pages.

This paper asks: what kinds of ethical issues arise on newspapers' Facebook pages?

The methods used for the research are close reading (Kain, 1998) and thematic analysis (Braun & Clarke, 2008). The data consists of four Finnish newspapers' Facebook posts (total of 6674) from the period of one year (1.6.2016–31.5.2017). The posts raising ethical questions were selected and qualitatively analysed. The research is ongoing, but preliminary results prove the existence of numerous conversations in newspapers' Facebook pages that raise such ethical concerns as racism, gender inequality and business ethics. Majority of comments and conversations have not been edited by the newsrooms, even when there have been requests to remove a comment. On some occasions, also the news and/or their headlines posted to Facebook by the newspaper raise ethical considerations: e.g., some choices of words trigger consequent racist dialogue. The preliminary findings strongly indicate ethical guidelines are needed regarding newsrooms' use of social media platform and for managing the material produced by the public on social media.

As social media platforms are a global phenomenon, they also have a global impact on journalism and its research. Ethical issues arising on newspapers' Facebook pages may have far-going effects on journalism and its reliability. My current research will help to create ways to recognize and prevent ethically problematic behavior on social media platforms of news media organizations.

PP 190: User comments in journalism: The recipients' view on the potential for deliberative discourse

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Deliberation – understood here as an inclusive public discourse fueled by reasonable, respectful and informed contributions by open-minded participants (Jacobs et al. 2009; Gastil 2008; Chambers 2003) – is regarded as crucial for democracies. User comments as a form of participatory journalism can provide a forum for and thus enhance deliberative discourse (Chen/Pain 2017; Reich 2011; Manosevitch/Walker 2009). However, this potential is seldom realized (Bergström/Wadbring 2015; Mitchelstein/Boczkowski 2009).

Studies in this context have mostly focused on journalists and neglected the audience. If at all, quantitative surveys and content analyses have explored the recipients' perspective, while qualitative interviews have rarely been conducted (exception: Karlsson et al. 2017). To fill this gap, we led in-depth interviews with 26 Germans to uncover recipients' views on comments and their potential for deliberative discourse. Our convenience sample equally represents online and offline media users and is balanced in terms of gender and age. Our topic guide included openly phrased questions on reasons for (not) commenting, the evaluation of comments and online discourse, and the perceived importance of comments.

The interviews show that most participants read but do not write comments, mirroring hitherto results. The main reasons for commenting both on news sites and social media are an interest in the topic and emotional reactions to other comments. Comments are more often evaluated negatively than positively. Positive evaluations are based on journalistic (e.g. good moderation), commentator (e.g. expert comments), and recipient specific (e.g. concordance with commentator's opinion) reasons. Negative evaluations, by contrast, are based on emotional (e.g. angry, inflammatory or insulting comments), content and formal (e.g. polemic, uninformed or biased comments and mistakes), and commentator specific (e.g. commentator identity unclear) reasons. Regarding the perceived importance of comments, a remarkable discrepancy emerges: While most participants attach no personal importance to comments, they regard them as important for society. Reasons for the societal importance are the possibility to give and exchange opinions, the emergence of a more varied public opinion, and audience visibility. But participants also wish recipients would participate more, find existing discussions entrenched and of low quality, miss journalistic involvement, and seldom see real debate. In conclusion: While participants recognize deliberative potential in comments, it often remains untapped or is even impeded. This might explain the participants' personal indifference towards and reluctance to write comments – which they found hard to justify – despite their perceived societal importance. Based on our findings, journalism can develop certain strategies to counteract these impediments and thus activate recipients, e.g. increased journalistic moderation, involvement of journalists and experts as commentators, and less anonymity.

Altogether, our study confirms and supplements previous studies by revealing the recipients' perception of comments' deliberative potential and their related willingness to participate in public discourse. Since the proportion of commentators in Germany is fairly low compared to other countries (Newman et al. 2017), comparative studies are necessary to uncover commonalities and differences with more active users.

PP 191: Critical participation on Twitter: A comparative analysis of online news comments in 15 media discussion threads in Switzerland, France and Belgium

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The rise of news consumption through social media can be associated with an increasing interactive commenting behavior of the audience. Creating social interactions with the public as well as encouraging sharing and commenting of news stories on social media are actually some of the main goals for media outlets (Neuberger, Vom Hofe, & Neurnbergk, 2013; Grabowicz, 2014). Nevertheless, they seem to have difficulties with public participation – as it affects some of their journalistic norms – and also with the contents of public discourses – as these pose challenges to their reputation (Lee, 2016). Most of media organizations frame the social media environment in their social media guidelines as a risk to guard against (Lee, 2016) and restrict users participatory practices by offering them only a low level of influence (Hermida, 2011; Almgren & Olsson, 2016).

In this paper, we propose to focus specifically on Twitter users' opinions regarding news organizations' and journalists' performances. Critical participation has already been studied in online comment spaces of traditional media websites. Commenting behavior on these opinion forums is commonly related to uncivil remarks and linked to anonymity (Santana, 2014). This leads media outlets to elaborate comment behavior charts (Noci et al. 2012), mediate comments or even close online comment spaces to public commenting (Reader, 2012). However, the question of critical participation on Twitter, which is the leading microblogging site for traditional media outlets and journalists (Revers, 2014), has not yet been properly examined.

This research aims to (1) describe who are the actors involved in critical participation on Twitter (2) expose what are the addressed critics in terms of the performance of news organizations (3) expose what are the addressed critics in terms of the performance of journalists and finally, (4) understand what is the general quality of critical discourses.

In a context of general trust crisis in online news and of the development of fake news, it is relevant to characterize the critical discourses in a European comparative approach. An in-depth qualitative and quantitative content analysis of the Twitter media discussion threads about the 15 most popular French-speaking news outlets in France, Switzerland and Belgium is conducted. Public and private television channels, daily press, free daily press and pure players are included. The sample consists on messages diffused between the 20 and the 25 of September 2016.

Preliminary results show that citizens have a large tendency to express personal opinions, mainly on the nature of news. Only a small amount of their tweets concern a direct positive or negative view of media and/or journalists performances. Regarding uncivil purposes, they represent a minority of messages. Inaccuracy of information, impartiality but also pertinence and quality of the information are the main issues. These first results seem to reveal that the general quality of comments on Twitter is acceptable. In the following stage of the research, we aim to check a possible influence of some parameters such as media outlet type or country of origin on the kinds of messages.

JOS10 - Show, don't tell: photos, visuals, and videos in journalism

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PP 255: Generic visuals: Stock photos and data visualisations in digital journalism

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Increasingly, digital journalism is being understood and analyzed as a visual medium, although to date most scholarship on assorted web-based news products continues to focus on texts. Most research on news visuals that has been undertaken tends to examine arresting, individualized, and iconic images, particularly photographs (eg Andén-Papadopoulos 2008; Zelizer 2010). In this paper we argue that visuals like stock photos and simple data visualisations increasingly populate digital journalism today, we need to take a more serious interest in the production, circulation, and consumption of *generic* visual images. We discuss some recent developments in the worlds of journalism and politics that are prompting our interest in non-iconic visual news, and outline a theoretical framework for how to think about generic visuals across a variety of journalistic domains.

First, we discuss the manner by which news organizations utilize stock photography, often sourcing royalty-free, ready-to-use images from pay-per-image, subscription-based, or even free online image banks. The uproar generated by a February 2018 Poynter Institute tutorial on the use of stock photography—which saw visual journalism professionals reacting with outrage at the apparent endorsement of de-professionalized visual practices—demonstrates that these forms of visual journalism are simultaneously increasingly common, controversial, and little understood. We propose a model for analyzing the organizational processes through which generic images are discovered, evaluated, and deployed in digital news.

Until recently, data visualizations in the news were seen as an elite form of journalistic practice, epitomized in the award-winning work of *The Guardian* and *The New York Times*. But today, data visualizations are also becoming generic in their visual form. Increasingly, they are produced with standardized software, either in-house and customized, or more publicly available, like Datawrapper, Tableau or CartoDB for mapping (see Marshall 2013 for discussion of one example). As a result, simple graphic forms like bar charts and line charts have replaced the more experimental earlier visualization work in digital journalism. What does it mean for quantitative information to be turned into a standardized visual product, and how are these visualizations productive of particular ways of conceiving of the 'news'? We draw on research conducted at a variety of European digital news outlets to probe these issues.

We propose that together, stock photos and standardized data visualizations should be understood as 'generic visuals'. Whether generic visuals are representations of data or expressed in the form of stock photography, increasingly, they play an important role in the constitution of the public sphere and of democratic practices. We conclude the paper with some reflections on the new role of generic visuals in digital journalism, in everyday life, and in democracy.

PP 256: Photojournalistic icons between centre and peripheries

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This paper presents results of comparative analysis of so called iconic images in today's photojournalism and society. Based in visual content analysis it examines a role, production and content of iconic images in different geographical contexts both on international/global and regional level.

Photojournalism has been playing an essential role in visual news reporting since the beginning of the 20th century. During last decades it underwent significant changes with the rise of digital and online technologies. Numbers of images produced and distributed has risen enormously. At the same time, impact of single images has lowered in an unprecedented way. In our paper, we focus on a role of these so-called "iconic photographs". As iconic images, we understand photographs which become symbols of represented events, and which become part of our collective memory.

For the purpose of our analysis, main source of iconic photographs are photojournalism contests. On the global/core level, we examine last five years of international photojournalism contest World Press Photo. We also considered a regional/margin level and focus our attention on local counterparts in Central European countries – Czech Press Photo in the Czech Republic, Slovak Press Photo in Slovakia, Hungarian Press Photo in Hungary and Grand Press Photo in Poland. Using methods of visual content analysis, we compare global and regional differences and trends, taking in account results from our previous research dedicated to mapping the current state of photojournalism in Central Europe.

Throughout the analysis we examine critical factors, such as topics, content, events, aesthetic values or techniques, that play a major role in the process of "iconization" of certain news images. Last but not least, we are interested in the differences on the global level and its Central European local competitions. Are the common critical factors on both levels, are there any differences between the centre and periphery? Our paper answer the question what are the properties constituting modern iconic images, how they work and function.

PP 257: Automated journalism pivots to video: Comparing consumers' perceptions of human-made and automated online news videos

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The use of automation in journalism is encroaching more and more on what many would consider to be journalists' core professional roles, such as the identification of story leads, verification, and decisions about which stories are shown, and with what prominence. Automation has also begun to create actual news content, initially using data-driven natural language generation (NLG) but now also text-to-video technology. Video has been considered a strategically important element of online journalism for at least a decade. In 2016, Ad Week used the term "pivot to video" (Baysinger 2016) to describe the digital news brand Mashable's shift in focus to video, a strategy that was followed by other digital news publishers including Vice and Fox Sports (Barr 2017). The reasons given for this 'pivot' included demand from advertisers and consumers and the preferences of distribution platforms, in particular Facebook (Barr 2017). Significant time and resources are being invested in the development of applications that introduce elements of automation into the production of news texts, both written and audio-visual. It is, therefore, important to have robustly researched data on audience opinions about the output of such applications. Previous research has focussed on audiences' opinions about written news texts produced with the help of automation (see, e.g., Clerwall 2014). This article extends this strand of research by taking automated news videos as its object of study. Unlike in previous research, the effects of different degrees of automation were investigated. A 3x2 online experiment was conducted with US online news consumers recruited via the Amazon Mechanical Turk marketplace (N=303). The independent variables were the level of automation (high, partial, or none) and the declared authorship (correctly or falsely). Each participant was shown one randomly assigned online news video—from a pool of 20 videos in total—and asked to rate the video's quality on twelve attributes. The study's approach to measuring quality perceptions was similar to that taken in prior research (see, e.g., Haim & Graefe, 2017), which, in turn, built on Sundar's (1999) work in identifying the criteria receivers use to assess news quality. The human-made videos were produced by professional journalists at a large news agency and the automated videos were created using a leading automated video platform. The results show significant differences in the perception of human-made and automated news videos when their source was correctly declared (i.e. when the human-made videos were labelled as such, and the automated videos labelled as such). In addition, a significant interaction effect was found regarding the actual and declared source. We find, therefore, that differences in the perception of automated and human-made text-based news (see, e.g., Clerwall, 2014) are also found in news videos made with the aid of automation. Future studies should attempt to replicate our results using alternative video automation technology and a larger and more representative sample, and also seek to better understand the criteria audiences use in their reception of online news video.

PP 258: Exposing doxas - conflicting ideals in a changing Swedish newspaper media field

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The global media landscape has experienced profound changes in recent years, which has impacted journalism practices and ideals in many different ways. Scholars have studied how such changes have impacted journalists in general (Compton 2010) but less attention has been paid to specialists, such as photojournalists. (Busst 2012, Greenwood & Reinardy 2011, Hadland, Lambert, & Campbell, 2016). Many photojournalists have been laid off or forced into a so called "multi-skilled" practice to keep their jobs (Bock 2011a, 2011b, Nygren 2014). The aim of this study is thus to contribute to the understanding of the practice, ideals and norms of photojournalism in a changing newspaper media field, through the theoretical framework of Pierre Bourdieu (Benson 2006, Bourdieu 1990, 1992, 1999). The study has sought to answer the following questions: 1) how are the current working conditions for photojournalists described by a cross section of agents within the field, 2) how do these agents individually describe their ideals in relation to traditional journalism ideals and 3) do these descriptions reveal any differences between the agents and if so any changes in the doxa with regards to the role of photojournalism in the field?

These inquiries were examined through in-depth interviews with 40 strategically selected agents, representing occupations such as photojournalists, reporters, multijournalists, mid-level managers and editor-in-chefs, employed at both large national newspapers and small local papers and working as freelancers. They represented different ages, gender and lengths of working experience. However, most importantly, they were selected to embody a transection of symbolic journalistic capital and journalistic habitus (Schultz 2007).

The results show that while photojournalist agents emphasized ideals of objectivity, autonomy and ethics, reporters, multijournalists and especially managers and editors were more inclined to mention more market-oriented ideals.

Regarding the reported amount of cultural capital and occupational position of the agents, this study shows that agents with high symbolic journalisti capital and habitus held traditional doxa whereas agents with no reported cultural capital and low articulated journalistic habitus expressed market-oriented doxa. It is argued that the difference between agent's descriptions of the doxa can be interpreted as an ongoing struggle indicating a change in the Swedish newspaper field, from a democratic corporatist media system towards a more marked-oriented and liberal system (Hallin & Mancini 2012). Yet agents with a reported high accumulated symbolic capital and consequently strong journalistic habitus also indicated a strong resilience to changes in doxa and influence on the social structures of the field. Historically this has shown to be the logic of practice by agents in the center of journalism against photojournalism agents in the periphery of the field (Brennan 1998, Langton 2009, Lowrey 2002, Newton 1998, Zelizer 1993). These findings could therefor be interpreted as the underlying social structure to the layoffs by photojournalist as well as the increased multi-skilling professionalization amongst agents in the changing Swedish newspaper media field.

JOS11 - News on social media platforms

PP 259: How public service media organise social media news distribution: A comparative analysis of PSM across Europe

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Social media have become central platforms for news distribution as news use is increasingly driven by referrals (distributed discovery) or consumed off-site on these platforms (distributed content) (Newman et al. 2017). In this paper, we look at how public service media (PSM) across Europe organise news distribution on social media. We put this in the larger context of how they have integrated their newsrooms and bring different media platforms (mainly online, TV and radio) closer together.

The study is based on 80 semi-structured interviews conducted between 2015 and 2018 with senior editors and managers working in eight major PSM organisations in six European countries (Finland, France, Germany, Italy, Poland and the United Kingdom). Together, these countries represent a range of different European media systems, levels of technological development, and PSM traditions. This study constitutes, to our knowledge, the largest cross-organisational and cross-national qualitative analysis of public service news providers to date.

We find that social media is generally organised in separate teams within the PSM newsrooms. This is even true in otherwise highly integrated newsrooms. The size of the social media teams varies highly. However, in all cases they amount to only a very small proportion of the organisations' newsroom(s), suggesting overall investment in social media distribution is still limited, despite the growing importance of these platforms. Concerning the broader structures in which the social media teams are embedded, we find that most PSM

exhibit low levels of newsroom integration in general, despite much talk of convergence. We show that a combination of external and internal factors influence how different PSM organisations use social media for news. In contrast to previous research on PSM focusing mainly on external factors (e.g., Humphreys 2010; Donders & Moe 2011; Brevini 2013), we find that internal factors also often shape how PSM adapt to the digital media environment.

Most research in this area has focused on private sector media, especially newspapers (for an exception see Larrondo et al. 2016). Furthermore, many previous studies were limited in their focus on just one organization or one country (for an exception see Menke et al. 2016). By a focus on PSM and a comparative approach, we are able to go beyond that and to show differences (including external factors like political and economic conditions for PSM in the different countries analysed, but also different organisational imperatives) and similarities between PSM across Europe. In this respect, this study does not only provide a major step towards how social media for news is organised in PSM across Europe, but also expands our understanding of how different external and internal factors influence how different media organisations are adapting to a digital media environment.

PP 260: Mapping social media news in Europe: A comparative actor-network investigation of authors, articles, publishers and platforms in France, Germany, Italy, Spain, and the UK

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Guided by actor-network theory, this study analyzes the news ecosystem as a complex network of users, news stories, journalists, publishers, and platforms in five major European countries. The study consists of an empirical and theoretical part. It develops an empirically-based model of social media journalism as a network of digital artifacts (e.g. news articles), humans (e.g. users, journalists) and non-human actants (e.g. news feeds). The aim is to better understand the changing role of European legacy news outlets that operate in an environment increasingly dominated by platform technologies (Bell & Owen, 2017; Kleis Nielsen & Ganter, 2017).

In the empirical part, a quantitative analysis of news shared on social media platforms was performed. The objective was to obtain a representative sample of online news articles published by major European media organizations and their corresponding social media interactions. The sample consists of online news articles (n = 198.921) published between March 2017 – February 2018. It includes data from 20 legacy publishers and broadcasters from France, Germany, Italy, Spain, and the UK. Examples are BBC News, *El País*, *La Repubblica*, *Bild* and France24. For each organization, up to 10.000 URLs of most shared online articles were extracted using commercial social media analytics software (BuzzSumo) that queries public data from platform APIs (application programming interfaces). Article variables include the URL, title and the number of shares on Facebook, Twitter, LinkedIn, and Pinterest. Further variables are text length (word count) and author name.

These data were used to perform a comparative analysis across countries, social media platforms, and organization types to draw a representative image of the European social news network. The empirical results suggest significant differences in social media interaction patterns across nations, especially Germany and the UK, as well as platforms. Moreover, the downward trend of social media interactions with news content – primarily induced by tweaks to the Facebook News Feed that favored other content (Newman, 2018) – can be reproduced. Methodologically, the empirical part uses descriptive statistics, correlation analysis as well as keyword-based content analysis.

In the theoretical part of the paper, insights from ANT-studies of journalism (i.e. Lewis & Westlund, 2015; Schudson, 2015; Turner, 2005) are used to critically assess the empirical findings. For example, the number of social media interactions some (viral) articles have generated while others remain unsuccessful are explained as a result of differences in material agency. Furthermore, the downward trend in social interactions tweaks to the Facebook News Feed have created, can similarly be understood as the result of a behavioral change of a powerful algorithmic actant (Lewis & Westlund, 2015).

Such a non-anthropocentric view on the digital news ecosystem, we argue, may also help overcome problems of inscrutability of the black-box-nature of algorithmically-driven tech platforms that continue to challenge journalists and researchers.

PP 261: Means, not an end (of the world) - the customization of news personalization by European news media

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How do news organizations design and implement personalization technologies? This paper makes the first inquiries into this complex process by documenting and analyzing the news personalization efforts of some European news organizations.

The technological ability to use complex algorithmic agents to deliver tailor made information to individuals based on digital profiles has revolutionized the business of digital information intermediation. Various personalization techniques are reasonably good at matching pieces of information (ads, goods, and services, news, etc.) to people who are the most likely to appreciate them. These techniques scale extremely well. As a result, we have witnessed the emergence of a few extremely powerful information intermediaries, such as Facebook, Amazon, Google, Netflix, Spotify who are in the business of matching information from third party sources with global audiences.

In recent years algorithmically curated information delivery also started to have an impact on the distribution of news. This development is seen both as a threat and as an opportunity for news organizations. On the one hand, as algorithmically edited platforms grew to control access to audiences, and they captured the majority of ad revenues that previously financed the production of news, personalization seems to threaten news organizations ability to directly access their audiences, control their distribution, and grow their revenues. The success of platforms, on the other hand, carries an implicit promise, that by using similar algorithmic personalization techniques, news organizations can also do something similar, and increase their audiences, their engagement, and their ad revenues. Personalization is often seen to be the ideal tool to regain control of the news distribution process and reconnect with audiences.

We conducted sixteen interviews with editors, technologists, product and business managers from a dozen European quality news organizations to understand how these different professions see and interpret algorithms' ability to help news organizations to address the challenges they face in the digital era. Our study reveals a process that is substantially different from what previous studies suggested. The design of personalized news services is part of a complex overhaul of the news business in face of all the challenges it faces regarding revenues, distribution, and legitimacy. We found that rather than seen as a panacea which would help news orgs better compete with platforms on their own turf, personalization's usefulness is assessed by its ability to support the re-imagination of the news business including how news is produced, delivered, and financed.

PP 262: Two faces of collective attention: Comparing the popularity and virality of news stories during an election campaign

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In the digital era, the activities of millions of users have become visible to news organizations and scholars alike through web analytics. Now it is possible to assess which articles users tend to click on as well as interact with on social network services. On an aggregated scale, these metrics give indications of how collective attention is distributed across content types and genres.

Communication researchers have used this kind of data to make inferences about the types of articles, news values, frames and genres that achieve a high degree of salience on the internet (for recent overviews, see Boczkowski & Mitchelstein, 2013; García-Perdomo, Salaverría, Kilgo, & Harlow, 2017). However, most studies have worked with either click patterns or social network interactions. Few studies have sought to integrate these data sources to assess collective attention from both perspectives at once (albeit see Bright, 2016). Therefore, there is great potential in, and need for, combining analytics data to provide new perspectives on collective attention online.

This paper does so by comparing *popularity* (news stories that receives most clicks on news websites) and *virality* (stories that users share most intensively on social network sites) of the same news content. The paper applies the two-faced concept of collective attention in an empirical case study of online news coverage during the Danish parliamentary election 2015. Choosing a period of heightened political activity, like an election, provide a critical case of collective attention, where we would expect popularity and virality to converge on political issues (Boczkowski & Mitchelstein, 2013). To assess collective attention, the paper constructs a baseline of all articles published on Danish news websites in the election period. This is combined with data scraped directly from news websites (to get the list of most popular articles) as well as a social media monitoring service (to get the most shared articles). Relying on operationalizations of frames and actors in news coverage, the paper analyses whether users gravitate toward, on one hand, the game-strategic or issue-oriented frames and, on the other hand, personality-driven versus party-based stories. The analysis finds great differences between what is read and shared, in particular when it comes to strategically-framed and issue-oriented coverage. The difference between popularity and virality is then explained with reference to the underlying mechanism guiding click behaviour and social sharing respectively. In the end, the paper discusses possible implications for users and news organizations.

Journalism Studies

PP 263: Decoding the cryptic: How news media communicate personalization practices

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The deployment of machine learning techniques is on the rise in many societal domains and greatly alters their workings and meanings. The production and consumption of (online) news is no exception. Personalization, or the provision of individually tailored news items by means of algorithmic news recommenders (ANR), is increasingly viewed as an important strategy for news outlets to be responsive to consumers' information needs, while ensuring traffic, consumption and revenue through user targeting and profiling. Yet, the technical implementation of the ANRs is a highly complex task and its materialization often remains obscure to news consumers and practitioners alike.

This lack of transparency is, however, not a trivial issue considering the impact of news personalization on individual consumers and society at large. Personalization can lead to so-called filter bubbles which limit the variety of information individuals can receive and society may become more polarized as awareness and understanding of opposed views decreases. The democratic role of the media - i.e. the provision of non-discriminatory access to information for citizens, so they can equally participate in public debate - is as such threatened by news personalization practices. Understanding what ANRs are and how these forms of AI work is therefore of crucial importance, and news media bear an ethical responsibility to explain if and how they use personalization technologies. This is, however, easier said than done: explaining the workings of algorithms is notoriously difficult.

In our paper, we ask how these challenges are tackled by contemporary news industries and explore what factors influence the ways in which they present personalization. Using a sample of news outlets from six countries - US, UK, Germany, France, Netherlands, and Russia - we examine the personalization strategies of these news media and how these are communicated to their users. We selected these countries to compare how news industries approach personalization in liberal, social-democratic and conservative regimes. Based on popularity and ideological diversity, we selected from each country three printed newspapers, three digital newspapers, and three TV channels.

We start by identifying and classifying the personalization practices used by the selected news media: for this purpose, we examine the front-end features of their digital outlets and ask what (if any) forms of personalization can be observed from a user perspective. Then, we explore how these news outlets communicate their personalization practices to their users: more specifically, we focus on the self-presentations of these practices on their websites such as privacy policies and conditions of use. While doing so, we investigate how transparent and intelligible these communication procedures are and if there are meaningful differences and similarities across national contexts. We conclude by mapping the downsides and benefits of communicating personalization by news media and discussing possible ways of presenting ANRs more effectively.

JOS12 - Local news: covering and binding communities

PP 264: European local newspapers in the digital age: A comparative perspective

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The news media landscape has changed drastically as a result of the rise of digital media, with users increasingly accessing content through mobile devices, search engines, and social media and showing a continued reluctance to pay for news online (Newman et al., 2017). Legacy revenue sources, such as display advertising and subscriptions, also continue to decline.

Although most all legacy media are experiencing these shifts, local and regional newspapers, which have faced shrinking newsrooms, dwindling circulation numbers, and increasingly consolidated ownership models for decades (Franklin, 2006), have fewer resources to invest in adapting and operate in circumstances that differ in important ways from those faced by national and international media (Cornia et al., 2016). Further, few studies have used qualitative approaches to study the contemporary situation of the newspaper industry (Siles & Boczkowski, 2012), and even fewer have focused specifically on local news, particularly using a comparative approach (Reader & Hatcher, 2012).

This study uses 50 in-depth interviews with staff members at local and regional newspapers in Finland, France, Germany, and the U.K. to explore the most significant challenges and opportunities facing local newspapers in the digital age; how they have responded through implementing new editorial, production, and revenue strategies; and what solutions they are developing for the future. We build on previous research through not only addressing the views of editors and journalists but also including business staff members, as well as digital media managers from the local newspapers' parent companies.

Findings suggest that like national legacy media, the local newspapers in the sample have experienced the consequences of downsizing, buyouts, and declining advertising revenues and circulation while seeing substantial growth in online and mobile audiences. In response, we show, parent companies have implemented teams of digital experts to create content that can be shared across newspapers while also working with local newsrooms to innovate. At the local level, newspapers are increasingly focused on monetizing online content through paid articles and subscriptions and deferring to online experts over integrated newsrooms models, while re-envisioning the scope and focus of their print products. They are also considering audiences based less on location and more on analytics-driven themes and interests and have broadened their business models to include events, e-commerce, and in-house marketing firms. Previous studies have raised concerns over the effects of consolidation on local media content (i.e., Beckers et al., 2017; Hess & Waller, 2017; Napoli et al., 2016; Sjøvaag, 2015; Williams, 2017) and journalistic practices (Ali & Radcliffe, 2017). The journalists in this study, however, spoke positively about the financial stability parent companies provide as well as access to digital tools, training, content, and collaboration across newsrooms while, particularly in the U.K., describing the challenges of meeting rigorous targets for web reach. As with U.S. local media (Ali & Radcliffe, 2017), local newspapers in Europe are experimenting with new digital tools, from personalized content to video to mobile apps, but in some cases, such as France and Germany, their efforts are outpacing and even leading their national peers.

PP 265: Media repertoires and proximity news consumption in Spain

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In a multi-screen and an overabundance of information environment, the audience combines different technologies, brands, genres and products to respond to their needs for information, entertainment, opinion formation and sociability. This is what characterizes the perspective of "media repertoires" (Hasebrink and Popp, 2006, Hasebrink and Domeyer, 2012) in the study of new forms of news consumption. It is a perspective confirming for the moment the complementarity of the use of traditional media and new platforms, although the predominance of the former loses ground progressively.

In a previous work (Martínez-Costa et al, 2017) it was studied how the interest for a certain type and theme of news condition the access route between Spanish users, analyzing the data thrown by the report Digital News Report 2016. Now it is about moving in this direction, examining if the type of scope and coverage of the information condition the access itinerary to the information. More specifically, the objective of this work is to identify and characterize the predominant media repertoire when proximity information is consumed, which has a more direct effect on the daily life of the public and their interests and, therefore, other type of motivations.

The adopted methodology is mixed. Using descriptive statistics, a first quantitative approximation will be made to the data of the Digital News Report 2017 report, which identifies the preferred means to inform about Spanish Internet users, based on a survey of a sample of 2,006 digital users (representative by age, gender, income, education and geographic region, among others, of the Spanish population).

Subsequently, it will be complemented with a qualitative study based on the methodology of focus groups. Two dynamics of groups representative of the audience between 25 and 34 will be planned and designed, between users who have shown interest in local news.

The hypotheses that are expected to be verified in this work are presented as follows:

H1 The reach and proximity of the news is a differentiating factor for the consumption of news.H2. Regarding local news, social networks and personal accounts of local media professionals, who identify themselves as prescribers, are used in the first place.H3 Regarding national or global news, the public appeal to traditional media and brands as a source of information in the first instance.H4 The closer to the news, the media repertoire is wider and more varied; and in closer proximity, the repertoire is more limited and there is more dependence on one or two prescribing sources.

PP 266: News for local audiences: Gaps in the horizon?

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Regarding local journalism, the question of centres and peripheries is becoming increasingly central in Europe. The legacy media, including printed newspapers, are struggling financially and have cut back on

editorial staff. At the same time, several countries have witnessed the rise of local digital start-ups and small citizen- or community-initiated journalism and information sharing. The state of local media and journalism, as well as the geographical distribution of resources in terms of media operations, information, journalists and connectedness, are relevant questions. Where do citizens get information about local activities and how are they able to engage with local life and decision-making? These are critical questions for a democratic society.

This paper contributes to research on local media and journalism with the case of Finland in 2017 and from the viewpoints of democracy and media markets, asking how the resources for local journalism and information are distributed and if there are disadvantaged areas. The paper examines i) the characteristics and the geographical distribution of hyperlocal media and journalism, ii) the geographical spread of the traditional newspaper market and iii) the locations of the country's news offices, journalists and residents. The paper provides a unique analysis of the Finnish media ecosystem and contributes to discussions on the divides in the media landscape.

Following Friedland et al. (2012), this paper perceives hyperlocals as a layer above personal blogging and social media use but below the news coverage linked to legacy media outlets. The hyperlocal media are examined using Metzgar, Kurpius and Rowley's (2011) definition as a starting point: geographic elements, community orientation, original news reporting, emergence on the web, filling gaps in local reporting and civic engagement form the framework for analysing the functions and practices of hyperlocal media. Regarding the hyperlocals, the data analysed consists of qualitative interviews and case studies. In addition, quantitative and market data is used to determine the geographical spread of the traditional newspaper markets and the locations of the Finnish journalist union's members.

Though the number of newspapers has decreased, the study suggests that the legacy media, such as paid-for regional dailies and local non-dailies, play a central role in Finland. Furthermore, there is a variety of free-sheets and city papers to serve the need for local news. While hyperlocal operations present a small addition to legacy media, they are still important newcomers. Hyperlocals often aim at filling perceived gaps in local information sharing and at strengthening democratic practices. Despite new hyperlocal initiatives, inequalities regarding news offices, local media and journalists characterise the current Finnish media landscape. There are differences in terms of the proportion of journalists and newspapers in the same municipality and differences in that proportion between regions. While newspaper offices exist in all parts of the country, they are mostly located around major cities. Journalists' residential addresses are registered in half the postal code areas but concentrate on the capital area. Particularly, the rural Northern and Eastern parts of Finland lack newspaper offices and journalists.

PP 267: Community as action. Employing the concept of 'micro-sociality' to understand the significance of the local newspaper to local communities

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'Serving the good of the community' is a normative conception that serves as a justificatory ideology for local newspapers. It informs a set of journalistic practices, such as covering local politics, and is often taken for granted by those scholars who turn their attention to this often-neglected area of the media.

This paper seeks to problematize the relationship between newspaper and community and to suggest an approach for quantifying the impact newspapers can have on a locality. The understanding of community as 'micro-sociality' has been developed by sociologiest Walkerdine and Studdert (2016). This paper argues that this paradigm offers a way of tackling the paucity of evidence which exists in relation to the role of newspapers in their communities.

Community is a powerful but diffuse word and research into its meaning to newspaper workers suggests it can be used to justify a wide range of practices (Matthews, 2017b). Additionally, it is the continued ability of local newspapers to enact these practices, which has been increasingly called into question in the wake of the radical disruption prompted by the shift to digital platforms and concurrent falls in revenue. The impact of this on titles is well-documented; however, the impact of this process on communities is less clear.

The Media Trust-commissioned report, *Meeting the News Needs of Local Communities*, observed a link between the provision of local news and a healthy civic society (Fenton et al 2010); more recently, research has sought to understand the creative value of alternative 'hyperlocal' news providers (Hargreaves and Hartley, 2016).

This paper intentionally focusses on the legacy local newspaper (termed legacy because these titles are now to be found online as much as on paper) because of their cultural significance as local landmarks and social institutions. It argues that Walkerdine and Studdert's conception of community as action – the act of communing – can be used to assess if newspapers support communities by assessing the extent to which they support those actions. It therefore offers a method of working with people to assess what their local newspaper means to them, and how those titles add to the value to their lives as part of a community. This

will result in an expanded understanding of the role of newspapers and will add evidenced-based knowledge to a largely unchallenged normative position.

PP 268: Survival of the fittest: The do's and don'ts of hyperlocals

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The local media market has experienced dramatic changes during the last decade including declining subscriptions and advertising revenue. This has resulted in centralization and cutbacks, leaving vast areas without local news coverage (Cook et al, 2016). The development has especially affected communities on the countryside, for example in Sweden where a third of all communities today are without local newsrooms and have become blank spots when it comes to local news coverage (Leckner et al, 2017).

On the Swedish local media market, there is an on-going trend of media entrepreneurs starting hyperlocal digital news sites in small communities where media coverage is lacking (Leckner et al, 2017). The hyperlocals are facing several challenges for survival, some of them such as lack of sustainable funding models and vulnerable working situation, described in research.

Williams et al (2014) found that most of the hyperlocals studied raised no income, still, most of them saw no problems with sustaining the sites. Sustainability, at least in short-term, is enabled by the entrepreneurial skills. Kurpius et al (2010) argues that little is known about whether and how different hyperlocal media initiatives actually work or if they have potential for sustainability. The demanding working conditions require special strategies which need to be explored. Therefore, it's an important matter for hyperlocal media entrepreneurs to identify which problems they are up against in purpose to find sustainable solutions.

The object of this study is to explore what kind of problems do the hyperlocal news entrepreneurs experience and what kind of strategies do they use for sustaining their activity.

In this study, Sweden is used as a case since many of the Swedish hyperlocal media entrepreneurs are professional in their media activities and therefore interesting as an example in a global context.

The theoretical framework of this study takes a stand from theoretical discussions concerning local news journalism turning into hyperlocal, also, sustainability of hyperlocals considering strategies for business models and working processes (Kurpius et al, 2010). When it comes to the practice of news journalism models for citizen and participatory journalism are used (Firmstone & Coleman, 2014).

This study includes a selection of in-depth interviews with Swedish hyperlocals in order to identify which challenges community media face and which strategies they adopt for sustainability. The Swedish case study are also put in an international context, with comparison with other countries.

JOS13 - Journalistic boundaries: Defined, protected and crossed

PP 334: What is journalism in the 21st century?

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"I wish to begin a movement that will raise journalism to the rank of a learned profession," wrote the newspaper publisher Joseph Pulitzer in an essay entitled *The School of Journalism in Columbia University* (1904, 19). Pulitzer was not alone when it came to advocating for schools of journalism, and throughout the last century, Pulitzer's hope that "before the century closes," schools of journalism "will be generally accepted as a feature of specialized higher education, like schools of law or of medicine" (1904, 2) has come true at many universities. However, it is less clear if the last century has brought journalism closer to what Pulitzer considered the most important part of his movement: To raise journalism to the rank of a learned profession. What journalism is and who journalists are is as much debated today as when Pulitzer wrote his lengthy essay do defend his endowment to Columbia University to form a journalism school; and decisions about what journalism is and who journalists are have not gotten any easier, since the proliferation of new technologies have made it still easier for people outside the newsrooms to both produce, publish and distribute news on their own. Both private citizens and authoritative decision-makers in companies, organizations etc. can now produce news – or something that resembles news on their own. Since journalism lacks many of the formal barriers that are commonly associated with the professions that Pulitzer referred to for comparison – such as licensing, educational requirements etc. (Carlsson 2015, 8), it is imperative that we, researchers and practitioners alike, become clearer about what journalism is and who journalists are. This paper therefore starts out by reviewing past attempts to determine what journalism is by delving into the aspirations of the founding fathers of the field and later scholarly descriptions, discussions and concrete definitions. This material includes the works by Pulitzer, who founded the journalism school at Columbia University, Walter Lippmann, who considered making diplomas from journalism school a

"necessary condition for the practice of reporting" (2008/1920, 48), and Walter Williams, who helped establish the first journalism school in the US at Missouri and wrote the famous *The Journalist's Creed* from 1914 that starts out be stating "I believe in the profession of journalism." This paper also includes later scholarly works about identity, authority and what constitutes center, peripheries and boundaries of journalism (e.g. Deuze 2005; Carlson & Lewis, 2015; Carlson 2017; Anderson & Boczkowski 2017). The paper concludes by offering a new framework for understanding just what journalism might be said to be in the 21ˢᵗ century, and who journalists are. This framework consists of six influencing factors of journalism (principles, precedents, practices, production, publication and perception) that individually can affect actions of journalists and collectively can inform researchers, educators and even the practitioners of journalism who they are and what their profession is about in the 21ˢᵗ century.

PP 335: Hiring journalists: The evolution of a profession

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The role of journalists has developed during the past 30 years. Changing political, economical, social and cultural conditions create new challenges and opportunities for the profession. Even though writing, interviewing, researching, and source verification still are some of the core skills for journalists, new communication technologies require a new set of competences from reporters. Previous research has shown how social, technological, curation and commercial skills have gained increased importance for the profession of journalism and that demaractions towards other professions have become blurred. Nevertheless, there is a lack of longitudinal studies of how the changes in skill-sets in particular and the framing of the profession of journalism in general, have developed across time. This paper provides some answers through an analysis of journalistic job announcements in the Norwegian trade press paper Journalisten from 1987 to 2017. Journalisten has traditionally been the one paper in which all available jobs as journalists in Norway have been announced. It therefore represents a solid empirical basis for analysis of how the profession of journalism has evolved in Norway, as depicted in job announcements.
Based on previous research, the paper seeks answers to the following questions: What skills and attitudes are foregrounded as desirable for journalists to possess and how has the skill-set changed from 1987 to 2017? To what degree is "a journalist" framed as an autonomous profession, in which demarcation towards other professions are clear? Are there any differences in how job descriptions for various types of media (e.g. local, regional, national, broadcast, print, online) have developed?
These questions will be analysed through a content analysis of job announcements published in Journalisten in the years 1987, 1997, 2007 and 2017. All job announcements for each of these four years will be analysed, thus providing a rich material for analysis of the framing of the profession of journalism in four different time periods in Norway. The findings of this study will be compared to previous research, especially other studies of journalistic job announcements in countries such as USA and the Netherlands. At the present stage, we are not yet able to present findings as the analysis has not yet been conducted.
The paper is framed by professional theory, especially related to professional autonomy and boundary work performed to establish and maintain demarcations between professions. In addition to addressing how the framing of the profession of journalism has changed during the past 30 years, this paper addresses what may come across as a paradox: Journalists' strong professional autonomy but simultaneously blurring boundaries to other professions.

PP 336: The turncoat phenomenon – profiling journalists who become political PR managers in the Netherlands

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In the Netherlands the practice of journalists becoming press officers or spokesmen (PR) for politicians or governmental communication departments has become an increasingly common practice. This revolving door phenomenon is not of recent date. For a long time parliamentary journalists have shown an interest in migrating to the 'other side' and become a political PR-professional. Most notably these 'turncoats', often take this step when they feel their career in journalism is stalled. Some consider journalism and PR as two different professional fields, others just see them as two sides of the same (information) coin. In our research we are first of all interested in how widespread this phenomenon actually is and who these 'migrators' are (political and personal profiling). Secondly, we have obtained more insight in this phenomenon by posing questions such as: what were/are the motives of journalists for changing into PR managers? How do former journalists perceive themselves professionally in their new environment and in which ways has their perception of presenting and distributing information changed after their migration from journalism to PR?

These questions are to be considered in the theoretical context of the mediatization of politics and the growing influence of PR and 'spin' within the political-journalistic complex. Methodologically we relied on interviews and surveys. Our investigation contributes to an international comparative research and will also be valuable in the context of the changing faces of journalism in relation to political information management and the blurring boundaries between journalism and PR.

PP 337: Mapping the peripheries: boundaries and meeting points of journalism and commercial interests

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This paper seeks to identify the extent and location of a key dimension of boundaries of journalistic practice, namely between journalism/editorial and business/commercial interests. Theorists regard these as contested arenas (Gieryn 1999), overlapping fields (Bourdieu 1993), and/or meeting points (Lamont & Molnár 2002).

Boundaries of journalism has attracted increasing academic interest in recent years (Carlson & Lewis 2015). The division or interface between editorial and advertising (including related commercial activities is a fundamental boundary of journalism-- indeed, perhaps its most important boundary, defining its functions, professional autonomy and standards (Artemas et al. 2016).

Challenges to this boundary are nothing new, having arguably existed since the emergence and development of a financial model based on advertising during the nineteenth century (Baldasty 1992). However, a combination of more recent shifts in the media landscape have intensified the pressures on this boundary through the greater integration of advertising within media (Hardy 2017). Falling revenues for traditional advertising and the growth of online media, for example, have contributed to the rising prominence of native advertising and other forms of commercially-driven content that are intentionally similar to journalism in content and presentation (Amazeen & Muddiman 2017).

While native advertising has come under scrutiny by media scholars (Ferrer Conill 2016), the importance of researchers establishing the fuller range of branded content and related activities has been highlighted (Hardy 2016). Research in these fields has been dominated by business perspectives and practitioners of advertising, rather than media or journalistic points of view, and hence tends to focus primarily on issues such as the effectiveness of branded content, trends in advertising practice etc.

This paper addresses this lacuna by identifying the possible areas of 'grey areas' in UK newspapers. Using a combination of a convenience sample of publications, desk research, academic and trade literature and targeted web searches, it builds a picture of these contested peripheries between journalism and business. While some are well-documented and an established area of research, eg native advertising, the paper also highlights other fields that appear not to have been studied in detail, including:

· commercial supplements (typically distributed as part of print titles, sometimes co-branded by the news organisation);

· the rise of in-house agencies producing commercial content (often headed by and/or employing journalists);

· publication of interviewees' sponsors (apparently as a condition of access for interviewing a celebrity figure);

· editorial roles with commercial responsibilities (eg audience/growth editors);

· sponsored branding of editorial sections by companies with direct interests (eg a betting company sponsoring a sports section).

The implications of these are considered, including for the boundaries of journalistic roles and for editorial integrity.

PP 338: Symbolic boundary struggles in the immigration debate

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This paper investigates the symbolic boundary struggles between mainstream and alternative media in the Scandinavian immigration debate. During the last decades, public debate has become more polarized, media scepticism is increasingly on the rise and one is observing a shift in how citizens acquire information. In this situation, new forms of political communication challenge mainstream media's position as the gatekeepers of society's communicative centre. Fuelled by new distribution possibilities such as blogs and social media, right-wing alternative media are struggling to break out of the communicative periphery, both to seek inclusion and recognition of their political viewpoints on immigration, as well as to contest the moral order that is shaped and maintained within the mainstream media.

Right-wing alternative media's supposed mandate is to offer alternative news and views not found within the mainstream media, which they claim have failed in disseminating truthful and relevant journalism on the

immigration issue. As some of these alternative media outlets, e.g. the high-profile website *Breitbart*, are seemingly successful in attracting readers, they have become a matter of public concern. This is evident in the way they frequently are evaluated in the mainstream media, for instance as "immigration critical", "racist" and "xenophobic".

Against this background, the purpose of this paper is to investigate the symbolic boundary struggle such evaluations or ascribed statuses represent through a quantitative content analysis of six major Scandinavian newspapers. Following Enjolras (2017), the theoretical framework combines the sociology of the public sphere and the sociology of social boundaries, which offers an understanding of the public sphere as a social space that is both a space for symbolic and cultural integration and exclusion, as well as a space of power struggle. In this social space, a moral hierarchy is expressed by deeming certain groups symbolically more worthy than others, and by drawing a symbolic limit between acceptable and unacceptable utterances.

According to Alexander (2006), symbolic boundaries have to be defined and maintained by elites, e.g. politicians and professional journalists, to gain power. Therefore, this paper ask to what extent Norwegian, Swedish and Danish mainstream media assign right-wing alternative media a given worth and position in the public space by assigning them certain statuses e.g. "immigration critical" or "racist"? And do the mainstream media mainly write about them as a phenomenon, e.g. as xenophobic arenas or echo chambers, versus including their viewpoints in the actual immigration debate?

The material is collected by constructed week sampling and consists of articles published in the printed and online versions of the Norwegian newspapers *VG* and *Aftenposten*, Swedish *Aftonbladet* and *Dagens Nyheter*, and Danish *Jyllands-Posten* and *Politiken* from 2010-2017. The articles must contain explicit references to alternative media outlets to be included.

The results from this study will inform scholarly debate on the relationship between mainstream and alternative media. Furthermore, this paper will enrich the public debate on how to make sense of the new challenges alternative media represent to mainstream medias relevance as gatekeepers of the political discourse.

JOS14 - Engaging news audiences in new ways

PP 339: Passionate journalism: The role of passion in audience engagement in news media

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News media are becoming more dependent on audience revenue. Advertising in traditional media platforms is decreasing while digital ad revenues are not offering enough of a replacement. In the digital, high-tech environment, audience revenue is strongly related to audience engagement, audience metrics and audience data.

In the paper, we approach audience engagement in a novel, developing theoretical framework - that of journalistic passion. The framework is enriched by social cognitive theory (Zigarmi et al., 2009). We join journalism studies firmly with the study of media management, which is still an under-developed field in the context of journalism.

We argue that passion is under-theorised and neglected in both journalism and media management studies. When mentioned, passion has been regarded as exceptionalism and a deviation from the norms of journalism (Harries & Wahl-Jorgensen, 2007). According to the normative ruling ideal, journalists should be detached, neutral and objective (Hanitzsch, 2007), which also means that they tend to stay away from closer encounters with the very public they actually are there to serve (Holton et al, 2016). Traditionally, journalists have shown little interest in engaging with the audience, and this question has not been in the forefront for the media industry until lately, even as social media and other online platforms allow better possibilities for audience engagement. In addition, normative theory, what journalists "should do", is not well equipped for dealing with passion or other "non-rational" expressions.

In our study, we present a cross-national comparative perspective on the role of passion in journalism, audience engagement and news media. We apply thematic analysis on qualitative interview data, based on 65 semi-structured interviews with media managers, industry experts and academics in the US and Nordic countries (Sweden, Norway and Denmark). There are many common traits between the US and the Nordic countries, but at the same time differences that affect the way media businesses are managed, stemming from the strong free-market ideology that dominates in the US (cf. Hallin & Mancini 2004).

The paper contributes to research that focuses on the liquidity of journalism (Deuze, 2008), including a more flexible view on the roles of journalists and their audiences. We present novel ways of measuring and increasing audience engagement based on cases from our study that serve as illuminating examples for journalists, media managers and academics alike. We also provide a framework for theorizing the relationship between passion and audience engagement in journalism. Metrics based on audience behaviour have become the main tool for making data-informed/data-driven decisions on what type of content should be on offer for the audience. However, we argue that media scholars and practitioners need to develop a more nuanced understanding of audience engagement rather than a mechanical view of what triggers human behaviour. In this search journalistic passion is at the core of audience engagement, but it needs to be better defined and tested to be useful to journalistic and media business cases.

PP 340: Present and engaged in a virtual world: To a typology of immersive journalism

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In times of waning trust in the media and increasing commercialization and competition, media organizations are seeking innovative ways to try to connect with news consumers (Deuze & Beckett, 2016; Watson, 2017). With new technologies, such as 360-degree videos, augmented and virtual reality, media organizations can let the news consumer engage with, and be part of the story (De la Pena, 2010; Sánchez Laws, 2017). Research has been conducted on immersive technologies in the field of (human-)computer science, (cyber)psychology, and film studies (Visch, Tan & Molenaar, 2010; Riva et al., 2007; Villani et al., 2009; Slater & Wilbur, 1997). However, in a journalistic context, the concept of immersive journalism is still diffuse. To get a better understanding of this new type of storytelling, immersive journalism, this study develops a typology of the different types of immersive journalism based on a conceptual model, introduced by the authors. This helps us to obtain a better understanding of new forms of storytelling within journalism. This study uses a mixed method design. First, current scholarly work is reviewed in computer science, (cyber)psychology and films studies (N= 62 articles). This resulted in a conceptual model after which elements of the model were used to conduct a content analysis of 30 state-of-the art journalistic immersive productions around the world that were produced since 2015. Productions were selected that the producers state their stories are believed to be immersive to the media user. The following elements were analyzed: distribution platform, interface, subject, type of technology, type of modality, the quality of sensory modalities, field of view, level of interaction, the user perspective, and narrative elements. Lastly, we conducted in-depth interviews with makers of a selection of the productions ($N = 10$), to understand the adoption of different types of technologies, the narrative choices, and the level of interaction used in the production.

The literature study resulted in a conceptual model of immersive journalism. The conceptual model shows that technology, narrative, interaction, emotional engagement and presence are key concepts in immersive journalism. Particularly interesting is that the level of engagement and presence seems to be dependent of the type of technology used, the narrative elements of the story, and the level of interaction or the autonomy the user has (agency), to choose elements of events in a story. Presence and engagement can provoke specific emotions (e.g., empathy, disgust, and sadness), which usually happen in a real-life context. Consequently, emotions and engagement can have influence on the knowledge of the user.

The content analysis and interviews resulted in a typology of different forms of immersive journalism with a combination of immersive technologies, interaction possibilities and different elements of the narrative. Examples of types that emerged were high level of technology, but low level of interaction (agency), low level of technology but high level of interaction and high level of technology with a complex narrative. This typology helps to better understand the concept of immersive journalism and how new forms of journalistic stories are constructed.

PP 341: From technological to socio-political drivers of online news participation

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Although audience participation in the media has been part of the game since the early days of analogue media, the rise of digital media has seen a renewed interest in participatory processes inspired by the affordances of connected devices. Especially since the advancements in the early 2000s that made Internet more user-friendly (chatrooms, blogs, social media), authors such as Jenkins (2006) saw people engaging with these affordances as the herald of a 'participatory culture'. Recent research suggests that "digitally networked participation" (such as commenting on news) is a distinct form of political participation that also fits within its general taxonomy (Theocharis & Deth, 2018).

In news use studies, citizens contributing to the news has also been linked to political participation (Kaufhold et al., 2015). However, what we do not know is how the context facilitates or hinders the levels of online participation. The socio-political context is often overlooked as a factor for participatory media use, while the Arab Spring, Occupy Wall Street or Black Lives Matter have shown its importance. Hence, we suggest taking a closer look at the political context as a factor for online participatory news use. If participation in online media is also motivated by people's feeling of involvement, citizens of politically less stable countries might feel more compelled to voice their opinion online, as they feel less involved in traditional political institutions, finding political decision being made above their heads and their ideas not finding their way to the political institutions.

Hypothesis: People are more likely to engage in online news participation in countries

1. that are less stable politically.

2. with lower scores in freedom of expression.

We use survey data for 36 countries from the 2017 Reuters Institute Digital News Report Survey (www.digitalnewsreport.org) across Europe, North, Central and South America and Asia-Pacific. Scores measuring political stability and freedom of expression in each country were taken from World's Bank databank. To examine the hypothesized relationships, we ran multilevel regressions. The results show significant country-level effects that provide support to our hypotheses. Respondents in more stable countries, and in countries with higher levels of freedom of expression are less likely to participate with the news. This analysis explains, in part, the differences in digital participation levels between countries with low levels of participation (e.g. Scandinavia) and countries with high levels of participation (e.g. South America). The results illustrate the necessity to address online participation outside a virtual vacuum, and rather address developments in the media in relation to the socio-political context they occur in.

PP 342: Contradictory Stories - Coming to terms with linear and non-linear storytelling in journalistic multimedia longform narratives

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Since the publication of New York Times' award-winning multimedia feature *Snow Fall* in 2012, multimedia narratives are becoming a staple practice in today's digital newsrooms. These narratives combine formerly distinct media modalities, but also elements from two divergent narrative traditions: journalism and documentary filmmaking (Uricchio et.al. 2015). This phenomenon has been subject to scrutiny within different academic traditions. This has led to a variety of interpretations and conceptualizations, but still missing is a coherent terminology and analytical model to tackle the narrative principles at work.

Both journalism studies and film studies have developed conceptualizations of multimedia narratives. The discourse on 'digital longforms' in journalism studies considers multimedia narratives as a continuation of narrative journalism online, interpreting the genre as a linear, immersive experience (Dowling & Vogan, 2015; Jacobson et.al., 2016; Hiippala, 2017; Vogan, 2017). However, the discourse on 'interactive documentaries' in film studies considers multimedia narratives as an innovative genre where the affordances of digital media create new types of non-linear user experiences, truly revolutionising digital non-fiction narratives (Lachman, 2016; Miles, 2016; Weidle, 2016). Analysing similar, and sometimes the same cases, these traditions offer diverging interpretations: digital longforms as guided, linear narratives with a strong voice of the author versus non-linear narratives, open for extensive user agency.

Based on an extensive literature review and a narratological analysis of Dutch longform narratives that explores these diverse conceptualizations of multimedia narratives in journalism studies and in media studies, this paper presents a conceptual model for the analysis of the fundamental tension between linearity and non-linearity in non-fiction multimedia narratives. By examining the primary theories on narrative journalism (1960s/70s) and new media poetics (1990s/2000s) that have informed these diverging conceptualizations, this paper scrutinizes the norms that have determined their respective theoretical position on the tension between linearity and non-linearity. Subsequently, this paper returns to the empirical material, and examines, through a comparative narratological analysis, how this tension manifests. In a previous study on 110 multimedia narratives, we identified three different types of narratives defined by the tension between linearity and non-linearity: linear, multi-linear and encyclopaedic (Van der Nat & Bakker, 2017). The paper discusses how the tension between linearity and non-linearity structures these three different types of multimedia narratives through an analysis of the following three leading Dutch cases: *De Hartslag van Lehman Brother* (linear), *Refugee Republic* (multi-linear), and *De Industrie* (encyclopaedic). These cases are representative of international trends in digital narratives. The analysis encompasses a thorough narrative route into the intersection of plot, media forms and interactive possibilities that construct these narratives (Ryan, 2004; Nash, 2012; Ryan, 2014)

Based on the literature review and analysis of these three cases, this paper argues that multimedia hypertext narratives can be conceptualized as story spaces that are designed according to familiar metaphors, such as a timeline, map or network, to frame the possible interactions and options for

navigation for users. Furthermore, the interface design lays bare how the creators attempt to revolve the tension between linearity and non-linearity, and author and user agency.

PP 343: Keeping the spirit of May '68? An oral history of 50 years of media activism in French-speaking Belgium

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Research on citizen participation in online media can learn a lot from historical studies on media activism. Over the past two decades, journalism scholars have reflected on the potential of technology to enhance the democratic potential of western societies (Borger et al., 2013). However, most of the research exploring the intersection between journalism and participation has focused on mainstream media strategies, mostly finding a reticent, marketing-driven approach in the newsrooms (Singer et al., 2011; Karlsson et al., 2015). These approaches have tended to neglect the wider context of citizen engagement with the media (Barnes, 2016), and the power struggles that structure it (Carpentier, 2016). In this context, the decades-old field of research on media activism (Atton, 2015) can provide a fresh perspective to interpret current developments by putting them in a historical perspective. The development of alternative or community media as spaces for citizen engagement through the radical enactment of freedom of expression tells a story of challenges and commitment that is worth revisiting.

Keeping in mind all these discourses, we ask: How is participation on the internet era different from previous forms of media activism? What exactly has changed?

To provide insights on these questions, we focus on media activism in French-speaking Belgium. More precisely, this paper provides a first oral history of the discourses and production practices of the activists of "free radios" in the 70's and 80's, and compares those experiences with those of contemporary citizen online news producers in Brussels. The analysis focuses on 25+ interviews gathered with the addition of memorabilia and media contents produced.

Preliminary results show that the motivations, organisational challenges and content production processes are still very much the same despite the different cultural, political, socio-economic and technological contexts. Reasons of involvement in citizen media projects are a mix of political ideology, friendships and random encounters, sometimes combined with professional ambitions. Amateurism and idealism are still the motto of media activism, even if the relationship to the audience has changed.By digging into the history of media activism, we show that the peripheries of news production beyond professional journalism have still a role to play in local media ecosystems and inspiring lessons to provide about citizen engagement.

JOS15 - Journalism ethics in practice

PP 417: Borderline Journalism - Why do journalists accept and justify questionable practices? A quantitative survey

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In western democracies, role perceptions and practices of journalists have changed from descriptive reporting towards an interpretive style of journalism that is rather driven by the theme of a story than by facts (Patterson 2010). This can be regarded as one factor to explain a rising number of reported scandals in western democracies (von Sirkorsky, 2018). While most of these critical reports are justified through actual misbehaviors, there are cases where the scandals are triggered by violations of journalistic norms (Sabato et al., 2000). Ethical standards for journalistic practices are manifested in diverse codes of conduct (Fengler et al. 2014). Adherence to codes and actual journalistic practice depend on various factors, among others journalists specific role perceptions in different countries (Donsbach & Klett, 1993; Köcher, 1986; Reinemann & Baugut, 2014). A large majority of German journalists rejects violations of their codes of ethics; however, some accept or justify questionable practices (Weischenberg et al., 2006). Their role perception might have consequences for the profession, since accepted violations can encourage colleagues to violate norms in special situations. In addition, it can protect such colleagues from criticism in the newsroom. What percentage of German journalists accept violations of their code of ethics, and what arguments do they use to justify violations and to defend them against criticism?

To answer the research questions we conducted a quantitative online-survey of German journalists in June and July 2015. We drew a random sample of 1.326 journalists from the database Zimpel, working in the fields of current affairs, politics, business and culture. 332 journalists have completed the questionnaire. We confronted the interviewees with descriptions of factual violations of the german press codex that triggered major scandals. For each case, we asked them first to rate the acceptability of the questionable practice, then to state their opinion on three arguments in favor and finally their opinion on three arguments

against the questionable practice. They indicated their opinion on five-point bipolar scales. The arguments concerned (a) professional behavior, (b) perceived group pressure, (c) marked competition, (e) intent to exert or avoid impact, (f) responsibility to readers and protagonists of events and (g) privileged insight in the event.

The majority rates the violations of norms as unacceptable, rejects arguments defending them and agrees with arguments justifying them. Nevertheless, minorities express opposing views and find the violations acceptable. Two of the six arguments are significantly related to the acceptability of violations of norms: (1) the assumption of a specific insight of the author of the story and (2) the rejection of his/her responsibility for their readers and the protagonists of the events. These arguments are central elements of the interpretative style of journalism. Based on the results we discuss a model representing the situation of a journalist who has violated journalist´s codes of ethics or intends to do so – as member of a reference group constituted by colleagues who have more or less committed themselves to professional norms or who reject them and justify their violation.

PP 418: The development and application of ethical standards in Latvian newsrooms

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Upholding standards of responsible journalism practice can be seen as one of the ways traditional media might attempt to preserve their credibility in times when media outlets of varying quality proliferate dramatically.

As a cornerstone of journalism standards, codes of ethics have been studied and compared extensively to reveal similarities and differences in conceptions of professional ethics (Hafez, 2002; Limor & Himelboim, 2006; Limor & Himelboim, 2010; Díaz-Campo & Segado-Boj, 2015). However, as demonstrated by Iggers (1998), these codes and the prevailing understandings of ethics leave out many important aspects of the public interest and responsibilities of media. This means that in addition to the application of codes of ethics, we also need to examine how ethical conduct is being defined and developed in newsrooms. Previous research suggests that education about the professional rigors, ability to choose the type of work they take upon, restraint of the influence of religion and newsroom rules is a way to facilitate high standards of moral reasoning (Wilkins & Coleman, 2005). At the same time, ethical reasoning of journalism students during the first years of their studies display stricter standards than that of senior students who have gathered more experience in the media industry (Reinardy & Moor, 2007). Furthermore, journalists' moral judgements are shaped by various influences, such as superiors, colleagues, company policies, competitors, and relevant laws (Voakes, 1997). This allows us to expect considerable diversity in how different journalists understand ethical standards and how these are enforced in newsrooms.

The proposed paper discusses the development and perceptions of ethical standards in Latvian media. The empirical data are drawn from a survey of 92 Latvian journalists and 15 semi-structured interviews with journalists and editors from various media outlets (TV, radio, print, and online; public service and commercial; national and local). These data sources cover the media workers' general attitudes towards ethics in journalism, as well as their views on ethical practices regarding coverage of migrants from third countries.

Both survey results and interviews show that media workers tend to think of ethical standards as an important element of journalism practice. The majority of participants reject the suggestion that some in some situations not following ethical standards is justified. At the same time, journalists' evaluations of particular ethical dilemmas do not demonstrate consistency in their judgements of conduct. Furthermore, the interview results suggest that while media outlets usually gave adapted their own codes of ethics, ethics is rarely discussed in the newsrooms and managers do not actively articulate views on what constitutes ethical practice. Journalists, in their part, mostly make their decisions situatively, without the need to consult codes of ethics or their superiors.

Intuitively adopted unwritten conventions may allow most journalists to make immediate decisions that generally fall under what are considered ethical journalistic practices (Parsons & Smith, 1988). However, the unacknowledged lack of more explicit discussions about ethics in newsrooms and also the professional community may limit the development of more consistent professional conduct and responsible reporting.

PP 419: Journalism under pressure: Ethical implications for journalists in the days of 'fake news'

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Given the massive changes in media technology and media production and their consequences for the public sphere, journalists worldwide have been confronted with a variety of ethical challenges over the last

years (Ward, 2010). Because of growing concern that especially online journalism is not able to uphold the fundamental values of journalism against the increasing amount of "fake new" and "hate speech", many journalists have started to adapt to these challenges. Some publishing houses have developed particular guidelines, others have introduced special fact checking procedures and some journalists have started organized personal strategies to protect themselves from hate speech.But as these phenomena, and particularly fake news (Vargo & Amazeen 2017) increase, journalists are under more and more pressure. In our research project we wanted to understand better how journalists judge this development and how they adapt in their daily work. In order to do so we carried out two studies. (1) Firstly, a survey with journalists in Germany was carried out. In total, 303 professional journalists participated in an online questionnaire. Results show that over 60% see a change in the role of the journalist in society and over 65% underline that economic pressure grows. Results underline that journalists put more time into research to secure their work against accusations of fabricating 'fake news' (61%), and a large majority finds itself in conflict with user comments. Interestingly, over 60% see a change in the role of the journalist in society. Many advocate for more personalized public activism on the part of journalists, such as appearance in talk shows and public talks. They do, however, draw a line between their public role and their ethics concerning the level of objectivity, as only 7% support the idea of a more personal and less fact based style of reporting.The second part of the study (2) focuses on the "The Data Ethics Decision Aid" (DEDA), which is a practical tool to figure out ethnical questions in different contexts. DEDA helps to recognize and map ethical issues in data projects. The categories introduced in DEDA were applied to the decision making processes in journalism and were mapped to the responses of the journalists in our questionnaire study.
The results show that not all of the DEDA variables are regarded as helpful by the journalists. It does, however, become evident, that a more systematic approach is needed. This will be discussed in light of the ongoing debate on the renewal of the code of conduct for a trustworthy digital public sphere.

JOS16 - Journalism in times of economic uncertainty: profession under pressure

PP 420: Living the liquid life. Journalism at the intersection of gender, professionalism and precariousness

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News industry development has led to an increasing number of journalists working on temporary contracts leading to disrupted employment security and an expanding precariat. Those journalists work under uncertain conditions, whilst being expected to show professional integrity, loyalty, and to act as watchdogs of democracy. In this tough labour market, women and young journalists seem to suffer the most (Ross, 2004). Indeed, our own research shows that individual characteristics interact in the construction of the power hierarchies and professional life of journalism. But what are the consequences? Is journalism closing to some groups in society? Is it becoming increasingly difficult to act in public interest? And are those two developments intertwined?
It is in this context our paper is written, focusing on professional identity formation of journalists with precarious working conditions from an intersectional perspective.
There is a growing need to understand the implications of the changing labour market for individual media workers as well as for journalism as a democratic institution. Our proposed paper contributes to this understanding by presenting results from a pilot study based on six thematic interviews with temporary employed journalists in Sweden, working freelance for broadcast media, newspapers, or in staffing agencies. These are, thus, journalists often excluded from "traditional" journalism-research, but play, in today's liquid media-life, a substantial role.
We ask:
1. How do individual journalists handle conflictual requirements of professionalism and precarious working conditions?
2. How do factors such as gender, age and terms of employment intersect in this process?
The results will be analysed within the framework of professional theory in combination with feminist political economy and the sociology of Zygmunt Bauman. Bauman argued that the increasing fluidity of the everyday, coupled with a prevalent sense of permanent flux, has created the conditions of contemporary 'liquid' life as "a precarious life, lived under conditions of constant uncertainty" (2005:2). Deuze applied this reasoning to media workers and argued for the need to study their situation as they have become "the directors as well as reflectors of liquid modern life" (2006:17). He points to the increasing precariousness of media work, which is now characterized by endemic uncertainty and permanent change.
Many studies have explored gendered power structures of newsrooms in Sweden (Djerf-Pierre et al, 2004) and internationally (e.g. de Bruin, 2000; North, 2009). With our political-economic perspective on journalism,

intersectionality is fundamental. Also, previous research show that a combination of powered positions, influence the professional identity of media workers (Ross, 2004; Melin, 2014). It is likely that the importance of these factors is accentuated for those who work under precarious conditions (McKercher, 2014). The question is how.

The study focuses the Swedish labour market for journalists, but the developments we analyse, through substantial previous research review and secondary sources, are general to the journalistic field of the whole Western world. The outcome of this pilot-study will be the basis of a substantial project application.

PP 421: Twenty years of Bourdieusian thought in journalism scholarship: A comprehensive analysis of field theory in studies of journalism

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Just over twenty years ago, French sociologist Pierre Bourdieu gave a televised lecture called *Sur la télévision* (*On Television),* in which he described the French journalistic field and its inter-relations with both the economic and political fields as well as the field of power. It was published shortly thereafter (Bourdieu, 1998), and can be understood as a starting-point for the adaption of field theory and its concepts of field, capitals (economic, cultural, social, symbolic), and habitus into journalism research. The lecture was, perhaps somewhat uncharacteristically for Bourdieu, largely polemic and provocative, rather than based in empirical findings. Yet, its publication is often cited in journalism scholarship when it makes a link to Bourdieusian theory.

In fact, in the two decades since *On Television*, field theory has become an immensely popular approach for scholars across journalism studies. Field theory has been shown to be a useful way of investigating the differentiation of journalism, its economic constraints, and technologically induced change, as well as of examining social structures and power relations. It also offers an important contribution to comparative and historic contextualization. Use of his theory and concepts has grown exponentially in recent years, so much so that Bourdieusian thought can be considered a hot topic for scholarship. At the same time, this growth has been scattered and we have no reliable, empirical overview of how his theory has influenced scholarship, or where there might still be gaps in research.

This paper therefore provides a comprehensive analysis of the use of field theory in journalism research by analysing 142 research articles published in English between the years 1998 and 2018 in peer-reviewed journals. These articles were sampled through a systematic search of communication research databases and publishers. While only few employed field theory in the immediate period after the publication of *On Television*, the largest portion -- 124 contributions -- were published between 2006-1016. We investigate the depth of theoretical discussion and appropriation of Bourdieu's concepts, as well as the theoretical contribution to understanding journalism as a field in a time of change. Findings show that the most prominently used concept is that of the field, closely followed by forms of capital, and the concept of habitus. As a site of struggle over power, the concept of field is frequently used in research investigating media discourse, as well as economic and political influences on journalism. Media logic and the transformation of journalistic norms are also given consideration. Other research focuses on journalistic practices, legitimacy, and ultimately journalistic boundaries. By critically examining and synthesizing these different approaches to field theory in journalism research, the analysis aims to contribute to a more structured approach to engaging with and adopting as well as adapting Bourdieu's work in journalism studies.

PP 422: Inside the TV newsroom: Profession under increasing pressure

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Today TV journalists feel pressured like never before. How is this threat experienced inside traditional public service newsrooms? And how does the age of social media and market logic affect TV journalists in the everyday? This study explores the journalism profession through extensive fieldwork among public service news journalists.

Based on a ten-year period of ethnographic fieldwork inside TV newsrooms in the UK (BBC and ITV) and Denmark (DR and TV2), this study has a unique productions-focus. The study began with a fifteen-month intensive fieldwork period in 2007, followed by countless revisits, the last of which took place in November 2017. The long duration of fieldwork makes it possible to give a *situated* description of the extent to which working practices have changed inside the newsrooms throughout the last ten years (see Thomsen, 2018). Further, the study reveals the many similarities between journalistic practices at commercially funded and license funded TV newsrooms.

Using theories of Communities of Practice (Wenger, 1998) the profession of journalism is introduced as a closed-knit group, sharing values of Good News Work. These values are shown to be increasingly clashing with those of management and market logic. Public service journalists are introduced as driven by shared ideal typical values much akin to the old professional logic of journalism. The study identifies three journalistic character traits with the predominant one being that of The Scout, sensing a duty to help educate and 'dress the viewer up to better understand the world'. A key factor of the shared ideals is that journalism is done to better the world, educate the people and hold authorities accountable on behalf of the public.

The study reveals how journalists sense their work as an increasing struggle to suit both professional ideals of good journalism and new management demands of multi-skilling, collaboration and multi-platform journalism. The current challenges to traditional media production could be seen as opportunities to strengthen the values of the profession, and as Broersma and Peters have suggested, view 'this public service element of journalism' as 'its definitive mission' (Broersma and Peters 2013: 11).

Concluding, it is illustrated that though journalists struggle with the current challenges they have not lost their professional ideals. Indeed, these ideals can be seen as traditional broadcast media's strongest selling point.

PP 423: Tearing down the wall to survive: A six-country comparative analysis of how editorial and commercial integration became a norm

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The separation between editorial and business activities of news organisations has long been a fundamental norm of journalism (Coddington, 2015; Mari, 2014; Vos and Finneman, 2017). Journalists have traditionally considered this separation as both an ethical principle and an organisational solution to preserve their professional autonomy and isolate their newsrooms from profit-driven pressures exerted by advertising, sales and marketing departments. However, this traditional *norm of separation* has recently been challenged as many news organisations respond to structural changes in the media environment in part by increasingly integrating editorial and commercial operations (Carlson, 2015; Drew and Tomas, 2017).

Based on 41 interviews conducted in 2017 at 12 newspapers and commercial broadcasters in Finland, France, Germany, Italy, Poland and the UK, we explore how senior editors and business managers describe the changing relationship between their departments. Drawing on previous research on journalistic norms and change (Artemas et al., 2016; Coddington, 2015; Schudson, 2001), we focus on how interviewees use rhetorical discourses and normative statements to de-construct traditional norms, build new professionally accepted norms, and legitimise new working practices. We go beyond previous research by including in our sample business divisions (in addition to editorial departments), broadcasters (in addition to newspapers), and six European countries (previous studies have predominantly focused only on the US). Moreover, we consider not only the use of rhetorical tools like metaphors, but also normative statements on how the relationship between editorial and business departments *should* be organised.

We find, first, that the traditional norm of separation no longer plays the central role that it used to. Both editors and managers are working to foster a cultural change that is seen as a prerequisite for organisational adaptation to an increasingly challenging environment. Second, we find that a new norm, which we call the *norm of integration*, has emerged. The new norm is based on values such as collaboration, adaptation, and business-thinking, and it is already playing a relevant role in legitimising new practices that are based on frequent exchanges between editorial and commercial teams. Third, we show how the interplay between traditional and new norms leads to a difficult negotiation between inconsistent principles that, so far, has produced contradictory outcomes. A shared view on which editorial practices may legitimately be affected by business considerations does not consistently emerges across the interviews.

More broadly, our research suggests that newsroom culture is in a state of change, and that major economic and technological developments are accompanied by processes of re-negotiation of the key norms and practices of journalism. Our findings are in line with other studies that have found strong similarities in how traditional norms are de-constructed by both editorial and commercial representatives (Artemas et al., 2016) and across different countries (Gravengaard, 2012). Unlike previous studies, we find that the de-construction of the norm of separation is accompanied by a simultaneous norm-building process. Editors see the emerging norm of integration as a new way of ensuring professional autonomy by working with other parts of the organisation to jointly ensure commercial sustainability.

JOS17 - Studying news media discourse

PP 424: The professionalism that isn't one: Investigating gender differences in journalists' discursive styles

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The issue of gender differences in communication and journalism has long captured the scientific and popular imagination. Over the past few decades, numerous studies have examined the question of whether women and men tend to use different communicative styles, strategies and practices. While different theoretical perspectives have suggested different answers and empirical findings remain inconclusive across methodological approaches and socio-cultural contexts, most current scholarship has come to agree that such differences, insofar as they are present, are relatively small. At the same time, even small differences in communication styles may have important implications. However, both qualitative and quantitative approaches have faced important limitations in their efforts to establish the presence of variations that recur across a large number of cases, but whose exact nature remains uncertain.
In this study, we pursue an inductive, algorithmic-computational approach to examine the role of gender in structuring news discourse, focusing on a comparison between the texts produced by women and men journalists in their coverage of two violent conflicts. Conflict news discourse constitutes a strategic arena for studying gendered communication styles: Not only does conflict and war coverage provide journalists with ample opportunities to make different professional decisions, which result in consequential and directly observable discursive selections; but as a male-dominated field with a minority of women journalists, it also brings gender-related challenges and identity negotiations into full play. Furthermore, the role of women in violent conflicts has been of particular interest from official UN conflict prevention policy to abundant research on the "women and peace hypothesis". Focusing on both the domestic and foreign coverage of the Israeli-Palestinian conflict and the conflict in the Democratic Republic of the Congo, we thus ask: Does the journalist's gender make a difference in conflict news discourse?
The investigation draws on theory and research on gender in language use, journalism, and conflict. Using a high-resolution, computerized analysis of semantic patterns in over 80,000 texts, we trace the centrality of 2,000 semantic concepts in the coverage produced by men and women. For each of the two conflicts, we examined the journalistic coverage in three domestic news outlets, representing different political alignments and journalistic styles (DRC: Le Potentiel, Le Phare, Media Congo; Israel: Israel Hayom, Ynet, Haaretz), as well as seven opinion-leading Western newspapers (The Guardian, Daily Telegraph, Le Monde, Le Figaro, Süddeutsche Zeitung, Die Welt, The New York Times).
Our findings show that, despite the high and consistent similarities between women's and men's writings, subtle but systematic differences exist, which point at slightly different styles of journalistic professionalism: One style, which is more prominent among men, focuses on reducing uncertainty and asserting authority, while foregrounding the overall political game. The other style, which is more prevalent among women, highlights precision and skepticism, with an emphasis on people. We argue that these styles reflect different gendered performances of professional practices that actualize central journalistic functions in subtly different ways, and can be understood as part of the journalistic toolbox that can be utilized by both sexes to address pertinent challenges.

PP 425: Weeds in the hegemony: Understanding journalism on the renegotiation of cannabis

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We are witnessing the renegotiation of cannabis substances in many parts of the world. After being classified as narcotics and subjected to a worldwide ban for several decades, cannabis has now been legalized in Uruguay and in several US states, and decriminalized in some other countries. This paper aims to study how the ongoing renegotiation of cannabis, which involves the legalization of the substance in different parts of the world, is constructed in Swedish print news journalism. This is done with the purpose of understanding how news journalism in a context of a traditionally strong drug prohibition (de)legitimizes different positions and perspectives in the ongoing renegotiation of cannabis, and to what extent journalism in such a context offers challenges to the reigning prohibitionist hegemony. Although cannabis and the media has been researched extensively, very few studies have been conducted by media and communication or journalism scholars, and contributions have been placed mainly in areas as for example drug policy, drug use and misuse, and public health. The current study, in contrast, wishes to contribute to the critical study of drug journalism. The paper draws on critical theory, understanding the ongoing renegotiation of cannabis as bringing disequilibrium to the hegemonic view of cannabis as dangerous drug that needs to be banned. Journalism is perceived as playing a key role in this context, since journalism is an

arena where different discourses on cannabis struggle for prominence. Journalism can in this sense serve the strengthening of counter-hegemonic discourses on cannabis or the reinforcement of the prohibitionist hegemony. The study uses critical discourse analysis as a method to study 49 print newspaper items. The results show that the studied media invites opposed discourses regarding the health risks and the medical benefits of cannabis to be part of the news pages, which creates a somewhat pluralistic view on cannabis. The study also finds that the construction of cannabis legalization as a means to combat organized crime is given significant framing power. These results suggest that the ongoing renegotiation of cannabis in different parts of the world invites Swedish journalism to broaden the debate on the substance and to provide certain legitimacy to positive discourses on cannabis that are otherwise considered deviant in the Swedish drug debate. This serves as an example of how changes in distant political contexts affect the ways in which journalism ascribes legitimacy to specific discourses on drugs.

PP 426: When mainstream media faces populism. A comparative discourse analysis of journalistic responses to right-wing populist movements and parties

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Faced with the rise of populist movements and parties in recent years, the media has had to make a difficult choice: should populists simply be accepted as another legitimate voice in the political public sphere or do the anti-democratic sentiments of populism call for special measures? And if populism does indeed call for special treatment, should the media then seek to isolate or de-legitimize populist actors or embrace them in the hope that they will either unmask themselves, run out of steam or eventually normalize? The stakes in this choice are clear: taking a stance on populism involves a renewed reflection and critical examination of the democratic role of the media in advanced democracies.

While previous research on the relationship between media and populism has predominantly focused on how media (logic) potentially fosters and reinforces populist tendencies in the political sphere, there is a growing recognition of the need for a more comprehensive understanding of the complex role media plays for both the proliferation and containment of populism. In order to shed light on this issue, the paper studies the concrete strategies journalists have applied when faced with the question of how to report on populist actors.

The paper proceeds from the assumption that the strategic choice facing journalists reflects broader elite concerns about whether to delegitimize, isolate or accept populists. By the same token, these strategies are likely to vary between countries and over time, dependent on the level of consolidation of populist parties in the parliamentary sphere and the existence of concerted political and societal strategies (such as a *cordon sanitaire*) to keep populist movements at the fringes of the political process and public discourse. Journalistic strategies on how to treat populist actors are manifested in several ways. One rather direct expression are those instances where journalists voice an explicit evaluation and opinion on populist actors in editorials, feature articles and media commentaries. The paper focuses specifically on right-wing populism and presents a comprehensive discourse analysis based on more than 200 media editorials, commentaries and feature articles in daily and weekly newspapers with national distribution that deal with current-day right-wing populist actors in European countries.

Correspondingly, four countries have been selected to represent varying degrees of consolidation and integration of right-wing populist parties in the political sphere: Sweden (Sverigedemokraterna), Denmark (Dansk Folkeparti, De Nye Borgerlige), Germany (Pegida, Alternative für Deutschland) and Austria (FPÖ, BZÖ, Team Stronach). In each country, data is collected from the arrival of these populist actors to the political scene to the present day. The analysis shows that the journalistic responses to right-wing populism do to some degree reflect the broader political and societal approach to populist actors, but that the media is clearly also assuming their own voice and developing specific strategies in response to populism.

JOS18 - Immersive journalism as storyliving

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Virtual Reality has been marketed as the new game-changer in the communication and media industry. Computer Scientist Jason Lanier coined the term "Virtual Reality" in the 1980's, and journalist and documentarist Nonny de la Peña, some 30 years later, invented "immersive journalism" both in theory and in practice. In the span of just 2-3 years, 360° videos, Virtual Reality and Augmented Reality stories have

started to flow to digital media platforms. The main question now is: will immersive journalism, in one form or another, become the new centre for journalism and media landscape, or stay in the marginality?

This panel gathers and critically discusses the latest research-based knowledge of immersive journalism. Immersive journalism (a.k.a. Virtual Reality Journalism, 360°/ VRAR/MR) uses computer technology to create a sense of being in another location and experiencing news stories first-hand. Immersive Journalism has even been called an "empathy machine", because its audiovisual narratives have proved to be extremely effective in causing strong emotions among its users. These immersive experiences cause new ethical dilemmas. For example, what should or should not to be shown in VR in crisis reporting? Who is responsible for possible traumas, or other negative influences? What kind of new implications VR creates for surveillance and privacy issues?

Another bundle of open questions relate to the competing immersive technologies (360° vs. VR vs. AR vs. Mixed Reality, MR), different mobile devices (head mounted displays, cardboards etc.), publishing platforms, effective work practices, journalism education challenges, and sustainable business models. Therefore, the panel also explores immersive journalism from multiple perspectives; including technology, journalism practices, teaching and learning experiences, and business cases. Also, many different methods are used in these five complementary papers; starting from content analysis and expert interviews to design thinking approaches, philosophical critical analysis, and finally, testing innovation pedagogy in the case of immersive journalism with students.

The original research for this panel springs mainly from two ongoing research projects: "Engaging Services in Virtual Reality (Virjox)" at the University of Tampere and University of Jyväskylä in Finland and "Exploring the Social Implications of Visual Surveillance Technologies in the News Media (ViSmedia)" at the University of Bergen, Norway.

The main themes and objectives of the proposed panel are:

· to provide a historical context and a theoretical framework of immersive journalism; to define the main concepts and present the key technologies of 360 degree videos (360°), Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR)

· to offer chosen case studies of immersive journalism; to present the work practices of pioneering newsrooms;

· to discuss the emotional power and ethics of immersive journalism; to form a consensus of responsible use of VR technologies;

· to provide knowledge of value creation and business models in immersive journalism; to present the design thinking method

· to offer an overview of immersive journalism education internationally; to test innovation pedagogy in immersive journalism education

PN 135: Exploring the first waves of VR journalism

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After several failures and drawbacks, we are now witnessing the growing production and consumption of virtual reality (VR) content and devices. So far, the main uses of VR content and technology have been in gaming, education, different industrial applications (Doyle et al. 2016) and even for psychological or occupational therapy. The most common experience for the larger audience has been 360-degree, spherical videos watched on smartphones, sometimes supplemented with Cardboard headsets. The more sophisticated VR headsets, such as the Oculus Rift or HTC Vive, have been spreading rather slowly. Regardless, this paper deals mainly with 360 video journalism because it is presently the most common format in VR journalistic content production.

Journalists have always tried to create the most realistic representations possible. Theyhave travelled as reporters and correspondents around the world, witnessing news events on behalf of their audience (Peters 2001; Zelizer 2007). In this sense, VR offers perhaps the most effective medium for journalists to replicate the effect of 'being there' for audience members and VR users (Sirkkunen et al. 2016). Indeed, this technology can make users feel that they are really on location witnessing the news at a refugee camp, on a balloon flight over the Alps or in solitary confinement in a jail. This sense of reality, however, hides the paradox that the VR experience is highly mediated and constructed. It also raises ethical questions about the limits of emotional influence, manipulation and the ability to mislead consumers (Doyle et al. 2016). According to many enthusiasts, VR-driven stories can raise emotions and build empathy for people living in distant places. Documentarist Chris Milk called VR 'the ultimate empathy machine' in his famous TED Talk (Milk 2015). This interpretation of VR has led to some criticism among some VR documentarists and film makers who hope to evolve beyond this view (e.g. Robertson 2017).

It is still somewhat unclear what stories work in 360 video or more developed VR formats, but some guidelines are already evolving. Presently, only some prominent journalistic institutions (such as *The New*

York Times and *Euronews*) have started to produce regularly VR journalism. The first outcomes are now published on YouTube and on mobile apps for all to explore. The time is also ripe for content analyses of the first wave of VR journalism in order to determine how this field is evolving. This paper first briefly introduces the concept and features of VR journalism. We then introduce an analysis model and provide the first findings of our study on 50 prominent journalistic VR videos. Next, we move into a broader context and discuss the emerging genres of VR journalism. The main research questions are:

· What is 360 video journalism?

· What kind of other types or genres of VR journalism can be identified from the field?

· What kind of narrative means are used across different genres of VR journalism?

· How the experiences of immersion and presence are produced across different genres of VR journalism?

Theoretically, we will build on journalism studies, genre studies and human-computer interactions.

PN 136: The making of journalistic VR

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This paper wants to discuss about the experiences that the makers of VR journalism have at these early days of journalistic VR. There are so far only few reports published on this issue (Aronson-Rath et al 2015, Doyle et. al. 2016, Watson 2017, Google News Lab 2017). This paper provides an overview of the state-of-the-art of journalistic production processes in the light of recent research literature and thematic interviews done with experts on VR. We wanted to start from the beginning and chart the overall situation with the following research questions:

- What is the state of the art of VR-journalism?

- What kind of staff is required in the making of VR-journalism?

- What kind of narrative thinking should be applied in journalistic VR?

- What is the near future for VR-journalism?

The theoretical framework of the study for this paper is journalism research, production analysis and development of work processes. We apply our findings from our *Engaging services in virtual reality (VIRJOX)*- project (see more Uskali et. al. 2017). The research material for this paper contains 1) review of previous research 2) analysis of production processes in media houses and 3) interviews with 11 experts in this field. The interviewed people come from the US (4), UK (1) Sweden (1) and Finland (5). The interviewees were chosen from various kind of journalistic organisations added with few people from company management, gaming and academic teaching of the VR. The interviews were made with thematic questionnaire

Several reports and research papers (see for example De la Peña et.al. 2010; Aronson-Rath et. al. 2015; Doyle et. al. 2016; Sirkkunen et. al. 2016; Watson 2017) all point out, that there are potential gains in combining virtual reality and journalism. However there are also many open questions in the popularization of VR in journalism - VR is still relatively expensive to produce, the business models of VR journalism are under development, it is still unclear on what pace the mass audience will approve the VR devices. Additionally there is not enough interesting VR-content to lure the users to pull a clunky mask over their eyes as a report (Watson 2017) stated. In this paper we argue that one additional bottleneck in popularizing VR in journalism is that many news organizations are still lacking the knowledge, and in many cases, also resources of how to implement new VR tech to their practices. This bottleneck also relates to the fact that there is an urgent need for proper education in immersive journalism in many countries.

PN 138: Visual surveillance implications of immersive journalism

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In this conceptual paper we identify and explore the social and ethical implications of the new and rapidly developing field of immersive journalism. The use of virtual reality technologies to tell documentary stories involves visual transparency, which is a hallmark of investigative reporting, but it also raises special issues of credibility. Virtual reality approaches in journalism offer exciting new opportunities for documentary storytelling because they allow viewers and audiences to experience a real world situation more intensively and more intimately than other technologies (De la Peña et.al. 2010; Aronson-Rath et. al. 2015; Sirkkunen et. al. 2016).

Thus, many VR enthusiasts in media and elsewhere believe that VR can have a unifying effect on the world in that individuals from one place in the world experience almost first-hand what it is like to be in another place in the world. The hypothesis is that immersive journalism will make people more empathic with people in other places and circumstances (Cottle 2016; Kors 2016; Sanchez Laws 2017; Seijo 2017). In this respect, immersive journalism has great potential for bringing people together at local as well as global scales, for local and civic engagement and for global understanding.

Nevertheless, although immersive journalism has great promise, the technology also has great potential for abuse. The ethical and social issues that it raises have to do with the power of the immersive experience to manipulate individuals. Of course, journalism is always about influencing people, but established values of journalism involve appealing to the rational capacity of humans. News reporting and journalistic storytelling should present information and facts such that individuals can judge for themselves.

In this study we suggest that because immersive journalism involves many more human senses and appeals to emotional sensibilities as well as reason, it poses a special challenge to the distinction between manipulation and quality journalism.

Our conceptual analysis will be grounded in a breadth of research data that indicates a complex set of strategies with which news media professionals deal with immersive truth telling. Finally, our paper concludes with an analysis of immersive journalism from the perspective of responsible research and innovation (RRI) (Owen et al 2012). We will identify and discuss ways in which immersive technologies might be developed and used responsibly and in ways that promote trust in immersive journalistic experiences. The strategies will include appropriate forms of storytelling transparency and potential pitfalls, and drawing some lines between manipulative and non-manipulative journalism experiences.

PN 139: Innovation pedagogy for immersive journalism

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Innovation pedagogy attempts to instill a sense of risk and uncertainty among the students during the creative process (Darsø, 2015). The hypothesis is that students will learn more forcefully under such conditions. This paper provides a qualitative study of a design experiment in which media and HCI students at the University of Bergen produced and programmed virtual reality (VR) journalism stories under an innovation pedagogy regime.

Students were taught VR programming, 3D modelling through photogrammetry, principles of 360° video production, as well as sound design, journalistic storytelling and ethics. Students were then challenged to break the conventions of visual aesthetics and journalistic storytelling, and exploit the novelties of VR to maximum effect. With the creative freedom underlying the innovation pedagogy, the students must make their own critical decisions. Should the user be experiencing the stories from a first-person point of view, or should the stories be more abstractly presented? Are there special ethical concerns when creating VR stories, as opposed delivering stories through traditional media? What role should the journalist possess in the production, and how does the viewer fit in the story?

By making the students critically reflect on core issues of immersive storytelling, the course includes the students in exploration of questions which yet has no established answer. The student groups were encouraged to consider themselves early adopters of a new production technology, and contributors to the development of new genres of immersive journalism.

Within the groups, each student equipped a distinctive role in the production. Each student served either as a programmer, cinematographer or storyteller, with the aim that every aspect of the production should be given equal weight. By teaching the students VR programming, the students had the possibility to develop interactive VR experiences as well as more static 360° video productions. Each group was free to choose a theme for their own journalistic production, which they saw fit for the medium of VR. The production was organised in to five iterative cycles: at the end of each iteration, the groups received feedback from a panel of teachers and researchers regarding the central themes of technology, storytelling, aesthetics, ethics and design.

The data material comprises course materials, submissions and exam productions, and focus group interviews carried out at the end of the course. The paper analyzes the development process and the quality of the journalistic VR-narratives, and discusses positive and negative implications of applying innovation pedagogy in media education.

JOS19 - Media business: new strategies and their consequences

PP 498: Power, profit and public rationales in a small media system. Explaining news coverage about the initiative on the abolishment of public service broadcasting in Switzerland

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In March 2018, Swiss people vote on a binding referendum whether public service broadcasting should be abolished. The so-called "No Billag" initiative evidently goes to the core of all Swiss media organizations' (diverging) interests. In my paper, I trace with content analysis how 20 news outlets of different types of media organizations cover the run-up to the vote and ask whether interests of media organizations are reflected in news coverage.

The paper relies on the theoretical perspective of three possible rationales for owning and operating media (Rasmus Kleis Nielsen): power, profit, public. As it becomes increasingly difficult to run media as profitable businesses especially in small media markets, the public service rationale and the power rationale—e.g. investment by rich businessmen with political ambitions—become more viable options for private media companies. Of course, the profit rationale remains when media organizations can successfully advocate for a curtailment or abolishment of public media in order to (allegedly) seize back opportunities for profit. The Swiss case is intriguing because a) for each rationale, there is at least one important media organization, and b) there are several media organizations that have diverging rationales (e.g. private for-profit companies that also own small regional TV stations, for which they also receive public licence fees). Thus, the popular vote in March 2018 on this media policy issue is an ideal case to test how much these three different rationales clash in public debate. Especially in media policy issues, several scholars expect news outlets to find it difficult to report accurately on issues in which their corporate owners have a vested interest (e.g. Amit Schejter, Catie Snow Bailard or Stephan Russ-Mohl).

To analyze whether a news organization's own interests shape news coverage on the initiative, I classify media organizations along their supposed interests in this initiative and the three rationales based on structural data, policy documents (e.g. legal obligations) and public statements by media managers. I then relate this classification to the actual characteristics of news coverage in outlets belonging to these media organizations. Empirically, I look at the amount of media attention, tone of coverage towards the initiative, and actors quoted in news coverage for the three months leading up to the day of the vote. My sample includes 25 news outlets of private media (belonging to seven different news organizations) and public media (the main broadcaster).

To judge whether the results might indeed reflect economic interests instead of stable political editorial stances or (professional) news values, I conduct the same analysis with an earlier popular vote on media policy in 2015, which did not bring as much policy change as the "No Billag" initiative, and a vote on a different policy field (migration). Preliminary findings based on earlier votes (data collection for the upcoming vote is ongoing) suggest that economic self-interests do affect news coverage. However, they are weaker in the current initiative; the radical proposal probably is considered even by for-profit media organizations to produce too much uncertainty in Switzerland's small media system.

PP 499: Is it worth paying for it? Analyzing the exclusiveness of content behind paywalls in Germany and France

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Shrinking revenues and the dominance of technology companies force legacy media to pursue new revenue models. One idea is to charge for content online media companies used to offer for free. By February 2018, a rising number of daily newspapers in Germany and France had implemented a paywall. Most newspapers in Germany like the national DIE WELT or the tabloid BILD use a freemium paywall asking readers to pay for exclusive content on their website (BDZV, 2017). In France media with the highest print circulation also use mainly a freemium paywall (Cornia et al. 2017). But the willingness to pay for journalistic content on the web in Germany (7%) and France (10%) remains low. In these two countries just three percent have an ongoing online subscription (Newman et al. 2017, pp. 68f., 70f.). Studies indicate that people are only willed to pay for articles online if they get content that they cannot easily get on the web for free. Or if the content contains value-adding tools like calculators or a special presentation using features like multimediality, hypertextuality or interactivity (Rademacher 2007, pp. 71-71; Steensen 2011).

In our analysis we take a closer look at the articles which newspapers in Germany and France hide in their economic and financial section behind a freemium paywall. How exclusive are articles behind the paywall? Do they provide content people cannot get easily on the web for free? Or do media charge for articles from news agencies? Does the exclusive content behind the freemium paywall provide special internet features like multimediality, hypertextuality or interactivity? And are there differences in the paywall strategy between national and regional newspapers?

To answer the questions we conduct a comparative content analysis of the economic and the finance section of daily newspapers in Germany and France that implemented a freemium paywall. First results

show that the articles behind the freemium paywalls are not always worth paying for it as the content can be easily found elsewhere on the web for free.

PP 500: Civic and business-wise implications of paywalls for local newspapers

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This paper investigates the effect of paywalls on online traffic to local newspapers and presents a typology for potential paywall consequences from local democracy and media business perspectives. The paper researches eight local newspapers in Norway and Denmark situated in the rural periphery of small national markets. The study provides new knowledge on how this local democracy infrastructure is affected by business model change.

As so-called "cornerstone media" (Nielsen, 2015), local newspapers play an important role in local democracies. They operate as civic mediators, that tie the geographic periphery together outside the realm of centrally positioned national media. This role is threatened by the business model crisis in the newspaper industry. Local newspapers have tried to find alternative revenue streams by introducing paywalls (online subscription models). However, paywalls may affect local newspapers' democratic role as well as their business operations by reducing traffic. Loss of traffic means fewer people benefit from newspapers' civic function and fewer audience eyeballs can be sold to advertisers. Earlier studies on local newspaper paywalls are limited and findings on traffic implications are inconclusive. Some find that paywalls reduce digital traffic (e.g Chiou & Tucker, 2013). Others conclude that paywalls will not necessarily limit audience reach (e.g Carson, 2015). Exploring, within a longer timeframe, the depth and breadth of website usage in local newspapers with different paywall types, this study aims at overcoming these contradictions.

The paper asks one central research question: How is local news website usage affected by paywalls? To answer this RQ, the paper analyses daily unique visitors and page views for local newspapers from a two-year period around the introduction of paywalls. The chosen metrics allow for making inferences about the breadth and depth of news website usage, and the sample of eight newspapers enables fine-grained analysis of patterns in traffic developments across different types of geography and paywall models. Theoretically, the study combines two main perspectives: socio-political theories of the local press as civic institutions (Nielsen, 2015) and media business theories on audience economy (Napoli, 2003).

Preliminary findings indicate that paywalls have a negative effect on local newspapers' role as civic institutions as their reach is substantially reduced. Furthermore, their attractiveness as advertising platforms is negatively affected as the depth of use is not increased. Findings suggest that the more engaged and relevant audience that newspaper publishers might have hoped for after paywall introduction has not materialized.

PP 501: The 'one owner, one voice' premise in the context of media convergence

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The media industry is changing dramatically. Due to the impact of the internet on legacy media (Küng et al., 2010) and the ongoing media crisis (Noam, 2015), local and national media companies often see themselves forced to expand their core business to new platforms (Erdal, 2009). Therefore, as more and more media companies engage in media convergence, the question about media diversity gains in importance.

The same holds true for Switzerland, where in spite of the state's small size, we find a surprisingly large number of media outlets, especially local and private broadcasters (Künzler, 2013). However, as some media owners hold the majority of media outlets in certain regions, the premise of 'one owner, one voice' (Pritchard et al., 2008) becomes more and more relevant, especially in a regional context. The premise that a single media owner represents a single voice regardless of how many outlets are involved is largely contested. While certain studies show no influence of cross-ownership on content (Pritchard et al., 2008), others claim that ownership affects coverage to a great extent (Baker, 2007). However, due to big change in media newsrooms all over the world in the name of media convergence (Hofstetter & Schönhagen, 2016; Wallace, 2013; García & Carvajal, 2008) the 'one owner, one voice' premise should be revisited and reevaluated. Thus, the presented paper analyzes the premise in a convergent news production environment and answers the question, whether media convergence promotes an alignment of news coverage and a loss of diversity.

For this analysis, we chose a theoretical approach looking at the different processes of news production. This allows us to identify changes due to media convergence, which lead to differences in media coverage. Therefore, we conducted multiple expert interviews in two local media companies in Switzerland. Both

companies operate multiple media outlets in two different regions, including TV and Radio stations. We interviewed program managers and staff members in charge of implementing the media convergence project. The results were analyzed using a method of inductive content categorization (Mayring, 2015), allowing us to include new findings in our research design continually.

Results show that media companies operating multiple outlets try to align the news coverage, mostly in order to increase their brand value. Most prominent, the complete transparency of information, sources and material is a common tool in order to attempt to orchestrate the news coverage between the different outlets. However, the coordination within the different processes of news production is very time-consuming and requires additional resources. Yet, media companies are rarely willing to invest adequately. As a result, even though the smaller outlets benefit from the resources of their bigger siblings, the coordination often falls short or even fails completely in some cases. Therefore, due to the lack of commitment and investment, it is safe to say that the 'one owner, one voice' premise is not valid in a convergent news production environment.

PP 502: The search for a sustainable business and production model in hyperlocal online media in Spain

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The media ecosystem in the areas of proximity has been experiencing, for a decade, a gradual renewal process with the rise of hyperlocal media (Metzgar, Kurpius and Rowley, 2011; Schaffer, 2007). The crisis of the traditional local press, the low cost tools of production and distribution of news on the net, as well as the growing demand for information about the closest environment, have favored the growth of new media initiatives that report from and for the community (Radcliffe, 2012; Radcliffe, 2015).

In general, they pursue to fill the information gap forgotten by the mainstream media and build an alternative voice. However, in many cases, they are small projects in which the civic goal is usually above the business. The scarcity of resources, both economic and human, as well as the lack of established business models in the online environment, hinder the viability and sustainability of hyperlocal online media (Harte, Turner and Williams, 2016).

This phenomenon, observed at the international level (Harte, 2013; Horning, 2012; Kerkhoven and Bakker, 2014; Leckner, Tenor and Nygren, 2017), is also evident in Spain. The main objective of this work is to know the degree of development of hyperlocal online media in Spain, explore these media initiatives in the country and analyze which business and production models are making possible their continued activity over time. Although limited to the Spanish reality, the study is framed in the trends observed in an international context.

For that, the first research phase is based on an exploratory study (Del Río and Velázquez, 2005), in which the aim is to map the totality of active online media in Spain, including hyperlocal ones (López García, Negreira Rey and Rodríguez Vázquez, 2016). Based on this exploration of the universe, the sample is formed by Spanish hyperlocal online media that have been active during the last five years. In this way, it is intended to limit the analysis to the media that have developed a viable and sustainable model, in line with other studies on the resilience of hyperlocal media in Europe (Cook, Geels and Bakker, 2016). With descriptive character, these online media outlets are subjected to a quantitative content analysis (Gaitán and Piñuel, 1998) in which their ownership, scope, theme, temporality and economic purpose are studied (Salaverría, 2017).

The analysis of the economic and the production model of the hyperlocal online media is completed with a survey by theoretical sampling (Gaitán and Piñuel, 1998; Glaser and Strauss, 1967) to the promoter teams. The questionnaire is about the business model, sources of financing, costs and benefits, the number of workers and their professional profile, collaboration mechanisms with citizens or other media, etc.

The results allow us to know the different business and production models of the sustainable hyperlocal online media in Spain, as well as to identify the main challenges to achieve stability.

JOS20 - Journalism education: teaching 21st century journalism skills

PP 503: How journalism educators view the changing culture of journalism: Comparing 25 European countries

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The transition from the sender-oriented mass media model to the interactive network model has brought many challenges for 21[.] century journalism to the forefront (cf. Drok, 2017; Zelizer, 2017). This transition is still in progress, but there can be little doubt that journalists will have to adapt their qualifications (skills, knowledge) as well as their culture (goals, roles, values) to the new infrastructural reality. Although research

shows changes for the better, there are no clear-cut indications that an ambitious innovation of the culture of journalism has yet taken place (cf. Ryfe, 2017; Weaver & Willnat, 2012). Instead, interesting new technologies are often used for achieving traditional ends: old journalism in new digital bottles.

In the process of renewing the culture of journalism, education plays a pivotal role. Journalism is "of central importance to contemporary society and its future cannot simply be left to chance or its current producers alone" (McQuail, 2013, p. 197) Students will have to learn how the changing socio-cultural and techno-economic context of journalism requires redefining the goals, roles and values of the profession. In 2017 the European Journalism Training Association (EJTA) has launched a large scale survey among journalism educators about *their* views on the professional culture and how it can support sustainability and inclusiveness. Important research questions are:
- Which societal roles of journalism will become more/less important?
- What does this mean for the values/ethics of journalism?
- What does this mean for the qualification profile for (starting) journalists?

The online questionnaire of the EJTA-research, that was disseminated in January 2018 among 2000 teachers in 25 European countries, uses various elements of the large-scale, international research programme "Worlds of Journalism" that is focused on practitioners. Next to that, it uses elements of the worldwide research programme "Journalism Students Across the Globe", focused on journalism students. This will enable cross-national comparisons between practitioners, students and teachers, between countries, regions and media systems. The third research question implies a partial replication of a study that was conducted five years ago, which makes a comparison over time possible (cf. Drok, 2014). The ECREA presentation and paper will focus on a cross-national comparison of the orientation of European journalism teachers toward five key concepts in journalism: power, time, reality, public and society.

PP 504: Assessment model of skills and competences for digital journalists

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Digital journalism is getting more diverse in its roles and more complex in demand for skills and competences. Previous research has shown discrepancy between expectation and performance – the skills and competences that digital journalists are expected to have by editors, differ from the skills and competences that journalists can use in their everyday work. This indicates a demand for a tool that would help to monitor the skill performance in newsroom.

In this review article results of previous research on journalistic skills and competences and theoretical approach of post-industrial journalism (Anderson et al., 2012; Deuze & Witschge, 2017) is put into framework of Derek Layder's (1993; 1997) theory of social domains. Based on this synthesis we propose a human capital assessment model that can be used in digital newsrooms, but also in further research.

The change in performance of skills and competences depends on the people and dispersion of current managerial decision-making over human capital – abilities, skills, knowledge and experience of particular professionals. Human capital in journalism is context-sensitive; in interpreting journalists as human capital, the focus is on the performance.

The research used in this paper outline a versatile palette of skills and competences that could be performed in digital journalism. It is more versatile than in newspaper, radio or television; this is due to the features of digital platform – interactivity, immediacy, multimediality, omnipresence, hypertextuality etc. The utilization of these features is fully applied only when journalists are enabled to perform variety of skills and competences. But the peculiarity of online journalism is, that it can also be performed through limited amount of skills and competences.

The post-industrial journalism is seemingly challenging for editorial management of newsrooms, but also for journalism educators. However, before reconsidering the whole concept of journalistic skills and competences, we need to assess how human capital is used in digital newsrooms taking into consideration the available resources. Approaching journalists as human capital and proposing an assessment model is novel and innovative in journalism studies.

PP 505: Turmoil in working life challenges journalism education

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Journalistic work is an information intensive work area that has experienced constant change in the past. The pace of this change has accelerated with the rupture in media caused by new communication practices and technologies. For the journalistic profession, this has resulted in profound re-considerations of the societal role of journalists and the self-identity of news people as professionals. On the individual level, as

well, the change in media work – including newsroom work – and the surging storms in working life have been felt severely. Our research approach to this phenomenon was to examine the experiences of journalists as persons in the wider context of changing working life and media institutions.

In this paper, we focus on the stories of re-employment as narrated in the qualitative data of our research project, 'New jobs of journalists who were made redundant', which examined Finnish journalists who had lost their jobs during 2008–2015. The aim of the research was to understand the individual journalists' experiences and feelings regarding the changes they experienced in their journalistic work or profession. The research data was collected through telephone survey, thematic face-to-face interviews, and journalists' writing assignments.

The study revealed that the journalists found new beginnings through different paths, but it was necessary for them to recognize their saleable competencies. The common feature among those having found a new job was that it was often either again in journalism or in a profession close to it. About half of the journalists re-employed elsewhere than journalism had ended up, for example, in PR, teaching journalism or communication, advertising, or other related jobs. In addition, several of those doing other communication work than journalism were also doing journalism as part of their work. It appears that the journalistic background entails transferable competencies, which are good currency in wider communication related job markets.

Our study indicates that taking into account the current nature of media work, with insecure jobs and need for self-employment and re-employment skills, future journalists must be better prepared for changing conditions in working life. This poses a challenge for journalism education. During past years, many journalism schools have added courses on entrepreneurialism and freelancing to their curricula, and this is naturally valuable. However, it is not only regular students who need to be taken into account: as job descriptions are constantly changing and the required skills in newsrooms rapidly evolve, there is an increasing need to train those journalists already in newsrooms. Journalists need to complement and update their competencies in order to remain competitive, but current education models poorly meet the demands of mature professionals, who may be middle-aged people with families and mortgages. Journalism schools should develop flexible study programmes that facilitate study while remaining active in working life.

PP 506: Teaching journalism in liquid times

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In earlier days journalists and opinion makers knew quite well what journalism and certainly what quality journalism was all about (Bardoel, 1996, Gans, 1979) and what elements were needed in journalism education (Becker, 2003). This has changed completely nowadays, with much debate and uncertainty about journalism education as a result (Huang et al., 2006; Newton, 2013). The explanation for this uncertainty can be traced back to uncertainty about journalism itself - its content, form, function and professional role and to a society in which everything is constantly in flux, a so-called liquid society. Such a society entails fluid journalism (Bauman, 2000, Deuze, 2008).

In this era of accelerating change, journalism schools are trying to meet the demands of teaching more and new skills while at the same trying to deal with this uncertainty. New didactical methods are used, for example by combining school and industry learning in project-based teams. In this way, so it is thought, faster adaption and role changes are enabled (Karjalaien & Salimaki 2009).

While there is much scholarly debate within journalism studies about which skills to learn and which didactical approaches to use (Bakker, 2014; Huang et al., 2006), there is little known about how the role of the journalism teacher should be fulfilled. Using existing knowledge from teachers' roles in vocational education, this study analyses the changing role of journalism teachers to meet the demands of future journalism practice in fluid times. We focus on the case of the School of Journalism Utrecht in the Netherlands as an example of a J-school similar to many European countries (Becker, 2003). The curriculum of this school has been completely renewed in 2016.

This study analyses the changing activities and roles journalism teachers take in this new environment by using the stimulated recalled-interview method (Calderhead, 1981). We video recorded class room activities of 12 teachers of the first and second year of the Utrecht Journalism school, each responsible for their own newsroom. Based on the videos we discussed their activities in semi-structured interviews, stimulating their thoughts on their class activities and decision-making processes. The interviews were analyzed through a grounded-theory approach, seeking for patterns within the interviews.

Based on the results of the interview analyses, we constructed three different 'personas' for the journalism teacher of the 21[.] century.

JOS21 - Journalism's decline? News quality compared

PP 565: Different platforms, different journalisms: A diacrone study of content qualities in news media across platforms

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The term "quality journalism" has been debated vividly in recent years, both in light of the challenged business model of news journalism as well as different challenges to democracy. On the one hand, it seems that there is a strong 'taken-for-grantedness' on the importance of "quality journalism". On the other hand, it is possible to find many different definitions of what constitutes "quality" when it comes to journalism in the research literature. Quality can for instance be studied from the perspective of the user (Schweiger 2014, Meiijer 2013), in relation to codes of conduct or policy recommandations (Wurf and Schönback 2011) or as a professional norm (Lewis et. al. 2008) or professional ideal (Picard 2004, Stromback 2005).
This article focuses on a fourth tradition of studying journalism quality, which focus on news content. The quality of news content can be studied from many theoretical perspectives, using different definitions and measures of quality. Some focus on a single genre, for instance political communication (as in Esser & Umbricht 2013) or participatory journalism (as in Borger et. Al. 2016), and some focus on comparing the content on different platforms (as Piscina et. al. 2015) but it is very rare, that the data sets for studying content quality allows for a diachronic analysis and for an analysis across platforms. A rare exceptions is "Quality and Indpendence of British News Media" (Lewis et. al. 2008, Lewis and Franklin 2008) where a historical data set made it possible for the researcher to follow the development over a period of 20 years. The analysis is an explorative study of journalism quality based on a unique historical data set of the content in all Danish news media. The data set covers news items from print, digital and broadcast media in the so-called "News Week" (week 46) in 1999, 2008 and 2012 (n = 23.989 editorial items) allowing us to follow "the form of the news" (Barnhust and Nerone 2001, Benson et. al. 2012) over time. Besides an analysis of the general development in the news output (number of news items, relative proportion of genres, of topics and of hard vs soft news), two areas were chosen for close examination: Firstly, news sources (mainly number and types of sources used) and secondly, journalistic processing (whether the story is agency material, recycled journalism, routine journalism, service journalism or prioritized journalism). The overall conclusion is, that two distinct types of journalistic quality can be identified across time: An 'online quality' characterized by news stories rather than background stories, and a tendency towards less processed forms of journalism, and an 'print quality' characterized by more background genres and a tendency towards more processed journalism.

PP 566: 'Tabloidization' in the Internet Age

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While claims regarding a so-called 'tabloidization' of newspapers are not new, dating back to the rise of the penny press in the 1830s (Schudson 1978; Esser 1999), such assertions have recently abounded with the ascendance of the Internet (Magin and Stark 2000; Rantanen 2012). These debates are important, particularly in view of the public service function of newspapers, which provide information that is fundamental for citizens to engage in key processes, such as voting, which underpin democracies (Habermas 1962). Further, 'tabloidization' discourses touch on fundamental issues of social and cultural disenfranchisement, shifts in the public sphere, and the changing nature of mass media.
Despite the recent proliferation of 'tabloidization' claims, supporting evidence of a decline in 'quality' newspaper values is at best anecdotal; this is a point that has often been noted by journalism and media scholars (Sparks 1998, 2000). Missing from the academic literature is a large-scale, longitudinal, textual analysis of newspapers before and after the ascendance of the Internet, which can substantiate, refute, or refine such claims.
This presentation discusses results from such a study which I have conducted as a part of my doctoral thesis. British tabloid and 'quality' newspapers from 1970 to 2016 are subject to quantitative linguistic analysis whereby changes in the frequencies of linguistic markers of tabloid and 'quality' journalistic values respectively are identified in each of the two publication types. Preliminary findings indicate that while those values depicted as traditionally characteristic of tabloid newspapers, namely sensationalism and personalization (Sparks 2000; Skovsgaard 2014; Umbricht and Esser 2016), increase in frequency over time in the 'quality' newspapers, the 'information-orientation'[1] traditionally characteristic of the 'quality' newspapers likewise increases over time in the tabloids. This dual-convergence of tabloid and 'quality' journalistic values in conjunction with the rise and widespread use of the Internet is a novel a finding.

The study thus provides an empirical, as well as theoretical, intervention in journalism, media linguistics, and media studies. Within the arena of media linguistics, this study will be the first to connect an analysis of a diachronic body of newspaper texts to the journalistic values at play. With regards to media as well as journalism studies, the recent spate of 'fake news' debates have highlighted widespread professional and lay concern regarding an ostensible decline in news values; a 'tabloidization' of quality newspapers, however, would represent a more pandemic problem with media outlets commonly perceived as producing 'quality' news coverage. While beyond the scope of a doctoral thesis, this project also has the capacity to be extended to cross-national contexts.

[1] The term 'information-orientation' is used in place of other values which have been identified as characteristic of 'quality' British newspapers in view of its operationalizability. Truth and impartiality, for example, would require intensive qualitative analysis wherein features such as agency and metaphor could be examined in depth. By contrast, 'information-orientation' is a term which captures the quantitatively operationalizable components of the multiple values depicted as traditionally characteristic of 'quality' British newspapers.

PP 567: News media quality in times of digital structural changes and service public crisis in Switzerland: Who wins the challenge? Comparing content analyses and survey studies from 2015 to 2018

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As recent studies show, we are experiencing a time of digital structural change with growing online media consumption, global tech intermediaries obtaining major proportions of advertising budgets, and 41% of the Swiss population obtaining news information mainly via news sites and social media (authors, year). This unbundled media consumption and the loss of revenues weakens traditional news information providers and leads to cost-cutting measures, resulting in a vicious cycle of reduced resources, market concentration processes, and lower journalistic standards.

Habermas (2006) was warning more than a decade ago of the dangers this might pose to democracy, claiming that the loss of quality journalism "would rob us of the centerpiece of deliberative politics". But how true are these diagnoses? Culminating in the current debate and vote on the abolition of public service broadcasting in Switzerland in 2018, we compare the media quality of two years ago with now. In our study, we aim to analyze the news media quality via a multi-method approach of content analyses compared with representative online surveys of the Swiss population, in order to evaluate how ongoing structural transformations affect news media quality over time.

Based on Habermas' deliberation theory, and the normative argument that news media have a responsibility to strengthen democracy (e.g., McQuail, 1992), we distinguish four dimensions of media quality: relevance, diversity, contextualization, and professionalism. These dimensions serve as common ground to develop and operationalize a coding scheme for the content analyses and an online survey instrument with questionnaire items that match with each other, allowing us to compare both results. Accordingly, content analyses were conducted in 2015 and 2017 and compared to online surveys conducted from January to February of 2016 and 2018. Both methods analyze the same 43 titles including printed and online newspapers, tabloids, magazines, and broadcasting programs. The content analyses encompasses a total of 18,365 (2015) and 20,331 (2017) news articles and broadcast items, while in 2016 n=1,613 and 2018 n=1,633 representative selected persons from the French- and German-speaking parts of Switzerland took part in the survey administered by a market research institute. A filter question ensured that each participant was asked solely about media titles that he/she was familiar with. In total, the participants gave n=8,710 (2016) and n=9,822 (2018) media title assessments plus an evaluation of how much they trust the respective media outlets.

The empirical analyses from 2015 to 2018 reveal that the quality of news and the trust in news outlets in Switzerland remains high, with some changing tendencies in the public service media and magazines. The results of the online surveys and the content analyses strongly correlate (Pearson's r = .77). The public broadcasting programs obtained the best assessments, the tabloid press the worst, correlating strongly with the assessments of trust. In general, the participants assessed the media titles' quality as good or very good in 62 percent of cases, and as bad or very bad in only 10 percent. In Switzerland, there (still) are high quality news media and people appreciate the public service outlets.

PP 568: Selecting the news… differently: UK, Sweden and Greece compared

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This paper reports on the findings of a recently completed doctoral research project, comparing the process of, and logic behind, news selection, as applied by professional journalists in the United Kingdom, Sweden and Greece. Through the cross-national comparative perspective of the investigation, light is shed on questions of whether journalistic professional values (Tuchman; Schudson; Zelizer) and news values (Galtung and Ruge; Harcup and O'Neill), as suggested in seminal studies and influential theories, can be expected to apply universally or they should rather be viewed as context-specific.

The study draws on Bourdieu and adopts a meso-sociological approach (Benson; Dickinson), suggested as a useful bridge between micro or macro theoretical accounts, which – despite their importance – do not offer a full explanation of the issues in discussion. Comparing individual journalists or single newsrooms, despite its value in providing rich explanations and a deep understanding of processes and routines, could have too narrow a focus, with much attention to detail and maybe missing of the greater picture. Comparing systems, on the other hand, despite its value in offering a broad understanding of media environments, could leave many questions unanswered about the collective logic and the unwritten, relevant consensus prevailing in journalism. This logic and this consensus, observed at the field or meso-level, can work as a bridge of understanding and explaining attitudes of individuals in relation to dynamics of grand structures.

To suit this theoretical framework, a mixed methods approach was applied, comprising: (1) a survey via questionnaire; (2) a focus group approach, simulating editorial meetings. Quantitative and qualitative data were subject to an integrated discussion and analysis.

Findings of the investigation show that: (1) journalists in different countries follow similar technical rules, in spite of their differences on their perceived degree of autonomy or on political or ethical grounds; (2) discrepancies (at varying degrees in different countries) are observed between how journalists believe journalism ought to be practised and how it is actually practised; (3) journalists, in all countries but in varying degrees, know their limits and resort to a regular self-censorship in order to abide with the norms of the media they work for; (4) elite or mainstream views are easy to make it into the news, even when the events they refer to do not satisfy the prevalent criteria of newsworthiness; on the contrary, events fulfilling the requirements of established news values are easy to be ostracised from the news if associated with alternative or socially marginal views; (5) a discrepancy is also observed between theory and reality, as journalists often avoid doing something that the literature (Carlson) describes as their standard duty: to 'translate' complex issues into simply-told and smoothly-read stories.

These findings and the reality they reflect on are indicative of how unimportant the personal views of individual journalists are in the process of news selection, while the field reality or collective journalistic culture seems to be a dominant determinant factor.

JOS22 - Innovative journalism

PP 569: Introvert incumbents and extravert start-ups: An exploration of the dialectics of innovation in the Dutch journalism field

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New technologies are often important drivers of innovation in the media (Boczkowski, 2004; Küng, 2008, 2015; Pavlik, 2000, 2013). Also in journalism, innovation is on top of the agenda since the introduction of the internet, and especially after the economic crisis of 2008. Struggling to find a sustainable business model for this once so profitable profession, existing companies try to renew and further develop their product portfolio, work habits and distribution processes. Meanwhile, newcomers jump on the opportunities of new media technologies by providing novel ways of producing, aggregating, curating or selling the news. This has opened up an exciting era in which the production and consumption of news is finding new shapes and forms (Beckett and Deuze, 2016; Deuze, 2007; Lowrey, 2011).

Although quite some initiatives show the creativity of companies in the field, many challenges for news organizations remain. Especially incumbents need to come to terms with the fact that the market for news has changed and will probably never return to its former size. Some seem trapped by their past success and invested interests and struggle with innovation (Küng, 2008; Tandic and Jenkins, 2017). For example, in an increasingly networked journalistic landscape (Beckett, 2010; Deuze and Witschge, 2017), it would seem logical that also innovation is organized in a networked way. The development towards start-up journalism (Küng, 2015) suggests that it is, but practice shows that there are still many hurdles to take for organizations to cross boundaries and share innovative ideas – may these boundaries be cultural, organizational or regulatory.

Since innovation is a rather broad and might mean different things in different organizational contexts, it will be insightful to explore how innovation is described and perceived in the field of journalism. Generating more insights in this area might help to gain an understanding of innovation from the inside out. This article

analyzes the way different types of news organizations speak about innovation. A qualitative analysis of 31 expert interviews in the Dutch news field shows that especially incumbents are internally oriented when it comes to organizing their innovation processes. Although they might acknowledge that the challenges are demanding and stakes are high, they speak about innovation mainly in terms of competition, and are therefore still subject to a traditional bounded rationality. Also, in the Dutch context, the tensions between commercial news organizations and publicly financed news organizations are mentioned as obstacles to a more open approach to innovation. Newcomers and smaller organizations speak more in terms of synergy and describe the added value of opening up and working together to be able to face the future with confidence. Specific themes that the interviewees address are the importance of multidisciplinary teams to foster innovation, the limited role of knowledge institutions and the individualistic characteristics of the field as a threshold for innovation.

PP 570: Drone reporting and the journalistic culture of objectivity: The symbolic properties of a view from above

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Journalism continuously adapts to new media technologies. A recent addition in media production is camera equipped Unmanned Aerial Vehicles (UAV) or in common parlance drones. Researchers have called the early growth of drone reporting a "disruptive innovation" (Gynnild 2014) and indicated that it could fulfil several different functions. Obtaining visual imagery from a distance could increase safety for journalists in conflict areas (Chamberlain 2017), new forms of visual imagery could provide business advantages, and drones could function as a sort of robot eyewitness, seemingly satisfying ideals of unbiased reporting by providing an automated observer (Zelizer 2007). These and other studies, however, focus on the functional aspects of media technology, or on legal issues surrounding media uses of drones (Worboy & Pearson 2015), but only briefly touch on the cultural and symbolic properties of media technology. A view from above, be it in the form of the view from a mountain top, air balloon, helicopter or aircraft, has long been connected to ideas of objectivity, overview and a distant observer focusing on a larger picture (Ekström 2009). Photography in itself, has also since its early days, signified a form of objective documentary evidence (Newton 2001). The view from above has also by some observers been connected to the emergence of a "surveillance gaze" through the combined use by media outlets of satellite photos, footage from CCTV cameras and videos from "smart bombs" (Carlsson 2013).

The current paper analyses the cultural and symbolic significance of drones in journalistic practice based on in-depth interviews with 20 Swedish photojournalists, photo editors, media producers and reporters. In addition, a content analysis was performed of articles regarding drones in key Swedish dailies between February 2016 and February 2018. Approximately 400 articles were analysed. During this period major legislative changes regarding drone usage by private individuals and companies took place in Sweden, which made drones a recurring news topic.

The results indicate that, in a break with earlier connotations of technologies for seeing from above, drones were only to a minor extent interpreted as vehicles for increased journalistic overview and objectivity. Rather, the informants focused on safety issues and public fear of drones, but also emphasized the opportunity for providing more timely and unique visual reporting, satisfying the needs of media consumers. The content analysis provided more context to these interpretations, as news regarding drones during the time period focused heavily on risks, such as crashes with airplanes. The linguistic connection to military drones used in conflict areas may also have influenced the attitudes

The results are interpreted according to a theory of societal adaption to media technologies, in which the current phase represents a stage of negotiation regarding the properties of the new technology.

PP 571: Metaphors as agents of change: Perceptions of difference in cross-disciplinary journalistic innovation

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This paper presents an in-depth empirical case study of cross-disciplinary collaboration aimed at furthering innovation in journalism. It provides insight into a key trend in journalism: collaboration with other disciplines to further technological innovation (Lewis & Usher, 2014). The journalistic field has proven resistant to technological innovation (Spyridou et al., 2013) and part of the explanation has been sought in the boundary work at play in the field: journalists are said to "exclude or contest practices of those" outside the discipline (Gutsche & Hess, 2018: 474). However, such an interpretation suggests that it is clear where disciplinary boundaries lie and that disciplines are the most important markers of difference in such collaborations. Our

case study provides a more complex understanding of cross-disciplinary collaborations in the journalistic field.

We aim to provide a more nuanced and rich account of difference and learning in collaboration, focusing on *perceptions* of difference and how they are acted upon in everyday (inter)actions. We draw on data collected through action research, reporting on the ways in which people from different nationalities and professions work together in the INJECT EU Innovation Action (http://injectproject.eu/). From January 2017-June 2018, journalists, developers, scholars, entrepreneurs and media trainers from six European countries collaborate to develop creativity support tools for journalists. The authors of this paper were part of the multi-disciplinary team, as researchers, co-developers, and marketers of the tools.

To capture the complex nature of the collaboration, rather than pre-define what are meaningful differences, we research, drawing on ethnographic and interview data, how actors define, negotiate, and resist differences in collaborative learning. To this end, we employ the framework of 'metaphor', how concepts govern our world (Lakoff and Johnson, 2003), focusing on *perception* of difference and shared goals in collaboration, rather than assume these as existing 'out there'.

Our research shows firstly that discipline is not an easy dividing mark in the actual practice of innovation: participants are not always aware of each other's disciplines, nor do all participants easily self-identify with one discipline. As many in the project have hybrid roles, categorising actors according to discipline is a 'messy' endeavour. Second, a focus on discipline as key identifying marker conceals the role that more 'traditional' markers play, such as nationality, gender and reputation. Ultimately, this paper challenges the focus on discipline as key determinant in journalism innovation and provides insight into the myriad of concepts that govern how collaborations gain shape.

JOS23 - Journalistic values: challenged and reaffirmed

PP 572: "To me it's just normal journalism". Investigative reporting at the periphery of a professional ideal: A sociological exploration of practices, normative assumptions and identities in Switzerland

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This paper presents a sociological focus on investigative journalism in French-speaking Switzerland, based on 15 narrative interviews with journalists. This research sheds light on the biographical trajectories, normative assumptions, professional conditions and structural attributes of the national media landscape. A distinction between center and periphery is relevant to differentiate the various identities, discourses and practices of investigative reporting, in at least three ways. The first is geographical: larger, urban, media organizations provide opportunities for more specialized investigative work than regional outlets. The second is relational: the journalistic work of investigators is unevenly embedded in the local, national and international media ecosystems. The third is symbolic: journalistic practices, identities and discourses can be situated at the center of the journalistic field or at its margins.

This last distinction is the focus of the present paper: by analyzing our data through this lens, we suggest that contemporary investigative reporting can be seen as more than a journalistic genre, format or even discipline. The observed journalistic discourses and practices indicate a set of shared values and epistemologies (definitions, methods, concepts,…) which operate as a "journalistic paradigm", concentrating core values of journalism (time, verification, autonomy, etc.).

The actors' perceptions strive to combine a clear-cut ideal of investigative journalism with their practical, local adjustments. These definitory operations appear as objects of more or less conflictual negotiation, where professional identity and legitimacy are at stake. The discourses are highly normative in that they prescribe what investigative reporting (and concomitantly, journalism in general) should be; and a series of personal characteristics that are perceived as crucial to the professionals' identities (curiosity, courage, tenacity, independence, and so on).

Furthermore, the interviewees' narratives reflect the lack of consensus in academic and grey literature on an ultimate definition of investigative reporting. Our data suggest that the clear-cut ideal hardly materializes in everyday practice. To explain why the professionals nonetheless (and consciously) adhere to their paradigm, investigative reporting should perhaps be considered as a continuum between a full-fledged investigative endeavor and the most basic reporting. Thus, many forms of investigative journalism exist at the periphery of the ideal, remaining none the less compatible with paradigmatic values.

PP 573: The art of journalism: How Iranian journalists shape their practices in a restrictive context

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This study explores the influential factors on journalism in Iran from journalists' particular vantage point, and investigates the practices by which journalists attempt to imprint their influence and maintain their autonomy in pursue of journalistic ambitions. The research aims to answer the following questions: How do Iranian journalists experience the state of journalism in the country? How do Iranian journalists shape their practices in response to the restrictions?

This study draws on Bourdieu's theory of practice; an approach based on reconciliation of structure and agency. In this study, Bourdieu's theory and the concepts *habitus*, *capital* and *field* is applied to explain the behavior of journalists in journalistic field in Iran. This study also includes reviewing the existing literature about influences on news work and the ways in which journalists perform in pursue of their goals, with a particular focus on restrictive contexts.

I conducted in-depth interviews with 26 journalists working at official news outlets in Iran. I succeeded to include participants who have the experience of working in different state owned and privately owned news media. For analyzing the data, I used thematic analysis as the primary method; I was also highly inspired by grounded theory.

The findings show that journalism in Iran is influenced by a combination of social, organizational and individual factors. In a macro level, journalistic conduct is restricted by the political system; a semi-authoritarian regime marked with factionalism. The findings indicate that the state imposes pressure through regulations, coercion, and the most importantly through a subtle and less visible mechanism: the climate of uncertainty. However, it is striking that the findings indicate the significance of organizational forces in a context where the state is assumed to be the most obvious challenge to the journalistic autonomy. The conflict between the news organisations' interests and journalists' role orientation, hierarchical control within newsroom and poor employment condition are the influential organizational factors that are also interlinked with the extra-media forces. The results show that what journalists can and cannot do is highly affected by the relative position of the particular news medium and its distance with external powers. In an individual level, professional values are found to exert their particular influence on journalistic conduct. Despite the challenges that might lead to journalistic self-censorship, the research shows that the journalists are highly stimulated by their role conception and push for their autonomy. The results suggest that the journalists' space of maneuver is affected by the positions occupied by the journalists themselves within the journalistic field, for instance their social capital. The journalists have internalized the rules of behavior through time and experience (habitus), and adopted a set of tactics from among alternatives and in light of given conditions. In addition, the findings show that the journalists embrace new media such as social networking websites and mobile messaging applications to increase their power in their struggle for journalistic autonomy and fulfillment of their professional ambitions.

PP 574: Emotions as professional resource? An approach to integrating emotions in journalistic newswork

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‚Classic' news journalism emphasises core principles such as objectivity, detachment, neutrality, or the focus on facts. On first sight, this institutionalised normative emphasis on impartiality and objectivity leaves little space for an integration of emotions – neither within journalism theories nor professional routines. The neglect of emotions goes back to the divide between ratio and emotio which was largely established in the Age of Enlightenment, relegating emotions to a private, feminine sphere, while objectivity was linked to public-rational discourses and, in journalism, to 'hard news' or 'serious' news journalism (Schudson, 2001; Tuchman, 1972).

This manifest silence about affective components in newswork clouds actual processes of news production, where emotions not only form a part of news reality (Wahl-Jorgensen, 2013, 2016), but ultimately influence a variety of processes in journalistic work practice.

Neuro-cognitive research which considers emotions as a quintessential part of decision-making processes (Damasio, 1995) suggests that we need to take a closer look at how emotions relate to professional practice in television journalism. Of particular interest are the epistemologies of journalists and their reflections about manifestation and impact of emotions and emotive states during their work routines, and how they understand emotions as resources.

This study explores the tension between normative professional orientation and underlying emotive components by drawing on results from semi-structured qualitative interviews with journalists from the United Kingdom and India, with different work experiences and market orientations. In addition, a limited ethnographic research has been conducted in TV newsrooms of both countries.

This empirical material helped to identify several spheres of "legitimate" emotions or emotive states in newswork. They can be distinguished as, firstly, functional resources, and secondly, according to their situational conditionality. This can include, for example, moments of empathy, activist journalism, or emotive display rules. This can at times turn into what Hochschild (1979) described as "emotional labour".

This paper discusses where emotions appear "legitimate" in news journalism and how they turn into positive resources which not only enhance and enrich newswork practices, but appear in instances even indispensable for journalism. Preliminary results show a large set of commonalities across journalism cultures. Fact-based journalism and emotions are not necessarily contradictory; and news coverage without emotions is perceived as not holistically, contradicting ideas of journalistic "truth". However, British and Indian journalists differ in their emotion discourses and how they incorporate this in the production of news.

JOS24 - Building on Bourdieu – innovative research of journalism's core and its peripheries

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The work of Pierre Bourdieu looms large in journalism scholarship. From his metaphor of journalism as a cultural field (e.g. Benson and Neveu's *Bourdieu and the Journalistic Field* (2005)), to offering inspiration for considering journalism as practice (*Outline of a Theory of Practice* (1972), to offering a framework to see how journalistic actors distinguish themselves from each other (*Distinction* (1979)), Bourdieu's theoretical discussions have underpinned a wide range of journalism scholarship. One need only look meta-analyses of research (Steensen and Ahva 2015) to identify his contributions to making sense of journalism. We argue Bourdieu's conceptual work offers a particularly fruitful framework to consider journalism as a space of continuous change and innovation.

From Bourdieu we have a foundation for what kind of structures, rules and mechanisms, and players to expect when we try to map the journalistic field, and find ourselves unsurprised when fields consolidate around dominant visions and when social actors emphasize difference to reinforce belonging. However, the dominance of Bourdieu's work can risk suggesting stasis in the theoretical spaces he mapped. Indeed, his work has been criticized for its crude connections between social class and practice (Neveu, 2007); for mainly focusing attention on prestigious actors (the autonomous pole of production), for prioritizing the influence of established social structures over individual agency (King, 2000), and for reducing complexity into binary oppositions (Hesmondhalgh, 2006).

We take up these critiques in this panel, arguing theoretical foundations are best when built upon through research that critically reflects on Bourdieu's conceptual work. On the one hand, this includes challenging the parameters of Bourdieu's theories, where other conceptual frameworks can extend understanding. On the other hand, it calls for new methodological approaches infused with the contributions Bourdieu made. We further confront questions of innovation at journalism's core, and its peripheries – a dichotomy Bourdieu's work engenders as he explores distinctions between dominant and alternative pictures of our social worlds. This panel also brings Bourdieu's work into new domains, showing its utility in research that looks at alternative types of production, and considering new audiences.

In doing so, we show that as journalism has continued to innovate, so too must our approaches to understanding it. We show here where work drawing from and responding to Bourdieu has traveled a long distance towards new understandings of journalism.

PN 223: Journalistic heretics and observants: Challenging the 'dominant vision' in an expanded journalistic field

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In turning his attention to journalism, Bourdieu (2005) writes of a field taking shape around an idea of what it is to belong; a vision of coherence. The product of 'actions and reactions' between social agents, this vision shapes the field's dimensions, allowing journalists to gauge their fitness both in terms of 'belonging' and in conveying a core idea of journalism to society more broadly. Building on Bourdieu's work, this paper aims to inform new understanding of a field stretching beyond its core. It shows where dominant visions of journalism as a consolidated profession revolving around journalistic institutions may be lingering past their prime. It also shows where journalistic 'heretics' who chafe against an observant orthodoxy of journalism point to a more dynamic picture of journalism unfolding in a digital age.

This begins by exploring the field as born of an occupational belief system, reinforcing a picture of journalism that is agreed to even when unarticulated. Such a vision of journalism girds the journalistic doxa as a set of wink-and-nod criteria of belonging and is found in the habitus of structures and dispositions of those who have 'regularized' their journalistic practices to better reflect (and reinforce) coherent belonging. Thus, when we see journalists carrying out their work we can understand their actions as 'of the field', and as 'reflecting the field', and we can therefore see visions of the journalistic field as dually directed – towards peers, reinforcing coherent belonging; towards society, engendering public assessment of journalism as

distinct. When we do so, however, we often unearth tensions – further exposed when new actors seen as 'outside' the field claim journalistic belonging.

Beginning with those producing antagonistic work at the edges of journalism's core, including Gizmodo (née Gawker), BuzzFeed, and the Intercept, this paper argues for an appreciation of journalistic 'heretics'. It explores the work of more subversive interlopers, including those on Reddit, and with Breitbart and WikiLeaks, who disrupt both journalistic and societal norms. By exploring controversies at journalism's periphery through Bourdieu's work, and specifically actors who defy these dynamics, we see where 'coherence' in the dominant vision is viewed instead as undercutting a more complete picture of journalism. Rather than "falling into line with good form" (Bourdieu 1977: 22), 'heretical' actors running in opposition to journalism's occupational belief systems have embraced a journalistic identity that is aggressive, simultaneously chastising 'observants' for upholding an overly narrow vision of journalism while defending their own journalistic contributions as distinct.

This paper seeks to resolve tensions in understanding journalism at a time when agreement over what it is to belong has become elusive. It draws our attention back to the way the macrocosms of society are reiterated in the microcosms of fields – translating oppositions, antagonisms, and the rest of society's messiness into the journalism's own melees – and sees where concepts of fields, doxa, and habitus come into play with journalistic actors on the field's periphery who insist they are playing the journalistic 'game', even as they follow a different set of rules.

PN 224: The luxury of lifestyle: Economic and cultural capital in the production and consumption of South African lifestyle journalism

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Having treated softer types of journalism, in particular lifestyle journalism, as tangential to the field for some time, journalism scholarship has in recent years begun exploring its value more deeply. This change in approach can be traced to the societal shifts that have taken place, particularly in Western countries, towards individualization, de-traditionalization, and value change. These shifts have led to a growth in proportion of lifestyle journalism compared to traditional, political journalism, as well as a growth in relevance for audiences, who increasingly look to the media for guidance on how to live their lives. In lifestyle journalism, audiences are invited to shift their focus away from the public domain and their role as politically and socially engaged citizens, and to orient towards the personal domain.

However, lifestyle journalism and the products and experiences it depicts are to a large extent tied to consumerism; the availability of financial means guides one's access to a particular lifestyle. While lifestyle journalism has been studied in Western societies, where socio-economic divisions across populations tend to be narrower, it has received less attention in countries that may not be as economically advanced, but where lifestyle journalism exists nevertheless. Drawing on Bourdieu (1984) we conceptualize social class as emerging out of varying access to economic and cultural capital.

To contribute to a better understanding of lifestyle journalism on the global level, this paper explores lifestyle journalists and consumer audiences in South Africa, where inequality is far greater and is seen to emerge at the intersection of class and race. These social structures in particular have been shown to have an effect on audience media consumption patterns in South Africa, where the media landscape is segmented and targets specific economic, linguistic and racial groups. Specifically, this paper examines the ways in which lifestyle journalists understand their roles and imagine their audiences and compares these conceptions to how consumer audiences with varying access to economic and cultural capital understand and consume lifestyle journalism. As lifestyle journalism is increasingly taking place on social media in addition to traditional journalistic platforms, the paper focuses on journalists in traditional media and, more broadly, alternative journalistic actors such as bloggers, YouTube personalities, and Instagram influencers. The journalist-audience relationship is explored through interviews with journalistic actors and focus group discussions with audience groups consisting of diverse socio-economic backgrounds.

We argue that lifestyle journalists imagine their audiences as communities formed around varying access to economic and cultural capital, which in turn informs their role orientation and what they seek to impart on their audiences. At the same time, we argue that exploring audiences with limited capital may reveal a counter-culture to dominant lifestyle narratives. Findings of this study allow us to understand the role of lifestyle journalism in a global context, especially in societies with emerging prosperity, but with stark socio-economic boundaries.

PN 225: Technology and journalism through the lens of Bourdieu

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In this contribution we pose the question of the relationship between technology and journalism. We argue that, notwithstanding the usefulness of one of the most popular approaches in theorising this relationship, namely Actor Network Theory, Bourdieu's conceptual apparatus, and especially the notions of field, cultural, social as well as economic capital; habitus; and doxa, better reflect power relations revealed between participants as diverse as individual journalists, news institutions, technologists and technology platforms. Understanding society as divided into distinct fields of practice enables us to examine journalism and technology in their own terms as fields, characterised by their own rules and body of knowledge. The division between different forms of capital presents a useful way in which to differentiate between actors and their relative power; similarly, the notion of habitus can be usefully mobilised to account for intentionality and motivation of specific actors; finally, the notion of doxa, the set of congealed beliefs or ideologies that structure the field, can be used to show the limits or boundaries within which actors operate, but also some of the struggles that involve the emergence of new norms.

We mobilise these constructs in two ways: firstly, to understand the configurations in the field of digital journalism in the context of Ireland; and, secondly, developing an understanding of journalism's lateral connections to other fields, which include on the one hand the field of technology and on the other, different but influential national fields. Empirically, this contribution relies on (i) in-depth interviews with key actors representing the main news outlets in Ireland; this will allow a more detailed understanding of the kinds of cultural, social and economic capital that circulate in the field and their distribution across but also within news outlets (ii) a textual analysis of three key trade publications in the US and the UK, journalism.co.uk, Nieman Foundation, and the Tow Center for Entrepreneurial Journalism (iii) an analysis of the journalism curricula in the main Irish universities – these analyses will try to unpack the current struggle in terms of journalistic doxa, of who and what defines journalism. From this, we argue that developments in fields such as that of technology are increasingly influencing developments in the field of journalism as they shape the emerging doxa and leading to new norms and rules of practice. This seems to be privileging certain kinds of actors because they are in possession of the appropriate kind of cultural capital or relevant knowledge. Their actions then determine to a certain extent both the direction of the field and the ways in which other forms of capital are distributed to actors.

Bourdieu theorised journalism as dominated by the field of capital and therefore as heteronomous. Our analysis here on the one hand reinforces this view; we see pressures on journalism come primarily from its inability to maintain its position as a profit-making enterprise. On the other hand, it complicates this view, showing that lateral connections and articulations with the field of technology are important sources of change and dynamism.

PN 226: Constrained journalistic innovation: Towards a comparative digital field analytics

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This paper compares the discourse on innovation in German, Dutch and US journalism from a field theoretical lens. Its findings highlight the constrained, strategic and culture-specific nature of how innovation in journalism is envisioned. At a time when innovation is considered inevitable to safeguard journalism's social function, a field theoretical perspective allows us to gauge what is considered innovative and how startups use innovation as a discursive strategy to position themselves in the field, while elucidating how strong the influence of traditional, culture-specific conceptions of journalism still remain (Benson, 2005). This brings into focus the constraints and strategic nature of the efforts to rethink journalism in a way that it is financially sustainable and remains an authoritative institution for public information. Despite the fact that the debate on journalism's future is clearly ongoing and culturally divergent, new startups in all three countries critique the traditional journalism of legacy news media, in the hopes of securing dominant positions within a changing journalistic landscape (Witschge & Harbers, forthcoming).

Contrary to the current 'innovation fetish', Bourdieu emphasizes the conservative influence of the established structures and rules (doxa), within a field, that new players need to abide by to establish their position in the field. Because of this pre-existing structure, which is continually (re)made through practice, new entrants to a field cannot innovate at will: they are predisposed to act and position themselves in certain ways to receive recognition (Bourdieu, 1993). Although field theory is regularly critiqued for portraying dynamic and fluid social interactions as mechanistic and immutable, we would argue that a fruitful analysis of the way journalism is changing cannot do without a thorough understanding of the conservative nature of fields.

In analyzing the innovation discourse in Germany, the Netherlands and the United States, this paper aims to elucidate this constrained process of journalistic innovation. It examines 1) which actors are defined as innovative in the different national contexts and how these actors are arranged within hierarchies of market success and symbolic capital; 2) what characteristics are considered to be innovative within the three

distinct journalistic contexts; and 3) how these actors position themselves discursively vis-à-vis each other as well as to the larger (national) media and cultural landscape.

To achieve this, we draw on a mix of digital methods for building samples of journalistic players in each country and gathering web and social media data, to then perform a quantitative and qualitative analysis, using both content analysis and network analysis. As such, this paper further demonstrates ways to operationalize Bourdieu's conceptual work using digital methods.

PN 227: What does Bourdieu help journalism studies explain? A critical reflection

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This contribution closes off this panel on Bourdieu's value as a theoretical lens for journalism studies and journalistic innovation in particular. It does so by critically assessing how fruitful Bourdieu's social theorizing can be within the scholarly domain of journalism studies. Its point of departure is that an easy way of assessing this (and, inevitably, the validity of Bourdieu's theoretical approach) is the evaluation of its explanatory capacity. To avoid confusion, explanatory capacity is understood in these remarks as a theory's ability to account for why phenomena occur as they do, and not in some other (logically possible) manner. I, therefore, ask: to what degree do Bourdieu's ideas succeed in explaining the phenomena to which they have been applied in journalism studies? (e.g. journalistic discourses, news practices, organizational policies, journalistic innovation, see e.g. Benson, 1999, 2006).

In pursuing this question, my assessment is divided into two parts. In the first part, I examine the explanatory capacity of Bourdieu's field theory vis-à-vis a set of both micro-sociological (e.g. behavior, tastes) and macro-sociological phenomena (e.g. social stability and change). The assessment undertaken in the first part draws on a detailed critique of Bourdieu's social theorizing by Dylan Riley (2017). On the micro-sociological level, Riley examines and finds lacking the capacity of Bourdieu's ideas to explain behavior and tastes. On the macro-sociological level, Riley challenges the capacity of Bourdieu's ideas to explain social stability and social change.

In the second part of this contribution, I juxtapose Riley's insights against Bourdieusian explanations offered within journalism studies. I argue that the phenomena within journalism studies that are allegedly explained with the help of Bourdieu's conceptual work, are a subclass of the phenomena which according to Riley are left unexplained by Bourdieu.

In essence, I interpret Riley's critique as an attack on Bourdieu's tendency to acknowledge social power while simultaneously (and paradoxically) obscuring its concrete sources within capitalism and its structural compulsions. Relatedly, Riley apparently points up Bourdieu's tendency to downplay the capacity of resistance to power within society (in particular, the capacity for rational thought and organized action). Whereas theorists within journalism studies have been much more appreciative of individual autonomy (or "agency") than Bourdieu, his writings nonetheless resonated with their seeming reluctance to structural explanations. As prominent journalism theorist David Ryfe (2016) has recently put it, drawing inter alia on Bourdieu: […] there is no need to impute a structure to social action (economic, political, or otherwise) beyond the conditions of practice (132)." I argue that the latter position is an a priori claim, which forecloses an obvious line of inquiry.

JOS25 - Journalistic roles: new research approaches

PP 624: A contested field: How journalists around the world give meaning to their work

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In this paper, we present evidence from a comparative assessment of journalistic roles based on qualitative responses of journalists in 67 countries from around the world. For the purpose of this study, we understand normative roles of journalists as discursively constituted. As structures of meaning, they reflect and articulate journalism's identity and locus in society; they serve as discursive devices used by journalists to negotiate the boundaries of journalism.

Most comparative analyses have studied journalistic roles using standardized sets of statements, which were often found to be insensitive to culture. The analysis reported in this paper builds on journalists' assessments of what should be the most important roles of journalism in their societies. The study participants were asked to use their own words rather than a set of given statements. The main goal of this analysis was to identify a common professional ideology uniting journalists around the world (if any such thing exists) and roles of journalism that are specific to certain cultural contexts.

The material for the analysis was obtained from the 2012-16 wave of the *Worlds of Journalism Study*. From the responses of overall 20,638 journalists who responded to this question, we compiled 45,047 references to journalistic roles. Based on an extensive review of the literature, a theoretical classification of roles, as well as on inductive analysis, we coded these entries into 41 distinct role concepts and mapped these across the investigated societies.

Results point to a number of journalistic roles ("informer", "reporter", "watchdog", "investigator", "monitor", and "educator") that dominate the global imagination of journalists. These six roles account for half of the total number of answers (50%). Because of their centrality in journalistic discourse, these roles are indicative of a global consensus on the key functions of journalism in social processes. Our results also demonstrate that journalists still see their normative roles primarily in the political arena – a finding that is consistent across the countries investigated. The total proportion of political roles mentioned by the journalists was larger than 80 percent in all investigated countries.

These central roles are competing with alternative roles in the journalistic field. Examples are roles related to the development of public opinion, with journalists acting in the capacity of an "opinion guide", "people's voice" or "mediator". Especially in non-western countries, many journalists articulated a normative demand for intervention in social processes and for a more constructive attitude toward ruling powers. Emblematic of social intervention is the role of the "change agent", which is defined by journalists' aspirations to change social realities.

Overall, our analysis demonstrates that the normative core of journalism around the world is still invariably built on the news media's contribution to political processes and conversation, while other areas, such as the management of self and everyday life, remain marginalized. At a time when, in many parts of the world, the institution of journalism faces existential challenges, its fundamental institutional ideology, as articulated by the journalists, still seems to be surprisingly intact.

PP 625: (Political) context matters: Journalistic role performance in Poland in 2012-2017

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In the media systems with a high level of political pluralism, journalists - due to their political preferences - may express either support or reservations about political actors. Furthermore, in the media systems with a strong tradition of journalistic interventionism, journalists are eager to share their opinions and interpretations with the audience. The official distancing (or prising) may be embodied in commentaries, editorials, interviews, and even in the news stories. Previous studies revealed that the Polish media system and journalistic cultures represent aforementioned characteristics. However, most of the research on the Polish journalism has been either focused on the role conception (Stępińska & Ossowski, 2012; Dobek-Ostrowska et al. 2013; 2015) or examined the Polish journalistic role performance in a particular moment of time (Stępińska, et al., 2016).

This paper examines trends in the journalistic role performance across time and changing political context. In order to examine the impact of the presidential and parliamentary elections in 2015, as well as the implications of Prawo i Sprawiedliwość (PiS, *Law and Justice*) victory in both these elections on the journalistic role performance, we used the theoretical concept and the codebook developed by Mellado (2015; Mellado et al. 2017) previously employed in the international project „Journalistic Role Performance Around the Globe" (*www.journalisticperformance.org*). The data comes from three periods: a pre-election (2012-2013 – collected for the JRP project) election (2015) and post-election (2016-2017) one. Hence, the study may be considered a second stage (this time just national) of the JRP project. The study has been conducted on a sample of the content of daily quality newspapers (*Gazeta Wyborcza, Rzeczeczpospolita*, and *Nasz Dziennik*) and a tabloid (*Fakt)*. The news outlets were selected due to their political orientation (from liberal to extremely conservative), circulation, and a type (quality and popular press). The findings of the the longituidinal study support the observation on the political orientations of the Polish newspapers and political parallelism of the Polish media system. In 2012 and 2013 (pre-election period) the anti-(PO/PSL) governmental journalists working for *Nasz Dziennik* most eagerly played the role of a watchdog and most extensively covered anti-governmental civic activities at that time. In 2015-2017 (during the election campaign and after the PiS electoral victory) the same newspaper was much eager to play a role of the loyal facilitor. At the same time, *Gazeta Wyborcza* was the leader of negative coverage of PiS during the campaign period and then in 2016-2017 of covering civic activities and the protests against the new government of Prawo i Sprawiedliwość.

PP 626: Self-perception of Bhutanese and Nepalese journalists in the process of a developing democracy

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Do journalists in young democracies like Bhutan and Nepal feel commited to democratic values and how is this reflected in their work and self-perception? This is the main question of the paper which is based on the first explorative qualitative research project about this topic. 34 in-depth interviews were conducted in 2017 (17 interviews in each country). The results of a previous research in February 2013 in Nepal with 24 interviews are included.

This research project reveals, that the opportunities for critical and investigative journalism exist in both countries and journalists consider this as mandatory for a functioning democracy – in Bhutan as well as in Nepal. But there are several impeding factors which make it difficult for the media to be the fourth estate. Although both countries turned more into democracy ten years ago, there are relevant differences. Bhutan is a constitutional monarchy since 2008 – after the fourth king initiated the development of democracy. The Federal Democratic Republic of Nepal was declared after ten years of guerilla war initiated by the Maoists, abdication of the king and a short period of multiparty government. The following time brought a boom of media and the decrease of censorship – afterwards an economic media crisis.

In Bhutan as well as in Nepal journalists are commited to democracy and see media as an important power for a well-functioning democracy. But the intensitiy of this commitment differs. While most Bhutanese journalists consider the welfare of the society being more important than investigate (usually negative) stories, Nepalese journalists face threats and some even risk their lives for investigating stories e.g. about corruption and injustice. Most journalists have in common that they are highly commited in the improvement of the living conditions of underprivileged people. Giving "a voice to the voiceless" is an important motivation for journalists in Bhutan and in Nepal.

Low payment is one of the main hindering factors in both countries. Getting the chance journalists often change to better (paid) jobs, e.g. in NGOs, governmental organizations or abroad. Especially in Bhutan the income from advertisements is very limited and leads to poor economic conditions of most media houses. Another challenge for the journalists is the lack of information. Most Bhutanese interviewees complain, that they often don't get relevant information in time. In addition to this the "small society syndrome" is mentioned many times as a barrier. With its population of only 700.000 people social control is omnipresent and often leads to self-censorship. Furthermore the obligation to Gross National Happiness (GNH) requires social responsibility from the Bhutanese population. "First I am a citizen, then I am a journalist." This sentence was often mentioned by the interviewees and indicates, that Bhutanese journalists give priority to GNH instead of investigative stories.

PP 627: Should journalists bridge ethnical or cultural boundaries? Results of a Q-study regarding audience role expectations

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Relevance and aim. Although journalistic roles are well-researched, they still are an important topic as they are renegotiated in the digital age (Weaver & Willnat, 2012). Scholars have long been analyzing "what journalism is and what it should do" (Hallin, 2017, xi). Besides theoretical conceptions, they have oftenly asked journalists about their roles (Mellado, Hellmueller, & Donsbach, 2017). Audience expectations were less frequently included. According to Tandoc and Duffy (2016, 3339), the analysis of audience expectations can be seen as a relatively new, but becoming more and more important "fourth stream of journalistic role research" (in addition to analyzing role conceptions, role performance or the gap between them).

Audience role expectations can be defined as journalistic tasks, actions or (normative) attitudes that are perceived as socially required or at least personally desirable and that are addressed to journalists as holders of a certain social position (Donsbach, 2008). In case these expectations are addressed in an audience survey, they are mostly modelled in accordance with journalist surveys proposing roles like, e.g., the watchdog, analyst or disseminator (Hanitzsch, 2011; Mellado & Lagos, 2014; Van der Wurff & Schoenbach, 2014; Weischenberg, Malik, & Scholl, 2006). Few role typologies also include roles that explicitly tackle bridging centres and peripheries regarding ethnical and cultural differences–a role that could be labelled as "boundary-spanning" (Mellado, Hellmueller, & Weaver, 2017; Steindl, Lauerer, & Hanitzsch, 2017). How has such a role been addressed in journalism studies so far? In what way do audiences include it in their expectation set? The presentation takes two steps in addressing these questions.

Approach. Firstly, literature analysis regarding "boundering-spanning" roles in journalism studies was performed. Secondly, a Q-study was accomplished that offers an integration of qualitative and quantitative methods and allows for exploring audience expectation types based on a sociopsychological sorting technique (Jedrzejewski, 2017; Watts & Stenner, 2005). In contrast to one-dimensional scoring, it assesses expectations in a comprehensive, interdependent, and subjective manner while at the same time identifying similarities between participants in order to typify them (Serfass & Shermann, 2013; Stephenson, 1935). By focusing on a homogenous sample (n=110; German communication students), one can assume that in

case different audience expectation types show up, different types might be expected in more heterogenous audiences as well.

Results and benefit. In applying Q-methodology, three types of role expectations are found that demonstrate divergent opinions regarding a "boundary-spanning" role: from hardly important to fairly relevant and esteemed. While the first audience type (labelled "eager information recipient" due to her expectation of fast information transfer) rejects a "boundary-spanning" role of journalists (Z-score: -1.43), type two ("reality admirer") and type three ("watchdog promoter") value it as fairly important (Z-score: 0.27/0.31).

The presentation suggests two benefits for journalism studies. Firstly, it strives to extend the understanding and study of audience expectations regarding journalistic roles, especially when it comes to "boundary-spanning". Secondly, it illustrates a method that so far has been seldomly applied in journalism studies, but offers potential with regard to audiences' subjective and interdependent perceptions.

PP 628: Journalist's practiced role performance across media systems and language cultures: An international comparison of Switzerland with Italy and Germany

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Several studies have measured the materialization of journalistic roles on the national (Tandoc, Hellmueller, & Vos, 2013; Humanes & Roses, 2018; Author, 2018) and international level (Mellado et al., 2017). While previous studies mainly argue from a media system perspective, language factors may also play an important role in comparing journalistic cultures, as they divide media markets into separate socio-cultural segments (Hallin & Mancini, 2004). However, apart from Bonin et al.'s (2017) work on role conceptions of French-speaking journalists in different countries and surveys by Keel (2011) and Marr et al. (2001) among Swiss journalists, only little research has been done so far on journalists' role performance in different language regions. The present study therefore aims to advance our knowledge on differentiated effects of national media system factors and transnational language cultures on journalistic roles by exploring journalists' practiced role performance in an international and multi-lingual context.

To this end, a content analysis of journalistic newspaper articles was conducted in three countries, comparing Switzerland—as a country with different language regions—with its mainly monolingual neighbouring countries Italy and Germany. As Switzerland and Germany on the one hand and Italy on the other hand are categorized as different types of media systems according to Hallin & Mancini (2004), a comparison of these three countries offers the possibility to simultaneously investigate the impact of two different types of media systems (Democratic Corporatist Model, Polarized Pluralist Model) and two different types of socio-cultural language regions (German, Italian). The theoretical and methodological framework of the content analysis is based on the international project ‚Journalistic Role Performance around the Globe'. The practiced role performance is operationalized according to the six models developed by Mellado and Van Dalen (2013), that is, disseminator-interventionist, watchdog, loyal facilitator, civic-oriented journalism, service journalism, and infotainment journalism. The sample comprises the national political news coverage of two Italian, two German and two Swiss newspapers (one from the German-speaking and one from the Italian-speaking part). The data was collected in 2013 (Germany) and 2014 (Italy and Switzerland), using the same constructed week procedure in each country. The final sample consists of 1904 newspaper articles, 693 for Switzerland, 559 for Germany, and 652 for Italy.

In general, dissemination of neutral news is by far most prominent in all three countries followed by the interventionist role. Further, multivariate ANOVAs with media system (Democratic Corporatist vs. Polarized Pluralist) and language region (German vs. Italian) as independent variables and the six journalistic role models as dependent variables show that both media system and language region have differentiated impacts on journalistic role performance, with media systems particularly shaping the presence or absence of journalists' voice, while language regions appear to have more impact on less pronounced journalistic roles.

Further analyses will additionally account for economic pressures due to concentration processes and increased competition that exist across national and socio-cultural linguistic boundaries. For example in Italy the circulation of major newspapers has even more decreased than in Germany and Switzerland (Bonfadelli et al. 2011; ADS 2017; WEMF 2017).

JOS26 - Understanding and helping news audiences

PP 629: What counts as news for audiences? Between normative and lifeworld understandings of news

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In 'cultural' analyses of news consumption in everyday life, with the emphasis on news consumption as practices, routines and habits (Bird 2011), there can be a tendency to write audiences' actualizations of news content and textual meanings of out sight. Conversely, in classic news reception studies based on the encoding/decoding model (Hall 1973), there was a tendency to focus narrowly on audiences' textual and ideological sense-making, to the near-exclusion of its embeddedness in everyday interpersonal networks and contexts (Jensen 1986; Lewis 1991; Philo 1993).

This paper tries to bridge this gap by presenting new empirical work, which explores the ways in which news content is pivotal to mundane audience practices. Theoretically anchored in work on cultural citizenship (Turner 2001; Hermes and Stello 2000; Gripsrud 2011), as well as in recent calls for increased attention to 'the social' and 'the cultural' in journalism studies (Heikkilä & Ahva 2015; Hess & Gutsche 2018), this study – carried out as a qualitative complement to the Reuters Digital News Survey (Newman et al. 2017) – fills out a lacuna in the audience-analytical landscape: While news audience research has recently devoted its efforts to the mapping of the uses of technological devices and news platforms (Wolf & Schnauber 2014, Webster 2014; Jensen & Helles 2015; Swart, Peters & Broersma 2017) and participatory opportunities for news audiences (Hermida 2016), this study analyzes how audiences make sense of the content of news in the terrain between normative and lifeworld understandings of news (Costera Meijer & Bijleveld 2016). In a manner of speaking, the study thus explores how 'content is king' *for audiences*: it is content that stimulates people's ongoing project of making sense of themselves, shaping their identities, rationally and emotionally, in relationships with close and distant Others.

Taking lifeworld understandings of news seriously, the study explores the often seamless boundaries for audiences between informative content gleaned from 'news media' and from non-news genres, such as reality TV, serial fiction, satire, and social media newsfeeds (Graham & Harju 2011; Sandvoss 2009; Costera Meijer 2007).

The methodology relies on a three-tiered qualitative design for each research encounter: 1) a day-in-the-life narrative interview with 24 audience members about news routines and habits; 2) interview with card sorting to discover people's media repertoires in a broad sense, including and beyond news; 3) interview with textual-visual prompts about content and style repertoires: what kinds of story content matter most to people?

The fieldwork for this study is being carried out in the UK April-June 2018, with 24 individuals divided equally by 3 life stages, educational level, and gender. The findings will shed new light on the ways in which people use news and other forms of informative content to keep track of what goes on in the world around them and to build public connection in a democratic as well as a more general lifeworld sense.

PP 630: Conceptualizing news avoidance: Towards a shared understanding of different causes and potential solutions

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News avoidance has recently received substantial attention—and for good reasons. Despite increasing availability of news, the number of people that tune out is on the rise (Blekesaune et al., 2012; Strömbäck et al., 2013). This is a democratic problem, as news exposure is positively related to political knowledge and participation as well as voting in line with one's preferences (Aalberg & Curran, 2012; Delli Carpini & Keeter, 1996; Verba, Schlozmann & Brady, 1995). Understanding how widespread news avoidance is, why an increasing number of people avoid the news, and which potential solutions can be pursued, is therefore crucial.

However, a systematic review of extant research shows conceptual ambiguity. Most studies do not define news avoidance, and the concept is operationalized in a number of different ways. As a result, there are massive differences in the assessment of news avoiders in the population (from 11 to 73 per cent) and an inconsistent account of causes and potential solutions. Although the individual studies have provided important insight, these conceptual and operational inconsistencies hamper the cumulation of scientific knowledge.

To advance a more coherent conceptual foundation for the study of news avoidance, we develop a model that enables systematic thinking about 1) different types of news avoidance, 2) the different causes of, and 3) the potential solutions to news avoidance. We argue that news avoidance can have either an unintentional or an intentional nature, depending on whether people actively tune out on the news. Unintentional news avoidance is a consequence of changing characteristics in the broader media environment. As the supply of media content has exploded, people with a relatively higher entertainment preference have turned to more entertaining content at the expense of news exposure, without having made an active choice to limit their news consumption (Prior, 2007; Blekesaune et al., 2012; Strömbäck, et al., 2013). In contrast, intentional news avoidance is the consequence of people actively tuning out on news, for example due to skepticism toward or lack of trust in the news media (Tsfati & Capella, 2003;

Zerba, 2011), or a perception that the news coverage is too pessimistic and affects their mood negatively (Boukes & Vliengenthart, 2017; Newman et al., 2017; Zerba, 2011).

Understanding the underlying causes for news avoidance is crucial for understanding that they demand solutions at different levels. Unintentional news avoidance, on the one hand, requires changes in media organizations' mix of different content (e.g., entertainment and news) or media policies more broadly, in order to increase the opportunities for inadvertent news exposure. Intentional news avoidance, on the other hand, requires changes in the journalistic profession and the news content, in order to reduce negativity and increase credibility and trust in the news among the audience that intentionally tuned out.

By highlighting different causes and potential solutions to news avoidance, the aim of the study is to increase our understanding of this important concept, and thereby serve as a starting point for thinking more systematically about how future research can address this democratic challenge.

PP 631: From integrated to emergent media repertoires – measurement of media use on the level of single media articles

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The platformization of the web (Helmond 2015) is fundamentally changing the way news are consumed. Digital intermediaries like Facebook and Google are becoming important gatekeepers and distributors of journalistic content. Central to this process is the new- and rearrangement of journalistic content in newsfeeds of users steered by algorithms. In the personalized newsfeeds media are constituted *emergent* as highly dynamic clusters of different content from different sources. For this process we suggest the term of *emergent media repertoires*.

The concept of *emergent media repertoires* implies the measurement of the content that was effectively consumed. We argue that this is not reflected sufficiently in contemporary cross-media research on media repertoires or media diets. Although both concepts share the idea of combining different sources, the focus remains on the level of entire brands or channels (Hasebrink and Hepp, 2017). This leads to a relative static idea of cross-media usage patterns.

Following this idea of *emergent media repertoires*, we measure media repertoires on the level of single media articles. Basis for this study is the social network Twitter. We collected all tweets that shared a link to a news article on a Swiss news site. We tracked URLs of 164 news sites via the Twitter stream and search API for two months in August and September 2017 resulting in a dataset of n=512'861 Tweets. The number of Tweets per URL is used as proxy for actual news consumption. Based on a follower network of n=96'695 user we can in a second step identify user communities and measure preference for content and sources on the level of communities. Results show topically focused communities (e.g. sports or science) and communities based on political orientation (e.g. right or left). Additionally, we could prove spillover effects of Swiss media into neighbor countries. For Germany we could show that especially users in the right community share stories from Swiss media with a negative spin on topics like migration.

Measuring media repertoires via social media considers the dynamic aspects of media use in a digitized environment. Our study therefore contributes to the advancement of media usage research. A Limitation of the study is the low adoption rate of Twitter. Future studies should therefore reflect social media with higher usage like Facebook and Youtube. Although our study focuses on Swiss media the results show that a major advantage of our approach lies in the possibility of cross-border research. This makes our approach not only valuable for scholars in various fields of communication (e.g. political communication) but also for journalism practitioners seeking how to reach new audiences across borders and track who they are reaching with their articles.

PP 632: Reliable or fake? News media literacy of Danish lower secondary pupils assessing news stories on social media

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In the wake of the 2016 US presidential election, the democratic consequences of false news – or the more recently coined *fake news* – on social media have been widely debated, both publicly and scholarly (Alcott and Gentzkow, 2017). This raises the fundamental question of how to know fact from fiction in the news, and accentuates *news media literacy* (Craft et al., 2007) as an essential democratic competence among users of social media in the 21st century.

Previous studies show that children, in particular, consume news from the social media and that they often have difficulties determining whether a news story is reliable or fake. This in turn might be a main reason

why they are "extremely skeptical" towards the news media in general (Robb, 2017). Scholars suggest that children and adolescents benefit from exposure to media literacy education, improving their ability to analyze and assess inaccuracy and misinformation (Kahne and Bowyer, 2017) and post-truth "contemporary propaganda" (Hobbs, 2017). However, our knowledge about how to didactically improve the news media literacy of pupils in the classroom is still quite limited.

In this study, we expand upon previous findings, focusing on Danish children who are among those with the most extensive access to digital media in the EU (Livingstone et al., 2011). We conduct a field experiment in which Danish pupils in lower secondary education (grades 7-9) are confronted with social media news stories that have been manipulated into three groups: 1) news that are factually false; 2) news from unreliable media or with unreliable sources; 3) trustworthy news from reliable media and with reliable sources. By observing the pupils' discussions, recording their online behavior after reading the news, and interviewing them, we study how they assess the reliability of the news stories and their sources in the context of the more general professional truth-values within journalism, like objectivity, neutrality, and fairness (Deuze, 2005).

Based upon the results from the observations and using an action research approach, we develop and test didactic simulation-based interventions in the classroom in order to improve the pupils' news media literacy in general and their assessment of reliable versus fake news on social media in particular.

PP 633: Exploring temporal logics of news use: From disengaged to skillful users

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Common practice within journalism and journalism studies is to rely on time spent (and similar metrics) to measure news consumption (e.g., Molyneux, 2017; Nelson & Wei, 2017; Thurman, 2017). Specifically, there is a tendency to regard more time spent on news as an indicator of more news interest, news engagement and – less explicitly and among journalists – news quality. In this article we explore what "time spent" means from a user perspective. In a research area dominated by quantitative methods, we draw from three recent qualitative user-centered studies that incorporate various types of interviewing and ethnographic research. Taking seriously Throop's (2003) call for using methods that "differentially access both prereflective and reflective varieties of experience" (235), each of these methods is organized around a different temporal orientation and (consequently) a different approach to researching experience: Study #1 (N=54) had participants reflect on a news experience immediately *afterward.* Study #2 (N=56) had participants verbally report their news experience *in real time during* news use. Finally, study #3 (N=13) first filmed participants *while* using news and then *afterward* had them watch and reflect on these videos, with the aim of capturing sensory and embodied dimensions of their news use.

Although compared to simpler metrics such as page views (clicks), time spent – especially its more sophisticated variation 'engaged time' – seems more representative of how people actually use news, we nonetheless identified several shortcomings. First, time spent is no indicator of appreciation: particularly regarding more passive, lean-back practices of news use such as watching TV, participants had no problem admitting that their attention did not correspond with their judgement of quality. Second, time spent is no reliable indicator of interest: specifically on news websites (as opposed to news apps), participants regularly had tabs (with news) open without reading them (yet). Third, time spent is no reliable indicator of engagement: we found that 'experienced' (digital) news users tended to engage in shorter news sessions exactly *because* they were so skillful at using news: 1) they knew how to physically handle and navigate their devices; 2) they could efficiently scan (digital) news environments for new and relevant information; 3) they were well aware of news conventions and title-specific tendencies – e.g., the inverted pyramid, overblown headlines – helping them decide which parts of news articles to read or skip. Overall, we find that less time spent does not automatically point to disinterest or disengagement, or vice versa. Finally, we argue for more attention to skill acquisition within news use, particularly as it relates to interacting with technology and interfaces as part of news literacy.

JOS27 - Journalism beyond the crisis: emerging forms, practices and uses

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Journalism Studies

Since the late 1990s, journalism has been going through a period of exceptional turmoil, often dubbed a 'crisis' by scholars and policy-makers. Much has been made of the decline of traditional news and journalistic media, and the professional roles and practices associated with them. But who are 'the people formerly known as journalists', to paraphrase Rosen, and is what they do journalism, as traditionally defined? Where are the boundaries to be drawn between journalism and non-journalism? This panel takes these concerns as a starting point to study the periphery of journalism. A closer look 'beyond the crisis' helps us to frame the debate not about the 'end' of journalism, but to instead focus on its transformation in the new media ecology. The project is based on an analysis of the emerging assemblage of new forms and styles of journalism across four European countries (Austria, Germany, Netherlands, U.K.) and Australia. This comparative focus deliberately cuts through the common scholarly focus on journalistic developments in the United States, a media environment which due to its inherent idiosyncrasies is far from representative for the transformation of journalism in other Western democracies.

By presenting a typology of key online providers from the periphery of journalism, the **first paper** offers a comprehensive mapping of established and emerging forms and styles of journalism across the five countries, thereby helping to address the question of what journalism is 'becoming' in an era of digital transformation.

The **second paper** builds on and extends this work by presenting a study of innovative online news content providers in Germany. Drawing on a large-scale content analysis, the study analyses the individual features that characterize content providers with a somewhat ambiguous identity. An online survey further investigates the self-understanding of such transgressive practitioners.

The **third paper** expands on this through in-depth interviews with journalists in news organisations across these five countries, examining how traditional and new journalistic actors understand their role in society and thereby offering a comprehensive picture of the changing ways in which journalism culture operates.

The **fourth paper** studies the activity patterns of leading journalists on Twitter, investigating how contemporary practitioners in both legacy and emerging outlets engage with their audiences, thereby providing an observational counterpoint to the practices reported by the interviewed journalists. This paper stretches traditional methodological approaches in media and communication research by drawing on 'big data' social media analytics.

The **final paper** synthesizes these observations by evaluating the democratic implications of such transformations. Although journalism continues to play a central role in maintaining an informed citizenry and deliberative democracy, in-depth interviews in Australia and the U.K. indicate that in the context of ubiquitous 'fake news', journalists voice particular concern about decreasing public trust in the media as a 'watchdog' over society.

Across these five core dimensions, the panel thus presents a rich conceptual framework for understanding how journalism operates 'beyond the crisis'. By drawing on presenters from diverse backgrounds, it offers multiple methodologies to chart the likely future trajectories of the periphery of journalism.

PN 259: The boundaries of journalism: New types of German online news content providers at the periphery of journalism

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As a consequence of digitization and other environmental trends, journalism is changing its forms and arguably also its functions, perhaps in fundamental ways. But where are the boundaries to be drawn between journalism and non-journalism? This paper addresses this research question by helping to shed light on German online news content providers which are characterized by a somewhat ambiguous identity lying at the periphery of journalism. While 'legacy' news media continue to be easily distinguishable by set characteristics, the affordances of the digital era in which new content providers are situated in an increasingly dense information environment remain understudied. This makes it ever more pressing to study the periphery of journalism and to analyze the individual features by which innovative online news content providers can be characterized. This paper is based on a hybrid methodological approach, offering a large-scale content analysis of innovative internet formats drawn from nominations for the prestigious German *Grimme Online Award* ($n = 622$) and a subsequent online survey of the role understandings of the respective providers of such formats (256 participants). This paper generates substantial new knowledge on how new types of online news content providers in Germany can be situated in what appears to be a blurring of journalistic boundaries as hitherto understood.

PN 260: The discursive construction of journalistic boundaries: Examining journalists' narratives during transformative times

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The economic, technological, and cultural transformations of journalism have put into question long-established concepts of who counts as a journalist, and where the boundaries of journalistic practices lie. The new media ecology has seen an unprecedented number of new, non-traditional actors encroaching on the journalistic field and there is considerable debate about what constitutes journalism today. So, what and who is a journalist, and how do they perceive and define their professional roles and purposes? In applying a theoretical framework that views journalistic roles as discursively constructed, allowing us to examine journalists' narratives about their work, this paper answers this research question by examining how traditional as well as new journalistic actors view their role in society. The paper draws on in-depth interviews with more than 50 journalists in four European countries (Austria, Germany, Netherlands, U.K.) and Australia, demonstrating the ways in which new actors are impacting on the journalistic field. In so doing, this paper examines the 'boundary work' of journalists vis-à-vis the challenges posed to their authority by increased non-traditional operations.

PN 261: A cross-national comparison of Twitter user interactions with leading political journalists

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Professional journalists are now often also required by their employers to promote their stories and engage with readers via social media, in addition to merely reporting the news. But what are the audiences and audience responses they face here, and how diverse or limited are their interactions with readers? Drawing on a cross-national, longitudinal study of the Twitter interactions of the respective national parliamentary press corps in Germany, the U.K. and Australia (representing highly divergent volumes and styles of Twitter use), this paper analyses the breadth and depth of Twitter interactions between journalists and ordinary users, and examines the interaction patterns that emerge. By drawing on quantitative social media analytics, this paper thus stretches and expands traditional methodological approaches in media and communication research. For the German case, the analysis is further augmented by a survey of non-journalist interactants ($n = 159$). Based on logistic regression, we show that political partisans of both sides are more likely to interact with political journalists. Furthermore, a higher degree of blog use is also positively associated with frequent interactions. Overall, especially users who are motivated to provide feedback interact more often with journalists on Twitter.

PN 262: Fake news: Australian and British journalists' role perceptions in an era of 'alternative facts'

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Recent years have pointed to extensive global debate about the impact of journalism on democratic processes, and it is widely accepted that journalism continues to play a central role in maintaining an informed citizenry and deliberative democracy. But how do practitioners themselves determine the function the journalism profession is ultimately able to exercise, particularly in an era of 'fake news'? This paper draws on in-depth interviews with senior journalists based in Australia and the U.K. to help answer this question. The findings indicate that journalists are particularly concerned about a decrease of public trust in the media, and urge colleagues to adapt more rigorous fact-checking techniques at a time when the role of journalism as a 'watchdog' over society appears to be most crucial.

JOS28 - Reporting from the danger zone: news, war and terrorism

PP 700: Six days and 50 years: A transnational exploration of the journalistic commemoration of the 1967 War

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Collective memories define the relations between individuals and social groups, and enable collectives to charge their existence with proper meaning. Such memories are the means through which social groups narrate stories about their origin and heritage; they are means to appropriate time, by marking specific points in time as significant, "holy" peaks distinct from linear and quotidian progression. This process of the

ongoing reading of the past defines groups and enables them to create boundaries that separate them from others that share different memories of the past.

The constant public articulation of the past relies on the capabilities of the mass media, which illuminates the significance of studying "media memory"; that is, the exploration of collective pasts narrated by the media, through the media, and about the media. Accordingly, this paper explores the 2017 media commemoration of the 50ᵗʰ anniversary of the Israeli-Arab Six-Day War, across four national communities. This case study was chosen due to the ongoing impact of the war on the Middle East and the international arena, evident in the significant commemorative coverage of this anniversary in news media, across the world. This transnational investigation looks at how American, German, Israeli and Palestinian media constructed the memory of the war, and its ongoing implications on current social and political realities. The goal of this comparative project is to investigate the narratives constructed through the 50ᵗʰ anniversary commemorative coverage. In order to do so we probed the main mnemonic agents who narrated memory versions in the media; the salient themes discussed through coverage; the construction of time, and the ways in which past and present are intertwined through coverage; the identity of narrative protagonists and the ways in which personal and collective recollections are interwoven; the use of images and maps; and the way in which media outlets address their own role in shaping collective memory.

A comparative analysis of the commemorative coverage positions the findings across three axes, pertaining to narrative ownership, narrative continuity and narrative closure. In terms of narrative ownership, Israeli and Palestinian coverage featured mostly stories, voices and sources of and about members of the commemorating national community. Moreover, such stories were anchored in the larger "master commemorative narratives" of each of the two national communities. American coverage combined narratives that featured the memory of the Six-Day War as a Middle Eastern story, alongside coverage that narrated the war as American story. German coverage mostly narrated the memory of the war as a foreign story, bearing little relevance to the German national narrative. In terms of narrative continuity, coverage extended between two extremes: on the one hand, stories focusing on the war itself and ending with the end of the war, and on the other hand, stories extending the narrative into the current consequences of the war. Varying configurations between narrative ownership and narrative continuity shaped different patterns of narrative closure, ranging between an understanding of the Six-Day War as a solution, to an understanding of the war as an ongoing problem.

PP 701: On the ground and across borders: Tracing interference in war reporting across linguistic divides

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In Syria – the centre of a global crisis event– digitally-oriented military tactics are emerging to hinder conditions for responsible news-gathering, in turn exposing fault-lines and imbalances between global media systems. By controlling movement and communication within the geographies of war, ISIS obstructs the timely flow of information, precluding the global witnessing of suffering at a distance. Instead their online media products (i.e. execution videos) set news agendas worldwide with a differential impact upon the core of Western Anglo-American news and degrees of its powerful yet peripheral European media systems represented here by French and Russian news media.

By focusing on the extreme conditions of war-reporting in Syria, this research seeks to locate the limitations of, and stressors upon, reporting and editorial practices as they cross the linguistic contours of global newswire and public service media. By inverting the 'media event' framework, this paper recasts those limitations as an emerging set of militarized media conditions for interfering with responsible news-gathering practices and with this uncovers a methodology for engaging with the difficult to ascertain nature of global information flows: by exploiting the temporary spatiality of crises and an understanding of global editorial conventions, the technological and material conditions of news gathering and global flows of information can be strategically manipulated.

From initial reporting on the ground, to newswire dissemination and in-house editorial decisions, different framings and degrees of coverage can be mapped across web, social media, and broadcasting formats, highlighting the contours of politically and linguistically-organized yet globally linked news media systems. Alongside the initial findings of this two-part SSHRC-funded research project (July 2017- July 2019), this paper outlines the specific methodological gaps in journalism studies than can be addressed through this multilingual comparison of newswire databases (Associated Press, Reuters-Thompson, Agence France Press, BBC Monitoring, RIA Novosti, ITARR-TASS, and Sputnik) and national Public Service Media content to construct timelines of interference in crisis coverage.

PP 703: Presence and point of view: Selecting sources in liveblogs covering terrorist attacks

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Liveblog is a new and popular journalistic genre (Thurman & Newman, 2014; Thurman & Shapals, 2013; Thurman & Walters, 2013) with differences in sourcing practices compared to regular journalism due to the speed of production. The speed of production in liveblogs is high and impacts the coverage of an event: credible sources might not be accessible and accessible sources might not be credible. Different sources, used to represent terroristic attacks in liveblogs can be explained by 'presence'. Being present determines journalists' decision who (not) to give a voice in a liveblog.

This paper analyses possible differences in presence of voices (re)presented in liveblogs by journalists from different countries (Bennett, 2016; Matthews, 2016).

Voices give meaning to covered events and are recruited from 'interpretative communities' (Berkowitz, 2009; Berkowitz & TerKeurst, 1999). An interpretative community is a metaphor for the journalist-source relationship not based on power (who is allowed to say something), but on meaning (what is allowed to be said).

To structure information journalists use templates (Matthews, 2016). Matthews analyzed the aftermath of the London bombings, 8 July 2005 in British newspapers, not liveblogs. His concept of template is still useful, because, reporting templates offer rules and guidance that journalists will use to report terrorism incidents and to build the political ritual (Matthews, 2016, p. 15)". Which templates are used might correlate with the sources journalists select (Nossek, 2004).

To test this hypothesis, a comparative source analysis (CSA) is conducted, based on a quantitative content analysis of liveblogs, covering two events (terrorist attack in Brussels (22nd March, 2016) and the London Bridge attack (3rd June, 2017)) by three media-organizations (BBC, NRC and dS) in three different countries (UK, the Netherlands, and Belgium).

JOS29 - Social media journalism

PP 704: Towards autonomous social media journalism?

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Facebook, Twitter and other social media platforms are having profound effects on news production and how journalistic organization disperse their content. Legacy news corporation, while still in the process of optimizing business models in wake of digitalization, are shook by yet another market disruption with the gradual encroach of social media companies upon news dispersion. This paper examines how a legacy news corporation attempts to instigate a dedicated social media department, devoted to producing for the relatively young and scarcely researched Snapchat-platform. The Snapchat-department is the first of its kind in Scandinavia, and part of the exclusive Snapchat-stories collaboration. The department faces the challenges of relating to a third party platform and the balancing act of combining journalistic values with the entertainment-focus and often hyperbolic style associated with successful social media dispersion. The most significant hurdle the department needs to clear in order to move from experimental to permanent status is the development of a sustainable business model. By combining ethnographic methodology with innovation theory (Francis & Bessant, 2005; Tushman et al., 2002), the article examines the effects social media are exerting on news organizations and news work through the lens of innovation. Asking what precisely sets journalistic social media work apart from legacy news work, the articles findings indicate a transitional phase that partially retains a tendency toward normalization (using social media for distributing traditional journalistic products; see Larsorsa, Lewis & Holton, 2011), while intermittently experimenting with content purely geared toward successful social media dispersion. Journalists working for the Snapchat-department negotiate the threat social media platforms pose to legacy news providers by utilizing dual competency sets, combining journalistic qualities like news judgement and analysis of current events with affinity for the entertainment-focus and populistic tendencies of social media. Findings indicate that social media constitute an incremental innovation, as they have evolved over a significant timespan. The journalistic utilization of social media is increasing and become more sophisticated. Dedication of departments to singular social media-platforms indicates a more autonomous role for social media-work in future journalism.

PP 705: Social media news: A comparative analysis of Twitter's journalistic uses

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Theoretical Premise and Hypothesis

Social media have been changing traditional news production routines since their appearance (Lasorsa et al., 2012). Journalists use Twitter on a daily basis to collect, filter and check information (Hermans et al. 2009; Hermida, 2012; Barnard, 2014).

In particular, Twitter has renewed journalism sourcing practices (Heravi, Harrower, 2014; Brands et al. 2017) as media outlets tend to use it as a resource for the dissemination of articles and to strengthen their brand (Messner et al. 2012).

Regarding this specific process of "re-adaptation", two main strategies can be found in literature.

On the one hand, a more traditional method of use, aimed at disseminating news (Singer 2001; Hermida, 2013), and based on a one-way and self-referential communication model (Ferguson, Greer, 2011). On the other hand, the adoption of a model of journalism that rethinks the relationship with the audience, and uses Twitter as a community building tool in order to engage and build the loyalty of readers (Hermida 2013; Purcell 2010).

Considering these two strategies, we have assumed that the visibility of the content produced by media is associated with their level of competence in managing the syntax/grammar of the platform, rather than with the implemented communication strategy itself.

Based on this hypothesis, the present contribution proposes a comparative research of the strategies adopted by the newspapers of 30 countries (Australia, United States, Europe) to manage their presence on Twitter, analyzing two main dimensions of their usage habits: the adopted communication model and their level of competence.

Research Questions

RQ. 1 Which differences emerge between the media outlets in different countries regarding the communication strategies adopted on Twitter (communicative models and levels of competence)?

RQ. 2 Is the adoption of a specific communication model, associated with a different level of competence, able to favor their centrality in the process of news dissemination?

Methodology and data collection

The research focuses on the analysis of the Twitter timelines of the main newspapers from thirty different countries, which have been selected according to their circulation (Databse WAN-IFRA, World Association of Newspapers and News Publishers). The collected tweets have been analyzed through a set of indicators (tweet, RT, mention, etc.) useful to operationalize the communication strategies of the media outlets. These indicators have been then synthesized through a multidimensional analysis.

PP 706: Social media editor, nodal center of journalism reconfigurations

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Social Network Sites (SNS) have become the preferred, if not the main, gateway for accessing news. These practices are part of a "news ecosystem", in which the function of gatekeeping disappears, giving rise to a more chaotic selection and circulation of news. Media were quickly forced to adapt to these new practices by investing social platforms, sometimes in a substantial way. This activity has gradually led to a professionalization of SNS management within newsrooms. Thus, emerged the figure of the "social media editor" (SME) which title and job description have evolved regularly.

The SME is a pivot, interacting with readers, journalists, marketing departments and platforms, therefore enhancing a set of skills that used to exist on the periphery of the traditionally defined profession of journalist. Due to this nodal and increasingly central position, the SME crystallizes the evolutions and tensions at work in newsrooms and participates in ongoing reconfigurations of journalism.

We will address this issue showing that SNS management within a newsroom relies on three main (but often contradictory) dimensions that the SME must bring together. 1) The editorial dimension is expressed through the choice of content to be published, while complying with a pre-defined editorial line. 2) The participatory dimension, refers to the social purpose of platforms and their promise to (r)establish a connection with the audience. 3) The marketing dimension sees SNS as a possibility to generate revenue through clicks and engagement. Given his profile and background, his place in the media, his interactions with other departments, his room to maneuver, and of course, according to the strategy defined by the line management, each SME adopts a positioning that will rather favor one dimension over another, sign of the strong plasticity of this function still little stabilized. More broadly, this permanent hybridization reveals the porosity of certain boundaries often presented as impassable (notably the "wall" separating the editorial and commercial activity).

This study is based on a fieldwork conducted between December 2016 and March 2017 in eleven French newsrooms, through interviews of people in charge of SNS. We focused on three topics: the organisation of SNS management, the tasks performed by the SMS and his working terms and conditions. Discussions from this research vouch for current mutations in journalism, both at european and international level.

PP 707: "The message well I hear, the source alone is weak". Threats and opportunities of media branding in the age of social media

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Social media are of growing importance as a point of contact with news, especially for younger people and when delivered mobile. Accordingly, publishers consider Facebook and other third party platforms such as Instagram as highly relevant content distribution channels in order to address new target groups and to create brand awareness as well as brand image, ultimately converting users into loyal readers (Nielsen & Ganter, 2017).

However, there are mainly doubts in the media industry whether social media are an adequate channel to promote media brands and whether this so-called social distribution strategy may even harm media brands (Bell & Owen, 2017). A key concern is that users may not remember or even be not aware of media brands when they read news in social media, or misattribute the platform as the source of news. In that case, users may transfer the media brand experience to the platform instead of to the media brand itself (Kang et al, 2011, Khorana & Renner, 2016).

A plausible theoretical explanation for the forgetting or misattribution of sources is based on the so-called sleeper effect. It assumes that, over the course of time, people forget source information (and therefore also the media brand) of a message while remembering its content (Kumkale & Albarracin, 2004). In connection with social media, this effect may be even stronger due to the decontextualization of content and the multiple source layers like the media brand and the platform brand (Kang et al., 2011).

This raises the question if, and under which circumstances, social distribution constitutes a threat rather than an opportunity for media brands (RQ).

We studied branding in the context of social media with an experimentally designed survey of German Internet users (n = 406) and investigated the following influencing factors which may contribute to the creation of brand awareness and brand image: brand familiarity (the well-known brand Spiegel Online vs. a fictional respectively new media brand), the journalistic format (a report vs. an opinion piece), and the delivery channel of the article (publishers' news website vs. embedded in the Facebook app as most prominent social media offer). Source memory (respectively brand awareness) was measured with unaided recall and aided recognition questions. The second wave was conducted a few days later and allowed to detect the development of brand awareness and image.

The results demonstrate that, in terms of brand awareness, social distribution does not seem to be a disadvantage for publishers in comparison to the website distribution. Furthermore results confirm a differentiated sleeper effect as meaning that established media brands suffer less under source forgetting even in social media environments than unfamiliar ones. Familiar media brands are also able to maintain their image in social media environments, especially when users read opinion pieces. In this case, users seem to rely on established brands as a signal of quality. Therefore, our research contributes to the understanding of how to improve media branding in the age of social media. Not at last the study emphasizes the need for experimental investigations of news consumption patterns.

JOS PS - Poster Session

PS 36: Immersive journalism and empathy: The next frontier in social and cultural awareness?

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Today, more than ever before, journalism is going through profound transformations of its practices. Technological innovations are prompting the emergence of new forms of telling news stories, thus creating supposedly innovative ways of experiencing news. Within this new media ecosystem, immersive or virtual reality journalism is becoming one of the most hyped and intriguing phenomena. Media outlets such as the *New York Times*, *BBC*, *CNN* or *Euronews* are currently producing immersive journalism news pieces on a regular basis. 360-degree cameras, virtual reality headsets and high-end smartphones are now part of the workflow of many newsrooms. Immersive journalism, by combining the feelings of immersion and presence, promises to become the ultimate empathy machine (Milk, 2015). How exactly does immersive journalism generate empathy, compared to more traditional journalism formats? What opportunities are there for using immersive journalism as a means for social and cultural awareness? Drawing on some theoretical relations between corporeal cognition and immersive news stories (Clark, 2001; Todes, 2001; Biocca, 2003; Merleau-Ponty, 2005), situated cognition and immersive news stories (Lave, 1988; Jacobson, 2002), immersive journalism and narrative (Bruner, 2005; De La Peña et al., 2010; Kovach e Rosenteil, 2014; Ryan, 2014; McDowell, 2016), we argue that immersive journalism has the potential to generate empathy in a

unique way, consequently becoming a powerful instrument for triggering social and cultural awareness. Therefore, the goal of this article is to analyze and reflect upon the idea that immersive journalism goes beyond the mere act of informing the public, thus embodying the role of educating and increasing awareness about serious social and cultural issues.

PS 37: How news websites refer to twitter: A content analysis of source transparency in journalism

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The internet and social media have dramatically changed the way in which journalists work in the past decade (cf. Weaver & Willnat, 2016, p. 850). Journalists and news outlets have adapted to the changing environment regarding publication, background research, and sourcing. Social media platforms have become integrated into journalistic routines and are used by most journalists to follow discussions, spot trends, to find new ideas, and to interact with their audience (cf. Hedman & Djerf-Peirre, 2013, p. 377). The use of social media by e.g. politicians to communicate with the public provides journalists with an additional source for information-gathering. However, while social media is routinely used for research and observation, using social media as a source in published news content is regarded rather critically by journalists (Hermida, 2010). A growing body of research is dedicated to exploring the impact of social media sources on journalism and news production. Many studies exist that use survey methods to explore how social media is used by journalists in their work (e.g. Gulyas, 2017). Few studies, however, have analyzed actual news articles or broadcasts to see how and to what extent information found on social media is explicitly integrated into published content (e.g. Hladik & Stetka, 2015). This study aims to contribute to insights into the use of social media material in published content. This is especially relevant in times of increasingly fast-paced news cycles and rapid dissemination of information about surprising events in which tweets are often the first information source. To this aim, we collected all articles published online by ten German news media in September 2015. Using content analysis, we explored 513 articles containing references to the platform Twitter and found differences in the use of Twitter sources between media types and topics. Chi-square tests showed that differences were evident between the types of sources and content cited. Twitter provides journalists access to a range of users, from citizens to politicians. However, verified elite source were cited more often in reporting than ordinary users. In total, only ten percent of all Twitter sources were ordinary citizens. However, citizens featured more prominently in soft news (14.4%) than hard news (4.5%). Further interesting differences between hard and soft news were evident. In articles categorized as hard news, 75.6% of all sources cited were verified, whereas only 66.3% of all sources in soft news were verified. In addition, of the tweets cited in soft news, 54.8% contained an opinion whereas only 38.7% of the tweets cited in hard news expressed an opinion. Twitter sources were the only reported source in 17.9% of articles categorized as soft news, whereas 7.1% of Twitter citations in hard news were the sole source. In sum, journalists seem to use social media for sourcing while still tending to apply their traditional journalistic norms of source verification to the selection process, mostly selecting quotes from verified elite sources for publication.

PS 38: Effects of social media on political journalism. Professional perceptions about its influence on informative relations, public agenda and the emergence of new opinion leaders

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Social media, especially Twitter, has profoundly transformed professional relationships between politicians and journalists, including citizens in their work dynamics and public debate. The open nature of these networks, together with basic characteristics such as their immediacy, direct interaction capacity, multimedia richness, or the possibility of content viralization, has generated notable effects in the field of political journalism. On the one hand, journalists can use these platforms to locate expert sources in a very operative way, and to know the interest of the readers, thus improving the quality of the informative product. On the other hand, politicians use social media to address citizens directly without depending on the intermediation of journalists. Both journalists and politicians turn to social media to try to reconnect with disaffected publics and away from politics. And finally, these 2.0 networks offer citizens a more active role in political communication, dominated so far by politicians and media.
The objective of this communication is to analyze the consequences of these new digital relationships based on the perceptions of their own protagonists. In particular, review its effects mainly on four issues: the priorities of the media agenda and the public agenda, the appearance of new opinion leaders and the construction of associated digital communities. The methodology is based on the application of the research technique of in-depth interviews to three types of professional profiles: politicians, journalists and

political consultants, all of them with significant use and impact on Twitter. The sample consists of a total of 25 interviews conducted in 2017.

The results confirm an intense and strategic use of Twitter by journalists and political actors, fully integrated into their professional routines. There is also a noticeable influence of the relevant topics in this network (trending topics) on journalists when establishing their information priorities, and to a lesser extent, when it comes to setting the public agenda. Finally, the importance is noted, and its main characteristics are defined, of a new type of opinion leader who has on Twitter the origin of his influence, and finds in this network his main way of expression.

PS 39: Journalism research in Spain. A meta-research of Spanish peer-reviewed journals (2000-2014)

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Even journalism is a leading field of media research in Spain, it had a late emergence and developed in a very particular institutional background that makes the difference to other European countries. The rise of the first university faculties of journalism studies in the early seventies represents a breakthrough, as it defined a specific space for a higher professional education for journalist in a social and media system that rapidly changed to an eminent commercial structure and a strong informative polarisation.

During the first decades of the 21· century, journalism studies in Spain has continued to experienced significant changes, since academic activity has been oriented towards a decisive internationalisation of research methods and techniques. This changes have been encouraged by three institutional milestones: first, the creation in 2003 of the National Agency for the Evaluation of Quality and Accreditation (ANECA) focused on the evaluation of teaching and research activity; second, the approbation in 2008 of the ACADEMIA program for the university teaching habilitation; and third, the beginning of the progressive implementation of the European Higher Education Area (EHEA) in communication studies during 2007/2008, which represents the determined intention to adopt an international academic model.

This study aims to observe how Spanish scholars perform research on journalism studies in this context. Specifically, this works focuses on the statistical description of the preferred major fields and objects of study developed by researchers (RQ1), the research modalities and methods performed (RQ2), and the specific research techniques applied in journalism research (RQ3). A content analysis has been applied to a sample of 729 papers published by four Spanish leading peer-reviewed journals of communication which, also, are related to the four foundational faculties of communication studies: *Comunication & Society* (University of Navarra), *Estudios del Mensaje Periodístico* (University Complutense of Madrid), *Anàlisi* (Autonomous University of Barcelona), and *ZER* (University of Basque Country). Content analysis has been encoded using 36 different variables to observe the structure and specific elements that make up a paper published by a scientific journal. As a part of a broader research project funded by the Spanish Ministry of Economy and Competitiveness, this modality of content analysis has been replicated by our research group, developing previous longitudinal studies for the period 1990-2015 from a meta-research perspective. For this work the decision was to analyse only a period of 15 years on the whole to shape a statistical description of current Spanish research on journalism studies.

The results reveal the relevance of studies on daily press journalism and the rise of digital media journalism focused on descriptive analysis of journalistic contents. A minor presence of theoretical and methodological works was confirmed, as well as the pre-eminence of empirical research. However, the systematicity of these empirical works would be insufficient, since a quarter of the analysed papers were performed without a detailed methodological description or lacking standardised techniques. The standard techniques with a greater presence were the quantitative content analysis and the documentary research, which should be considered as the characteristic methods for journalism studies in Spain.

PS 40: Local politics and critical reporting – a blind spot in Norwegian local journalism?

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This paper explores the journalistic content in Norwegian local and regional media, discussing the shrinking coverage of local politics in particular and the lack of cricital and investigative journalism in general. Traditionally, local journalism has been overlooked in media and journalism research (Wahl-Jorgensen and Hanizsch 2009). However, in recent years scholarly interest in local media landscape in Europe is increasing

(Nielsen 2015, Waschkovà 2017). The Norwegian press structure consists of a great number of local and regional newspapers spread all over the country. Being remarkable stable despite media crisis, revenue loss and decreasing circulation, the local media is described as the backbone of the media structure (Høst 2005, Mathisen 2010). According to the sociologist Stein Rokkan (1987), the cleavage between center an periphery is significant in Norwegian politics. The desentralized press reflects this geographical conflict line, with local patriotism as a strong mission, aiming to be a voice on behalf of the different communities and regions towards central authorities (Mathisen 2013).

However, like media business worldwide (see among others Peters & Broersma 2013, 2017, Waisbord 2013), the Norwegian local journalism experience changes, challenges and crisis, as downsizing and geographical withdrawals drive local legacy media in a more hyperlocal direction. These trends raise concerns about media shadows and blind spots, both geographically and thematically, with possible impact on diversity, local democracy and civic engagement (Mathisen & Morlandstø 2018).

The paper is is based on a large content analysis of 24 different local and regional media in Norway, containing both broadcasters, traditional newspapers an online news througout 2017, investigating trends and patterns in the local journalistic content. The findings indicate that the coverage of local politics seema to be less prioritized and diminishing, and that the amount of critical and investigative journalism is rather low. Based upon this, the aim of this paper is to discuss how the local media is carrying out their societal role and how local journalism contribute to local democracy and civic engament.

The method used is a traditional content analysis, coding the editorial content in a large amount of variabels and chategories (Allern 2001). Theoretically, the study is rooted in institutional theory (Cook 1998, Sparrow 1999, Allern & Blach-Ørsten 2011), focusing upon the democratic role of local journalism (Nielsen 2015, Engan 2016, Gripsrud 2018, Mathisen & Morlandstø 2018). Further, the discussion will draw upon an ecolocigal media perspective, underlining how different kind of media interact and contribute to diversity (Anderson 2016, Nygren 2016, Napoli et al 2015), ecpecially adressing the role of local media in a political environment where the cleavage between center and periphery is crucial in public debates.

PS 41: Multilevel organic analysis of the journalistic culture of Ecuador

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Understanding the Ecuadorian journalistic culture transcends the statistical fact (quantitative method) and the peculiar analysis of a certain number of subjects (qualitative method). The alloy of both analysis procedures, coherently contextualized, allows us to arrive at a deep and detailed analysis of the identity of the journalistic profession of Ecuador within the regional Latin American journalistic ecosystem. Moreover, this methodological triangulation carried out in Ecuador from the Worlds of Journalism (quantitative method), journalistic Cultures (qualitative method) and the application of the Multilevel Organic Model (Oller, 2015) for the contextual analysis allowed us to define the characteristics of the profession in the country: 1) Journalism is a matter of men, although not for a long time; 2) journalists over 45 are in danger of extinction; 3) the professionalism of journalism is based on the university degree of journalists; 4) the bases of journalism are imposed by the dominant groups, ethnically and religiously; 5) the political ideology of journalists, in a large number of cases, differs from that of the media in which they work; 6) the lack of an identity of its own and common in Ecuador leads the journalistic to not identify itself as such and to act in an individualized and uncoordinated way; 7) the media requires more and more young professionals, and therefore with little experience, with greater technical skills; 8) journalists have become part of Ecuador's incipient middle class - indebted; 9) the marked hierarchies within the newsrooms lead to a bureaucratization of all the informative and editorial processes and to a disproportionate increase in intermediate positions of responsibility.

This panorama of Ecuadorian journalism that is presented today requires an urgent preventive, and even predictive, analysis of the informational and communicational phenomena that shape the patterns of the profession.

Media Industries and Cultural Production

MIP01 - Production, creativity, professionalism

PP 052: Creative Hustling: The work practices of female filmmakers in Nairobi

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In Nairobi, the most critically acclaimed filmmakers – both directors and producers – are women, a remarkable fact considering the dramatic underrepresentation of female filmmakers in film industries globally. This paper will explore their practices of work and argue that they are a movement of entrepreneurial 'hustlers' who capably experiment in multiple screen media forms as a way of negotiating and benefiting from the precarious circumstances in which they work. This paper is based on eight consecutive months of fieldwork in Nairobi that took place between October 2014 and June 2015. While in the field I adopted two main methods: first, I conducted 30 semi-structured interviews with 27 different filmmakers; second, I observed film festivals, screenings, and professional events to assess how the films of Nairobi-based female filmmakers are distributed and exhibited in their local market. Nairobi is a highly converged media market and Nairobi-based female filmmakers as middle class individuals benefit markedly from this environment. They are able to fluidly move between making creative fiction, documentary, television, and commissioned corporate and developmental work, which is essential to their success because it allows them to continuously find work in a space where there is little state support or social legitimacy for their profession. Understanding the hustle of these filmmakers requires keeping both local and transnational perspectives in tension and examining their position within Nairobi alongside their connections to transnational funding mechanisms and distribution circuits abroad. These filmmakers often search out transnational film funding projects and distribution circuits (such as major international film festivals) and find success in these arenas. Nairobi-based female filmmakers – like workers in creative and cultural industries across the world – experience job precarity and they work to address these circumstances through their individual hustling practices. They hustle in an environment where there are few institutional mechanisms (such as state funding) designed to support them. Within this context, a significant development in the industry in recent years has been the formation of Docubox – the East African Documentary Film Fund, an institution that provides funding and non-financial support to local filmmakers. This paper will use Docubox as a case study through which to explore hustling in practice. For instance, how an experienced local filmmaker developed the fund's practices to specifically address local industry conditions and how filmmakers use Docubox in turn to develop their own careers. Through hustling, Nairobi-based female filmmakers have created a vibrant screen media industry without state support and in the face of pressing challenges such as piracy. Hustling is born out of this precarity, but is more than 'scrounging' in the absence of better opportunities and more cultural support (for instance from the state in terms of cultural grants); it is a creative practice in its own right and an innovative mode of working.

PP 053: Professionalism and television production

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Media production in the digital economy is arguably marked by an erosion of boundaries: Between professionalism and amateurism as resources and skills for media production and distribution have become more accessible – between professional and private with the ubiquity of digital communication tools in occupational practice – and between individual and organizational with the rise of flexible individualized employment. Discussions surrounding these changing relationships tend to focus on professionalism as an occupational status that is defined by employment status, pay, and/or organizational affiliation. However, recent scholarship has drawn attention to professionalism as a discourse that is constructed, reproduced and utilised by managers and practitioners alike. Critical research in media production has highlighted the power of such discourses, for example in encouraging forms of self-discipline that facilitate managerial objectives (e.g. Aldridge and Evetts 2003) or as an exclusionary mechanism of occupational closure (e.g. Edwards 2014).

This paper discusses the role of professional identity and behavioural conventions in television production practice. I argue that a closer engagement with professional values and identities can contribute to a deeper understanding of production cultures and help to explain how media practitioners perceive themselves and their work. Conceptualising professionalism as discourse makes it possible to investigate how multiple meanings of professionalism interact and impact on the professional identity and agency of workers in particular occupational settings as well as on training and employment practices.

Drawing on the analysis of professionalism discourses published on industry-relevant platforms in the UK, for example Skillset and Broadcast, as well as on ethnographic data gathered in factual television production companies, the paper examines the professional self-image of British television workers. It links

professionalism to practitioners' self-reflexivity and structural constraints in television production and draws attention to the ambivalent and contradictory nature of professionalism discourses for questions of structure and agency in relation to these constraints, revealing how they both support and contest current practice.

PP 054: Plotting, pitching, and the process of developing a crime serial

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What goes on in a writer's room? How is a story developed from an idea of a situation to a full-blown episode? And how are the dramatic principles of having concluding episodes matched with the character interests of an ensemble throughout a season? While questions such as these are often dealt with in various how-to books on screenwriting and interviews with showrunners, few academic works have studied the developing process of modern high-end television drama.

This paper deals with the creative process inside the writer's room, following the steps from an early idea to a finished episode. In the winter 2018, I had the chance to follow the work of a team of writers over several weeks, covering various stages of the development of an episode. The serial was developed by the production company Monster for the national Norwegian public broadcaster NRK, but not yet given a green light for production. The paper will discuss the creative process of development, highlighting the writers' approach to the plotting of episodic crime stories, how they constantly pitch ideas to to each other relating to the story's progress as well as the orchestration of the ensemble, and how all of this serves the creation of a gradually expanding story world.

PP 055: The creative praxis of media work – Disentangling creativity in entertainment TV production

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Characterising media production as a process involving and concurrently evoking creativity accentuates both its economic and its cultural character. Creativity on the one hand points to the permanent product variation throughout the production process (e.g. Küng, 2008). On the other hand it points to the idiosyncratic nature of this variation, i.e. constituting a continuous process of "manipulation of symbols" (Hesmondhalgh, 2013, p. 6). Hence, creativity not only is a phenomenon specific to the field of media production, but also qualifies as an analytical concept, i.e. an approach towards an analysis and a better understanding of media work. This is where this research starts. Using the example of entertainment television production it is disentangling what creativity actually is.

The research defines creativity as social praxis. This definition is derived from a review of creativity research and a secondary analysis of interviews with entertainment TV workers. Both the analysis of the literature and the interviews confirmed the appropriateness of applying a praxis theory perspective – developed based on Bourdieu (1976), Giddens (1984) and Reckwitz (2002) – on television production in general and creativity in television production in specific. Based on this exploratory work a multiple-case study including one fictional and two non-fictional television production projects has been conducted. In particular, core personnel (i.e. producers, commissioners, production managers, & key creative staff) has been interviewed regarding their production routines, working conditions, and conceptions of creativity. The producers – being the knots, where central interactions and production steps converge – have been shadowed (Czarniawska, 2014) for several weeks. Additionally, diary questionnaires on the producers' perception of their own and their colleagues' creative achievements have been distributed. As a whole, the empirical data encompasses 22 interview transcripts, narratives of 25 days of shadowing and 29 diary reports.

Creativity is analysed as a field-specific construct in the context of the routines and routinisation of the production process. Thereby, the analysis of the data delivers insights into four levels of creativity:

process: creativity as a bundle of particular practices (i.e. complex creative tasks like e.g. script development)

process: creativity as creative practice (i.e. offside explicit creative tasks)

product: the final creative product

person: creative (self-)identity

The four levels relate to the three central bearers of creativity (process, product, & person) that are commonly emphasised by creativity literature and make creativity empirically tangible.

The preliminary assessment of the data shows e.g. that entertainment TV workers have problems in providing a clear description and demarcation of creative processes on a spatial and temporal dimension, while simultaneously using the term in a self-explanatory way. The study reveals how the role of creativity within the field stems from its role within the entertainment TV workers self-concepts. In fact, evaluations of creativity by field agents is more about themselves than about an intersubjective detection of creative

achievements. At the same time, the field-work experience shows how the concept of creativity is able to organise the researcher's perspective on inner, internal and external conflicts and tensions media workers are confronted with in everyday work.

PP 056: Centres and peripheries: The crucial relationship between artistic and technical professions in media industries and cultural production

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Media industries and cultural production are undergoing a comprehensive transformation process. In the course of digitisation, information and communication technologies are moving from the periphery to the centre of value creation. Conventional boundaries between the social systems of art and technology are being renegotiated with their divergent and sometimes contradictory epistemological premises and strategic interests.

Above all, digitisation and advances in AI research are changing the framework for human creativity and content creation (e.g. data driven creativity). They are restructuring the essence of creativity: The emergence of new tasks and competence areas (e.g. creative technologist), new organizational structures and power relations are central consequences for media industries and cultural production.

Against this background, organisations have to integrate creative and technological competences on a cultural and organizational level. Especially in times of demographic change, human resources are the most important assets. Nevertheless, it is rarely discussed in academic literature and usually refers to atypical employment structures in the media and creative industry (e.g. McKinley/Smith 2009). Thus, our study aims to investigate the interferences and differences in the orientations and professional habitus of young creative artists and computer scientists and the implications for media and cultural production.

We refer to the habitus theory of Bourdieu (1984). Bourdieu (1990) emphasizes the importance of a professional habitus that defines the rules of the professional 'game' that practitioners follow instinctively and reproduce through practice. Based on the documentary method (Bohnsack 2010) ten group discussions with real groups consisting of three to five students of computer science (5) and communication design (5) from different German universities and art colleges took place. These were supplemented by a group discussion with creative professionals. The aim of the documentary method is to grasp social action as an individual expression of social affiliations and collective orientation patterns and to analyse the implicit knowledge that guides action.

Our results show considerable cultural differences in the professional habitus of the participants. They reveal that ignorance, stereotypes, communication barriers and a mutual lack of appreciation exist with regard to the other discipline. Even though there have been repeated efforts to combine artistic and technical competences on a scientific and professional level (Leonardo da Vinci as an 'artist engineer'), our results point to a 'silo thinking' that is already cultivated during studies. The digital world demands a greater convergence of the two disciplines – also in the field of university education – so that they can use their respective creativity for the benefit of each other.

MIP02 - Modes of digitalisation in the media and cultural industries

PP 135: The political economy of streaming infrastructure: Cloud computing and server farms

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The popularisation of streaming media has given rise to new methods of promoting and recommending video content (via algorithms), and encouraged notable shifts in the sites (via mobile phone, laptop) and modes ('binge-viewing') of consumption. Similar to many traditional media industries, online video services are financed largely through advertising revenue, with subscription fees playing an important role for some. Within this new media ecosystem, however, digital 'platforms' (e.g., YouTube, Amazon) serve as central mechanisms of capital accumulation and key levers of power. Crucially, video hosting services (and myriad other platforms) are supported by cloud computing platforms and server farms typified by Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform. The focus of this paper is this seemingly invisible infrastructure that powers modern streaming practices. We examine the political economy of the data server and the cloud computing sector, focusing on: the ways this internet infrastructure governs the power relations between 'old' and 'new' media industries; the environmental implications of reliance on resource-intensive data centres and server farms; and what the modes of capital accumulation characteristic of streaming media reveal about mutations in contemporary capitalism more broadly. In this era of high-def streamable video content and video advertisements, wherein services ranging from Netflix to

YouTube to BBC iPlayer offer massive video catalogues to users, the infrastructure that drives the smooth functioning of on-demand, 'always on' content is playing a defining role in the digitalisation of the media industries.

Building on Harvey's concept of 'flexible accumulation' (1989), we develop the notion of 'platform accumulation' to conceptualise the changes that have accompanied the rise of platforms and the streaming infrastructure that underpins them - shifts we understand as an acceleration and intensification of earlier post-Fordist reconfigurations of capitalist systems of production and consumption. Under platform accumulation, cloud/server infrastructure enables the storing of data about user behaviour, the harnessing of 'network effects', and the ability to provide digital content when requested and to 'push' content - the sources of platforms' power and profitability. The energy demands and ecological costs tied to the need to increase content storage, serve up content with the lowest latency possible, and meet peak demand are typically far removed from the imaginary of everyday consumers, as are the role of data servers and cloud platforms in the digital media environment. Our critical analysis brings together research on internet-distributed television (Lotz 2017), media infrastructures (Parks and Starosielski 2015), and the environmental impacts of media (Starosielski and Walker 2016) in order to explain and evaluate the implications of the digitalisation of video content.

PP 136: Music streaming and its underlying tangle of transcodes: YouTube and the negotiation of music media practices

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This paper presents findings from a study of digital online music practices and the diverse technologies that operate beyond the screens of digital music media. In order to make music streaming commercially viable music files have had to be not only re-conceptualised but also re-commodified as music streams. And from this follows changes in the meaning of micro material music files and digital online music practices. Downloading is still part of the process but now the organising metaphor is that of the stream. Focusing on the underlying formats, the stream can be conceptualised as the music file + protocols (coding and access). In this paper I analyse the articulation and transcoding of music files. My theoretical framework builds on concepts and approaches from format theory (Aegidius, 2017; Sterne, 2012), cultural studies (Gay et al., 2013), and software studies (Manovich, 2001, 2013). Different ways of perceiving and using the music files will be analysed in the form of articulation and transcoding. Articulations (Gay et al., 2013) are the coming together of similarities and differences that inform meaning-making regarding a cultural artefact in relation to other cultural artefacts e.g. the music file related to the CD, the vinyl or the stream. The concept of transcoding (Manovich, 2001) covers aspects of the translation of user behaviour and cultural artefacts by way of computer terminology and ideologies e.g. bitrates for quality and usability for product performance. I have interviewed young listeners (n16), professional musicians (n10) and distributors from Spotify, TDC Play, Tidal, and 24/7 Entertainment (n4). Interviewing three different social groups (n30 total) represents a holistic approach with which to answer the question how music files are understood and treated in the music network (Leyshon, 2014). In the study YouTube emerged as an interesting hybrid. Although YouTube sees it self as a video streaming service it is also the most widely used music streaming service (IFPI & IPSOS, 2016).

This paper argues that the contemporary digital online music use builds on an uneasy tangle of transcodes. I exemplify the tangle of transcodes with three cases:

1. A listener searches for 'clean music videos' on YouTube that are best for ripping, e.g. no annoying film sounds. The subsequent stream rip is performed with little to no control over bitrates and metadata.

2. A musician appropriates YouTube listening practices by uploading his own music in a better sound quality and with better metadata than that which other users have uploaded to YouTube without his consent.

3. A distributor must regulate his assets, which entails both transcoding music files at different bitrates, and ordering complexities of metadata. These actions ensures a more consistent product than found on YouTube, although the popularity of music videos pushes the distributor towards ever more novel multimodal developments.

The three cases show the tangle of transcodes and related meaning-making processes from its most messy, when stream ripping from YouTube, through the less messy forms of transcoding done by musicians, to the more orderly transcoding performed by the distributors.

PP 137: The industry of smart toys

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Technology for children has been 'sold', by markets and governments, through "the ideologies of playing to learn, and the need for lifelong learning from birth to ensure future success" to parents (Nixon & Hateley, 2013: 31). States have promoted technology for development in a postindustrial era, notably in education, with initiatives ranging from the distribution of hardware such as programs of one laptop per child multiplying around the world.

Technologies have become more and more integrated in the toys, at the same time toys became more and more invested with symbolic content and narratives (Hjavard, 2004). With the computer and the internet, play itself has been mediatized, "invested with consumer values", pushing "the toys - and the children - even further into a consumer culture" (Hjavard, 2004: 60).

The development of internet-connected children's toys - using voice and/or image recognition; "app-enabled toys (…); toys-to-life, which connect action figures to video games (…); puzzle and building games" (Holloway & Green, 2016: 507) - appears as a result of globalization of electronic communications. On the one hand, smart toys can offer a plethora of opportunities for children, especially with respect to entertainment, discovery, conversation, challenging play-time, educational activities, etc. (Sefton-Green *et al.*, 2016) and to "develop cognitive, social, and behavioral abilities" (Cagiltay *et al.*, 2014: 703). On the other hand, academic (Chaudron *et al.*, 2017) as well as public discourse (Mascheroni & Green, 2017) has emphasized the risks involved in smart toys, such as invasion of privacy and security of data.

Despite the considerable cultural symbolic power of brands in children's lives, consumption patterns of global technologies, including smart toys, around the world differ (Kotilainen & Suoninen, 2013: 141). Access to digital technologies "are heavily shaped by differences in language, geography, culture and power – as defined by the state, commerce or, most locally, family and community" (Livingstone & Third 2017: 664).

This paper aims at discussing the implications of this "global communications industry 'dominated by commercial interests' (Mizen, Hutchby, Pole, Moran-Ellis, & Bolton, 2001) for linguistic identities and the cultural possibilities" (Holloway & Green, 2017: 507) by analyzing the provision and promotion of smart toys and the different affordances to children and families. It uses a theoretical framework combining perspectives on globalisation and localisation, on the political economy of children's media and leisure, and cultural and creative industries.

The research is based on a comparative project on Internet of Toys (IoToys), under the COST Action DigiLitEY, involving 11 European countries (Austria, Finland, Germany, Italy, Lithuania, Malta, Portugal, Romania, Serbia, Slovenia and Spain) and Australia, using content analysis of the media and advertising discourses of this technology in the Christmas of 2016, the products themselves and their websites, as well as secondary data on children, technology and digital literacy. It also analyses the construction of technology as something children should be able to contact with through the case studies of Portugal and Lithuania.

PP 138: Digital Audiobooks: Moving from the periphery into the center of digital publishing

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Digital internet-distributed audiobooks are rapidly gaining popularity with widely accessible digital downloading and streaming services. Numbers have exploded in relation to both sales numbers, revenues and library loans, and have in several countries surpassed the e-book. The quietness by which these changed has been noticed and reflected in the public is remarkable. And the quietness also includes academic research, where publications on audiobooks (Bednar 2010, Rubery (ed.) 2011, Koepnick 2013) and on digital audiobooks (Colbjørnsen 2013, 2016, Have & Pedersen 2012, 2013, 2014, 2016) are rare. We have in previous publications discussed digital audiobooks as both a remediation of literature and as an everyday activity that creates new reading experiences and habits that can be compared to listening to music or the radio. In this paper we extend our study by including the production and distribution. By drawing on existing research on digital publishing (Thompson 2010, Hjarvard & Helles, 2015) we discuss existing concepts and models in relation to the conditions of audiobooks. We argue that the audiobook has been a surprising game changer in digital publishing, and in recent years has moved from being a peripheral by-product of the printed book into the center of digital publishing and reading.

With a point of departure in existing models of communication circuits of the book (Robert Darnton 1982, Squires & Murray, 2013), we want to account for the changed roles of the different actors in the production, distribution and usage of audiobooks. As Squires and Murray argue digitization in book publishing has introduced new actors and opened new paths in the circuit. This development has superseded traditional models with more complex models. In spite of the inevitable role of the audiobook as an increasing prominent actor in the book publishing circuit of today, no model has yet included audiobooks. So, we want to raise the voice of the audiobook by giving it a privileged status in the current transformations of book publishing caused by digitization. The audiobook circuit is in constant change with new players coming and

going, and there are significant variations of technologies, institutions and business models across countries. Thus, it is not our aim to make a one-map-suiting-all, but to draw a sketch based on the present Danish publishing industry. By including examples and interviews with different players from the Danish circuit (conducted in 2018) we wish to discuss and nuance the different voices in the audiobook circuit.

PP 139: The new intermediaries: Who are the 'digital talent managers' in the UK?

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In this paper I critically sketch the role of the 'digital talent agent', using a case study of the 'vlogging industry' in the UK, defined as the interlinked network of stakeholders invested in content production on YouTube. This includes audiences, intermediaries, brands, YouTube itself and content creators. In this paper, I particularly focus on the highly commercial and feminized YouTube genre of beauty vlogging. I use analysis of interviews with digital talent management, and ethnography conducted at YouTube London, and vlogging events between 2015-2018, to argue that widely connected, highly knowledgeable intermediaries are involved from the early formation of *some* vloggers' brands. I ask: who are the talent managers, who do they legitimize as talent, and what advantage do their clients receive in YouTube's attention economy?

The ostensive openness and participatory nature of social media production has been promoted as an opportunity to get paid doing what you love, by content creators, platforms, and by Government funded creative skills councils in the UK (Creative Skillset, 2017; ERIC Festival, 2017). At the same time, creative 'influencer' and content creator economies have been critiqued by researchers who observe the exploitative and uneven nature of visibility and success in these spaces (Duffy, 2017; Pham, 2013). Due the steady professionalization of influencer economies, accounts of vlog production as amateur or authentic have been complicated (Abidin & Ots, 2016; Cunningham, Craig, & Silver, 2016). I focus on the proliferating, wholly unregulated, tertiary economies that claim to mediate between platforms and aspiring beauty vloggers. These intermediaries, are often known as 'digital talent agencies'.

Through myriad praxes, intermediaries shape their client's content, and claim to ensure their visibility and sponsorship suitability. Despite social media production's 'newness', digital talent agents draw from both expertise and symbolic capital in previous careers in 'traditional media', furthermore, many remained ingrained in high-profile creative cultural networks. Strategies for talent scouting often involved mining social connections of vloggers they had already signed, leading to homosocial reproduction within their rosters, contributing to increased support for often white, middle class, and heterosexual social actors.

MIP03 - Media work

PP 216: Why do workers leave the UK television industry? Insights into the sustainability of creative working lives, from interviews with those who have left the sector.

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Much has been researched and written about the challenges facing entry-level and aspiring workers in the highly competitive media industries. Less is known about those who decide to leave established TV careers to pursue other avenues. While the UK media trade press reflects on surveys indicating concerning levels of harassment in the sector, the trade union focuses on long working hours, and the government introduces its 'Good Work Plan' to address the challenges of flexible modern working, this paper reports on the experiences of those who have decided that enough is enough.

It presents the preliminary findings of an ongoing 2018 research project interviewing professionals who decided to move on from various roles in the UK TV industry to careers in other sectors. This project explores the sustainability (in career terms) of precarious project-based work in the political economy of the creative industries. It examines the possibilities for career-long 'good work', while also investigating any injustice perpetuated in terms of opportunity for career progression in the face of self-exploitation, especially for women. It examines the individuation of media industry workers, the levels of self-identification with work, the sacrifices they invest for the sake of self-realisation, and the potential feelings of self-blame when unsuccessful in realising their aspirations in these sectors. Findings also have implications for human relations and management studies, where the literature on career transition and psychological identity highlights a sense of bereavement and loss encountered by those who are forced to change career, especially those whose identity as a creative 'artist' is closely tied to the artistic field of work which they are required to leave behind.

The paper asks why workers leave these highly aspirational industries; how this affects the demographic of workers left behind, the programmes they make, and patterns of consumption; what such workers go on to

do; and whether there are societal and policy implications in terms of UK government plans to facilitate 'good work' for flexible workers.

PP 217: Living with Ambiguity: Relational Work in the Arthouse Film Industry

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In cultural production such as the arthouse film industry, ambiguities abound; there is the ambiguity of a film's artistic quality (Baumann, 2002, Glynn & Lounsbury, 2005), the uncertainty of a film's even moderate economic success (De Vany, 2004; De Vany & Walls, 1999), and the industry professionals' precarious work conditions (Gill & Pratt, 2008) and less than certain careers (Cattani & Ferriani, 2008; Jones, 1996, 2001).

In view of this ambiguity, Bourdieu (1983) suggested that cultural production "has to be approached in relational terms", which he understood as "structural relations (…) between social positions" constructive of a cultural field (p.311-312). While this gave rise to a wealth of studies focusing on macro institutional processes in cultural industries (e.g. Glynn & Lounsbury, 2005; Jones et al., 2016; Schüssler & Sydow, 2015), less do we know about the daily relational work, in which industry professionals engage, and how this relational work addresses the ambiguities the professionals face.

We explore how arthouse film industry professionals deal with the ambiguities related to the production and distribution of films and focus on the communication practices between industry professionals in this endeavour. We will show that the communication practices in which film professionals engage do not primarily aim at reducing the ambiguity of the specific film under discussion (Eisenberg, 1984; Alvesson, 1993), but at a) understanding continuously evolving positions of actors, films, and festivals and b) renewing interpersonal relationships the actors already maintain. We call this twofold effort the 'relational work' that is continuously enacted in communication by film industry professionals.

Our research is based on a wider study on the role of film festivals in organizing the work of film industry professionals, focusing primarily on the Locarno Festival, a major, A-listed film festival in Europe. We adopted a specific observation technique, shadowing (Czarniawska-Joerges, 2007), and followed a film distributor from the Netherlands during two events for film industry professionals. These are events addressed to film industry professionals: distributors, producers, sales agents and the like and are conceived as platforms to buy and sell film rights, to engage in targeted networking amongst industry professionals, to discover and debate interesting works, emerging directors, and new trends, and to participate in educational offers for young professionals

We analyze our data adopting a communicative-centered lens (e.g. Cooren and Fairhurst, 2004; Vasquez and Cooren, 2013) to inquire into the role of conversational practices and storytelling in dealing with ambiguous situations. This finding will allow us to theorize on the role of communication in dealing with the ambiguities inherent in the creative industries. Our research contributes to show that even if much communication effort of professionals is around the movie, they equally devote much time to re-orient their actions and re-establish positions, by engaging for instance in what we call *'in-between talks'*, e.g. accounts on the practical experience of the market or festival and the atmosphere there. It is this relational activity in which they engage that enables the film industry to cope and live with the multiple faces of ambiguity.

PP 218: "#LookWhatYouMadeMeDo" Mobilizing fans in the contemporary music industry - the Taylor Swift case

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On August 21, 2017, American superstar *Taylor Swift* launched an immersive marketing campaign for her upcoming album "Reputation". Her first action consisted in a 10 second black and white film clip of a rattling snake. The clip was posted simultaneously on her personal Facebook and Instagram accounts and, generated massive response from her fans, who immediately started to speculate about *Swift's* intentions with the video footage. The clip was the first of several efforts to invite consumers to participate in the album's transmedia marketing campaign. The rattling snake video was followed by an international social media campaign effectively interconnecting diverse digital media platforms (Instagram, Facebook, Twitter, YouTube, Tumblr). The campaign involved very few traditional media appearances, but relied all the more on fan-based content and fan-initiated events. The fan base was anticipated to co-create content and take part in different joint events, not only online but also offline through for example pop-up museums, home-visits, and pop-up stores.

The music industry utilizes transmedia marketing due to its potential to foster fan engagement, or, as we understand it in this paper – fan labour. Fans produce and circulate content and facilitate the engineering of

targeted marketing initiatives. The *Swift* campaign is thus an up-to-date example of how contemporary *transmedia marketing* employ offline and online spaces to mobilize fans across and beyond media platforms. *But how do fans responds to transmedia marketing and how do they navigate, act and perform across these online and offline spaces?*

This study investigates fan labour through a digital multi-method approach to the *Swift* transmedia campaign. By collecting data from the artist's social media accounts and hashtags specified by the campaign, we capture fan responses, actions, interactions and productions related to 'laid out' trails between the campaign's online and offline spaces. The quantitative material allows us to map how fans move in the marketing time-space. Furthermore, the quantitative method guides us to places where more advanced forms of fan labour occur. As to deepen our understanding of how fan labour is performed within the *Swift* marketing universe, we complement the big data sampling with qualitative studies of specific transmedia places of engagement.

Our results show that *Swift* fans (or 'Swifties') follow the paths prepared by the marketers. By placing events in different campaign milieus and by taking full advantage of technological affordances, fans are encouraged to migrate between campaign places. We identify different forms of labour in these places; notably, fans produce and share content with campaign producers as well as within their own networks, thus giving the campaign access to their social media networks and their productions. However, our study also detects instances of *fan resistance*. Fans use their voice to question specific campaign activities or if they feel sidestepped. Ultimately, our paper scrutinizes the blurry interplay between industry and fan engagement in transmedia spaces and offer – much needed – spatial perspectives on fan labour.

PP 219: Industry in change: cultural labour in a globalised and digitalised music industry

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The use of digital media has changed the ways in which music is produced and distributed. Following, the revenue base for music has also changed, and both music and money circulate differently. Several recent music industry reports (e.g. IFPI and Music Norway) describe economic growth and optimism in the sector. In Norway this is evident in strengthened ambitions for international distribution of Norwegian music, and in increasing employment numbers of music industry professionals, working with music in different roles.

The music market is entailed with new opportunities, but also new competition. Music distribution via the internet means that geographical boundaries are less important, and the opportunity to reach audiences abroad is vast. To exploit the new media opportunities, however, also abilities, skills and strategies to interact and negotiate with a greater range of parties under new conditions is demanded. Artists, producers, copyright holders, song writers and other music professionals have to face changing industry dynamics and market structures. The traditional music industry companies, networks, power relations, roles and hierarchies seem to be at flux.

In parallell, the digital turn of the music industry has exposed a vulnerability of artists and industry professionals when confronted by new media technology with a global reach (NOU 2013). In this context, the music industry as a workplace is also changing, but how and to which degree, is underexplored. This paper therefore asks what practices and activities are regarded as key among music industry professionals when the goal is to reach international markets and audiences with music.

Inspired by production studies (Hesmondhalgh and Baker 2011), the study adapts an agenda of studying how workers in different professions act and interact within digitalised music industry contexts, and what they achieve or fail to achieve. Using survey methodology supplemented by case studies and interviews with industry professionals, the study will account for broad perspectives from both artists, managements, record labels, publishers and others.

The study expects to find patterns of cultural labour in a growing music industry that include professional interplays and relationships between both humans and digital media. With an assumption that investment areas, core competences, and professional network thinking have to be adjusted according to the market logics of social media, streaming services and online distribution models, the study aims to display how tasks and practices, but also bargaining power and other power relations, are distributed among traditional workers and companies in the music industry. Issues related to the changed roles of copyright in a digitalised and globalised music industry are also expected to be central, as well as the distinctive negotiation of music as art and commodity.

The study is part of a larger research project MUSEC (Music Media, Economy, Copyright) University of Oslo, funded by the Norwegian Research Council, researching how values and rights are negotiated and evaluated when music is produced and distributed via digital media.

PP 220: 'Hope dies last': Exploring the future-oriented temporality of cultural work

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Media Industries and Cultural Production

The article explores the relationship between the future-oriented temporality and precarity in cultural work. Existing sociological studies assume implicitly a causal, unproblematic link between creative workers' future-orientation and precarity, subjugation and exploitation. This article problematizes this link and offers a more nuanced reassessment of cultural work's futurity by arguing for the analytical potential of the notion of hope for the understanding of cultural workers' hopeful—affective, practical and moral responses to conditions of protracted precarity. Building on theories of hope, I conceptualize hope both as an existential, affective attitude and an active, moral practice oriented towards the present, an orientation that enables workers to keep going in spite of economic hardship and job uncertainty. From an atypical peripheral case study of cultural work in a less-researched region, that of South-East Europe, hope emerges empirically as the central quotidian practice of coping with precarity. I discuss three practices of hope: 1) hope as therapeutic practice, 2) community economies practice, and 2) socially engaged arts practice. In so doing, the article explores the possibilities of practising 'a hopeful social analysis' of cultural work.

The future-oriented temporality of cultural work was most influentially captured by Bourdieu (1998) who defined cultural work as a 'deferred' or 'delayed economy'. In accordance with this thesis, the future-orientated temporality is typically assumed to be the preserve of early-career artists or 'newcomers' who tend to self-exploit by accepting lowly paid, insecure and unprotected jobs on the speculation of future self-realizing creative jobs. In contrast to this dominant strand of analysis of cultural work and production, I resort to the notion of hope as developed in anthropology, medical sociology and geography, to explore how and why cultural producers persist in their profession despite disheartening work conditions and experiences outside of the disciplining regimes of future temporality. I examine therefore cultural workers' practical, everyday and often mundane, strategies of hopeful endurance rather than the buoyant projections of fame, stardom or self-expressive work. In pursuing this line of inquiry, I contribute to recent scholarship that advocates the study of cultural/media work in a less grandiose way: as divested from mediated, exuberant desires for future glamour, success and fame. The article argues for the importance of peripheral case studies for reinvigorating and refining old and one-sided debates in cultural production.

MIP04 - Issues in cultural production

PP 221: Musical negotiation: How singer-songwriters relate to economy and copyright in digital times

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The 2000s have seen drastic changes in the conditions for creating, conveying and making a living out of music (Wikstrøm 2013). Importantly, the tools needed to produce music have become more affordable, while it has become more difficult to charge money for distribution via new media (Tschmuck 2017). This paper asks how artists now relate to various partners of production and distribution, including studio producers and record distributors. More specifically, it asks how artists now negotiate the terms of cooperation with different partners, and how they perceive of their own position and priorities in such interactions.

By focusing on negotiations, the paper offers a fresh contribution to the study of the music industry in digital times. "The notion of negotiation", says Spilker (2017:5), has indeed been used in studies of the evolution and diffusion of technologies, but then "in an extended and abstract sense". Here, however, the term refers to concrete situations where "two or more parties with partly differing interests try to arrive at a joint decision", according to Rognes (2015: 13). He adds that external negotiation go hand in hand with internal evaluation of what each party is able and willing to offer. Studying negotiation situations, therefore, offers not only access to the exchange of investments but also of developments in the self-perception and identity of artists in the digital era.

The music industry has been broadly recognized as a copyright industry, although that status has been put under pressure by the remixing and circulation afforded by digital media (Klein, Moss and Edwards 2015). Copyright has traditionally been a key object of negotiation, the outcomes of which have manifested themselves in contract terms, including rights to exploitation and royalty shares (Stahl 2012). This paper examines the centrality of copyright and how it is being bargained over in interactions between agents of production and distribution.

Empirically, the paper is based on interviews with singer-songwriters in Norway. Singer-songwriters create lyrics and melodies that copyright protects and are also involved in the recording and subsequent exploitation of their work (Marc and Green 2016). These group of artists therefore represents a key access point to the encounters and negotiations between agents of production and distribution. Furthermore, the selected artists all work through their own record company that primarily is set up for their own music, though many of them also seek cooperation with professional industry partners. They represent a growing number of artists that utilise home studio facilities and self-publishing tools to various extents (Watson 2014). The paper thus focuses on artists in the relative periphery of the established music industry, but for

whom musical work still is the primary vocation.The paper presents findings based on 20 singer-songwriters out of which 13 already have been interviewed, evenly split between male and female. The material indicates considerable variation in the use of home studio and publishing tools, which appears to be closely related to the way the rights to works are bargained over in interactions with professional production and distribution partners.

PP 222: Producing television and disability: An inquiry into the discourses of the production team on the making of 'Tytgat Chocolat'

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In the fall of 2017 the Belgian broadcaster Één aired a new television drama series called Tytgat Chocolat. This programme is noteworthy because most of the leading roles are played by actors with learning difficulties. Primetime television fiction that includes so many disabled characters is rare, as is academic research into the production of television content created in cooperation with people with learning difficulties. When disability studies engages with television or vice versa, research tends to get stuck on revealing prejudicial imagery. However, in order to increase and diversify media representations of disability – which is evidently the goal of disability media studies – we argue that research into the production practices of media representations can also make valuable contributions to this field of inquiry. Especially research that includes discourses of people with learning difficulties working within television production, because those voices have traditionally been kept out of the academic debate.

For many years, the disability studies community has tried to deconstruct dominant medical discourses that naturalize the segregated position of disability in society. Instead, they promote the inclusion of people with disabilities in all facets of societal life. Accordingly, Runswick-Cole and Goodley (2015) argue to reconsider 'mental retardation' not as an 'objective' medical condition, but as a biopolitical construction. By doing so, critical and sociocultural analyses of dis/abling environments and social practices is enhanced. Drawing on that perspective, the aim of this study is to acquire more insights into the production practices of Tytgat Chocolat. Via thematic analysis of twelve in-depth interviews with different members of the production team, we examined discourses and lived working experiences on the making of Tytgat Chocolat.

Two main subjects were explored in the interviews: discourses on television representations of learning difficulties, and discourses on the production practices of Tytgat Chocolat. Concerning the representation of learning difficulties, it was stated that the producers wanted to show the characters with learning difficulties as 'bigger than life', i.e. 'capable of more than one would expect'. Although well intended, the data reveal that they actually tried to fit the characters into what is called the 'tyranny of the normal' (Fielder, 1996) so they would be liked by a broad audience. Concerning the production practices, 'dis/abling working conditions' were most touched upon. Ironically, while all actors with learning difficulties play paid employees of a chocolate factory, the actors were not treated as actual employees. They all point to the fact that they did not receive salaries for their months of work. Nonetheless, they also provided examples where they felt empowered and equally valued during the production process. We conclude by stating that although the making of Tytgat Chocolat reflects shifting social practices towards more inclusion of people with disabilities, they were often hindered by commercial logics that dominate the television industry.

PP 223: Institutionally embedded 'serious' and individualized 'popular': How music criticism expresses the institutional framework of music culture in Estonia

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This paper explores the values of Estonian music criticism in print publications, their relation to the institutional framework of Estonian music culture and the principles of Estonian cultural policy.

Estonian cultural policy has been described as elitist-preservationist with a strong set of existing state-funded cultural institutions dating back to Soviet times (Kulbok-Lattik 2008). The growing emphasis of the creative industries 'as a policy idea' (Rindzevičiūtė, Svensson and Tomson 2016), arguably, has not yet successfully transferred to state cultural policies (Karulin 2014). There is a strong set of state-funded publications featuring arts and culture journalism in Estonia which can be seen as 'prestige media' (Deephouse and Suchman 2008) in charge of legitimating various cultural phenomena and practices. The sphere of Estonian arts and culture journalism is complemented by the private, general interest newspapers, which cover cultural topics less persistently.

A large multimethod study on the content of and audience for Estonian arts and culture media was carried out from 2014 to 2016 by the Institute of Social Studies at the University of Tartu. This paper is drawing on the results of the study.

The findings of a qualitative text analysis of the articles on music suggest that the state-funded publications are characterized by Romantic ideology, professionalism, and tradition, and cover almost exclusively classical music, whereas private publications review mostly popular music and adopt a more individualized, less normative attitude to music. While transnational studies have referred to the growing legitimation of the 'popular' in elite publications (Schmutz 2009, 2016), the high–low discrimination evident in Estonian state-funded music journalism upholds the dominant cultural value hierarchy, which is arguably embedded in the institutional framework of Estonian music culture.

The author suggests that a more inclusive concept of artistic legitimacy in the state-funded publications would contribute to the establishment of creative industries and to the recognition of cultural diversity in the music policies of a small eastern European country. While ever more readers adopt digitally-inclined cultural practices, a broader scope of legitimacy would also aid the digital shift of the state-funded journalism, given how popular music particularly has imbued the modern digital world in culturally significant ways. This paper mostly builds on Pierre Bourdieu´s theory of fields (1993) and the work of some of his followers specializing in music and journalism (*e.g.* Schmutz 2009, 2016; Baumann 2007; Hesmondhalgh 2006, 2013; Regev 1993; Frith 1996).

PP 224: The rise of tencent as a hybrid model? A new era of creative autonomy on Chinese internet television

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In his work *Capitalism, Socialism and Democracy*, Joseph Schumpeter (1950) proposed 'the process of creative destruction' which predicts the current industrial mutation of incessantly destroying the old model and creating a new one. The current period of Chinese television could be perceived as one example of 'creative destruction'. The digital age has triggered a new and distinct period of television development in its history. However, prevailing academic periodisations, such as 'TVIII' (Rogers *et al.*) or 'plenty' (Ellis) are predicated on western broadcasting systems. They not only originate from a capitalistic and democratic culture, but also emerge from relatively mature markets that preceded it. Chinese digital television, on the other hand, has limited broadcast channels run by state-owned broadcasters under the 'Four Tier Operation of Radio and Television and Overlapping Coverage'. It is instead powered by a wide range of online platforms for both foreign and domestic content. A hybrid model (Zhu 2014) has emerged that is arguably best understood as TVIII with Chinese characteristics (Lin 2016). It is characterised by attempts to maintain the control while opening up the national media-scape to the forces of marketization.

Such shifts have further complicated the structure of the industry, adding Internet Television to the nexus of powers which sat, as Fung (2008) argues, 'between the global media and the state, between the commercial interests and the ideology, and between the economics and the politics'. With Netflix, Amazon Prime and other international OTT players being banned in mainland China, the Chinese television has been empowered by a wide range of national digital platform operators from Tencent, iQiyi, Youku/Tudou to various live streaming services. As China's largest social media and gaming company, Tencent, in recent years, has become the dominant media conglomerate in the party state, creating a new set of production and distribution practices fueled by the emerging streaming services.

Having adopted the bottom-up production studies proposed by John Caldwell (2008), this paper draws on critical accounts of media executives, producers and below-the-line personnel from the author's fieldwork at Tencent Video Production during late 2016 and early 2017. Based on empirical interviews, participation observation, as well as analysis of blue books and trade publications, it aims to examine the current production and distribution strategies of Chinese Internet television in the case of Tencent upon the forces of an ideological tension with the force of marketization, the history of communism and the individual workers' autonomy. Given the burgeoning number of mobile users in China, Tencent, as the leading social media operator, will very likely continue to grow in its power and embody in its significance in the Chinese media-scape. New forms of Internet-distributed television have opened up new opportunities fueled by new business models that, in themselves, forge new producer-audience relations and, potentially, foster conditions for greater creative autonomy for media practitioners in the party state.

PP 225: Social class and affective style: Exploring the production culture of reality television production in Sweden.

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This paper sets out to explore the production culture of reality television. Of special interest is the issue of social class and the skewed representations of working class people typical for the genre.

Misrepresentations of the working class in reality television has been reported and analysed in a vast body

of previous research (Biressi & Nunn, 2008; Hirdman, 2016; Meloy, 2009; Palmer, 2004; Skeggs, 2009) but there is a lack of attempts at trying to explain the existence of these representations, especially by way of research on the production of reality television. The analysis in this paper is based on an interview study with people who work at various levels in the production of reality TV in Sweden: from development and planning to casting, producing, writing, filming, and editing. The methodological approach is ethnographic as far as that the purpose of the interviews is to understand the production of reality TV from the perspective of the producers themselves. On a descriptive level the paper discusses the diverse practices that makes up reality TV production – planning, pitching, writing, filming, editing, etc. – and how genre conventions and scripts guiding each stage of the production forms the representations of class and class society in Swedish reality television. The ultimate purpose of the paper is however to find explanations for the representations of social class through analyzing the meaning-making processes undertaken by the producers and through an understanding of the production culture of reality television.

The paper consists of three parts. In the first section we give a brief definition and background to the phenomena of reality television and discuss the previous research from which we take our departure. Then we move on to a theoretical discussion about how we approach media production. In this paper we adapt a "cultural studies perspective" on production and seek to grasp the "production culture" of Swedish reality television. In the third part, the empirical section, we analyse the findings from the interviews. This section discusses the socio-cultural position of the producers in forming the programmes and in forming their relation to the participants in the shows. It also discusses how the spatio-temporal division and organization of labour forms and makes possible the problematic representations of social class of the genre. Finally, we use the concept of "affective style" to understand how the producers categorize participants how this produces classed representations.

MIP05 - Streams, boxes, algorithms: transformations in international television industries

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In the late age of convergence, the business of television is everywhere in flux. Significant transformations in distribution models, viewing practices, competitive dynamics, and commercial strategy are evident within almost every country -- from the "appification of television" through to algorithmic curation. The extent of transformation varies considerably from country to country (Pertierra and Turner 2013), and the ratio of change vs. continuity is also a matter of controversy (Lotz 2014, 2017; Wolff 2015). Nonetheless, it is clear research on television industries must now address an expanded array of objects, issues, and processes. This panel brings together six television and media industry scholars from the UK, USA, Denmark and Australia to debate these issues. Our collective aims are twofold: (1) to identify what we see as key issues and objects of analysis appearing on the agenda of television industry research, and (2) to consider what conceptual adjustments in our field may be needed in response. The panel consists of five papers, each of which addresses a specific aspect of current industry practice in relation to a particular domain of research in the field.

Drawing on interviews with BBC executives, Paul Grainge examines a key moment of transformation for the BBC -- the launch of the updated iPlayer portal in 2014 -- and the managerial languages and metaphors used to narrate this change internally. David Hesmondhalgh and Ramon Lobato consider a vital but little-understood element in the new television ecology -- streamer boxes and dongles -- to assess the implications of these devices for longstanding debates about aggregation, access, and discovery of content. Focusing on the experiential dimension of industry change, Hanne Bruun compares how four Danish broadcasters manage "continuity" in an on-demand era, identifying a "delay economy" that bridges linear and nonlinear distribution including the conceptualisation of the audience it entails. Catherine Johnson analyses the role of algorithms within online television services, providing a much-needed typology of their uses and an assessment of their wider significance for television industry research. Finally, Amanda Lotz considers the emerging governance issues around internet-distributed television and how established policy principles might be translated into this unfamiliar space.

PN 083: Doors, destinations and discovery: BBC iPlayer and metaphors of transformation in the management of online TV

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This paper examines the BBC's video streaming and catch-up service, BBC iPlayer, as it has become a site for navigating what it means to be a public service broadcaster in a hybrid TV-digital world. While the platform is unavailable internationally, BBC iPlayer has become a powerful brand in the UK, and at the

centre of debates about the identity of the BBC and the national mediation of digital viewing cultures. Focusing on a key moment of transformation for the BBC in the 2010s, where, like other European national broadcasters, the Corporation has been obliged 'to play out its digital innovations in spaces that are essentially defined by Amazon, Google, Facebook and Apple' (Higgins: 2015, 223), the paper considers how BBC iPlayer has mobilized a set of managerial and promotional discourses that have informed thinking, and imaginaries, about the BBC's role as a digital broadcaster in an age of public service media.

Drawing on practitioner interviews with senior BBC executives around the launch of a new version of iPlayer in 2014 – the most substantial reiteration of the service since its release on Christmas Day 2007 – the paper considers the metaphors used in managerial talk to 'communicate, research and translate' the possibilities and relevance of media streaming beyond catch-up and beyond the early-adopter. These include the conception of BBC iPlayer as a 'front door' to the BBC, the function of the service as an 'entertainment destination,' and the Corporation's commitment to 'serendipitous discovery' as a way of serving audience 'need states.'

In their work on cultures of management in the entertainment industry, Derek Johnson, Derek Kompare and Avi Santo note that media management involves 'a culture of shifting discourses, dispositions and tactics that create meaning, generate value, or otherwise shape media work throughout each moment of production and consumption' (2014: 2). This paper considers how BBC iPlayer has been reconceived as a streaming service in a particular national context, and the language and tactics used to shift iPlayer from the margins of daily viewing routines to the core – a move that BBC audience researchers metaphorically describe as the transition, for iPlayer, from 'pink portals to mainstream Mums.'

PN 084: Boxes and dongles: The role of streaming media players in the new television ecology

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A crucial element of the infrastructure of television in the 'multi-platform' environment consists of the set-top boxes and dongles that mediate audience access. In particular, the interfaces of these boxes and dongles (via their on-screen interfaces, including electronic programming guides and home-screen lists of applications) have significant influence over which applications, services and content audiences are likely to use. Set-top boxes providing access to digital, cable and satellite television have a history going back to the 1990s, and have been joined in recent years by numerous other ways of connecting screens to broadband internet, including media players and dongles (Apple TV, Chromecast, Amazon Fire Stick), gaming consoles such as PlayStation and Xbox, generic Android streamer boxes, plus dozens of other variants around the world. Yet there have been only very partial and fragmented efforts to analyse the political economy, regulation and aesthetics of these key devices (Braun 2013, Baumann 2018, Zhao 2017).

This paper approaches the TV box/dongle/streamer market as a site of conflict in the multiplatform TV environment, where technology companies now compete with established pay-TV providers for control over the crucial "HDMI1 slot". It is also a productive site for thinking about connected TV internationally, given the very considerable variability in how boxes and dongles currently operate in different major national television markets. This paper begins with some illustrative examples of device ecologies in Asia, Europe and North America to demonstrate this geographic variability. Using these examples, we explain how these device ecologies have emerged from a similarly varied set of technological, institutional and regulatory histories. In some contexts, such boxes and devices have been strongly linked to piracy; in other contexts, local pay-TV companies/MVPDs and telcos are the dominant suppliers. We then develop a brief typology of key boxes/dongles, their ownership and operating systems, and their place within existing and emerging media industry structures. On the basis of our comparison, we draw conclusions regarding which groups of interests (sectors, firms) look set to benefit most from the changing nature of the television system and which interests are most under threat; and what the implications might be for television content that serves the public interest and the common good in the different nations under consideration, including the future of public service media and 'local' (i.e., indigenously produced) content. We briefly offer suggestions for what kind of regulatory action might constrain some of the more worrying trends.

PN 085: The delay economy of 'continuity' and the emerging impatience culture of the digital era

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Recent contributions to understanding how the television industry presently navigates the tensions between a linear and an emerging non-linear television paradigm have pointed to the resilience of the traditional linear television paradigm in the reconfiguration of 'continuity' and the on-air schedule (Johnson 2013, 2017; Barra and Scaglioni 2017; Bruun 2016, 2018). Simple distinctions between the linear and the non-linear do

not really apply, and it does not seem to be a fruitful point of departure if television studies want to understand how the industry is developing at the moment. However, even if 'continuity' still seems to have a survivability in the television industry this paper contributes to the discussion of its future seen from the point of view of the conceptualisation of the audience it entails.

To address this issue, the paper presents results from a comparative analysis of the temporal structures governing 'continuity' produced by the four biggest television broadcasters on the Danish market and for their main channels. The analysis will show how the four channels, in different ways, use what I would like to term a delay economy that relies heavily on the patience of the viewers and their acceptance of following the broadcaster controlled and time structured flow. Given the important differences between the four television companies in terms of ownership and cultural-political frameworks and obligations, and in terms of business models and market position, the 'continuity' produced for each of the four main channels display similarities and differences. First, there are differences in how the implied audience is asked to wait for content, and second, in what they are asked to wait for. And finally, there are differences in the televisual quality of the waiting time among the four main channels. The temporal configurations of 'continuity' show that adapting television to a new non-linear television paradigm is not very advanced, and especially not among the commercially funded broadcasters. The business model, not the technology, seems to have a very conservative effect on how these three companies construct 'continuity'. This means that divergence instead of convergence between commercial and non-commercial television, and between public service and private television is blatant.

Based on the analysis, the paper discusses how the different texts produced might all be challenged by the fact that television is embedded in what I would like to call an emerging impatience culture. The viewers are living in a very different media environment to the one where the temporal structures of 'continuity' were once developed. This media environment offers new content control technologies, instant access to content and new cultural forms. The paper suggests that especially the 'bingers' of audio-visual content and the 'players' of digital games on different devices contribute to a viewer mentality that is a challenge to the implied viewer of the delay economy. Finally, the survivability 'continuity' in an emerging impatience culture will be discussed pointing to the three challenges facing the television industry and television's role as a cultural forum in the digital era (Bruun 2018; Newcomb & Hirsch 1983; Lotz 2014).

PN 086: Push or pull? Understanding algorithms in online TV

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Since 2010 there has been a global rise in online TV: television services delivered via the internet (whether through the open web or IPTV) that provide access to acquired and originally produced content. These internet-connected television services have been understood to transform television from a push medium (where content is delivered with little input from viewers), to a pull medium (where viewers are able to exert control over how, when, where and what they watch). With internet delivery comes the increased use of algorithms by the television industry, arguably transforming television into an 'algorithm machine' (Gillespie 2014: 167) in which fundamental creative and business practices are subjected to mathematical procedures. How might the use of algorithms change the way in which we conceptualise online, on-demand TV services as pull media? This paper will argue that to answer this question it is necessary to understand what algorithms are and how they work. Drawing on literature from Computer Science, Software, Media and Television Studies, and focusing on the recommendation and prediction algorithms that predominate in the online TV industry, the paper argues that there are three key aspects of the use of algorithms in online TV. First algorithms are used to analyse the increasingly large datasets generated from actual user behaviour online, enabling novel patterns of viewing, taste cultures and genre categorisations to be identified that were not previously visible. Second, algorithms enable the automation of processes, such as ad-buying and scheduling, that were previously informed by data but determined through human decision-making. Third, online TV algorithms are dependent on user input, designed to alter their outcomes in response to the data received as the TV service is used.

These three characteristics would seem to suggest that online TV algorithms have the potential to upset traditional power hierarchies in the television industry. They arguably reduce the editorial control of traditional television gatekeepers (commissioners, schedulers etc.), opening up the potential for content and viewers to be valued in new ways that might challenge biases in the commissioning of programming and increase diversity of content and representation. At the same time, they place user behaviour at the heart of the industry, with content, advertising and scheduling decisions driven by algorithms that depend on user input. However, this paper argues that we need to be wary of assuming that an algorithm's dependence on user input automatically provides users with more control or agency. Indeed, the user input upon which algorithms depend is shaped by the very affordances and algorithms of the service itself, making it difficult 'to disentangle the effects of agency and structure' (Webster 2014: 106). Users are typically unable to determine the criteria that inform how the algorithm and service work together to shape their media

experience. The paper concludes, therefore, that the use of algorithms in online TV, while seeming to support online TV services as pull media, has more in common with the traditional push media of broadcasting in which the service exerts significant control over the user's media experience.

MIP06 - Digitalisation and datafication in news industries

PP 295: The datafication of the news industry

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This paper traces and discusses how processes of 'datafication' take place on different but connected levels of the news industry. A dimension of the pervasive digitalization of current society, datafication is the phenomenon that social activities connected to the digital domain leave data traces that organizations can capture and use for decision-making (Lycett, 2013). This way, datafication processes reflect the development that data have become one of the most valuable assets in the current economy (Kitchin, 2014), and that the capture and processing of data constitute increasingly important parameters for competition in the digital economy. There is, however, also a critical dimension to datafication, namely that it challenges the privacy and integrity of individuals (van Dijck, 2014). To paraphrase Kranzberg (1986), datafication is neither inherently good nor bad, but it is not neutral either. So, the evaluation of the consequences of datafication must rest upon the actual use of data in actual contexts. Doing so, this paper analyzes the news industry, which is interesting because it is in the middle of a industry-wide digitalization process, because the high levels of use of its products create vast amounts of data, and because its population of both editorial and business staff may highlight occupational challenges in connection with increased reliance upon data. This way, the news industry constitutes a critical case for analyzing the ways and consequences of datafication. Empirically, the paper draws upon earlier work of the author (into the strategic collaborations between news organizations and technology companies) and the existing scholarly literature. The paper argues that datafication can be traced within three primary domains of the news industry. First, data in the form of audience metrics are available to actors in the newsroom, informing the editorial process of selecting and presenting the news. Second, developers use user data to work with the design and usability of news offerings. And third, business departments use data to optimize the commercial operations of news organizations. There is, however, an additional layer of datafication processes going in the news industry, namely the one found in the resource exchanges between news organizations and technology companies (Author, in review; Lindskow, 2016). Here, external partners that the news organizations engage in strategic collaborations with get access to user data in exchange for tools that can development, improve, and/or support the performance of digital news media. On the basis of this classification, the paper discusses the implications of datafication on the news industry. On the one hand, the practical use of data offers improved possibilities for informed, datadriven decision-making and organizational governance. On the other hand, that same use of data comes with the risk of challenging the democratic and normative underpinning of the news industry which is "not just any other business" (McQuail, 2000: 190). One further question is whether news organizations even have the skills to conduct sufficiently sophisticated analyses the data in the first place.

PP 296: The additivity of confining structures: The unfulfilled potential of journalistic interactive visualizations (JIVs).

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This paper explores how the production process of journalistic interactive visualizations (JIVs) reflect on the knowledge communicated. JIVs are visual texts – such as: maps, schemes, and graphs – in which users can activate certain elements that change the presentation of the knowledge or the knowledge presented. Previous studies have delved into JIV production in Western news organizations (e.g. Smith, de Haan, & Buijs, 2014; Weber & Rall, 2012). These studies, however, while describing the complexity of the required collaboration between different types of practitioners, they overlook the traditional social stratification of the journalistic field (see Other and Author, 2014; Lowrey, 2002). Aiming to fill this gap and as the scholarly interest in journalistic knowledge is rising (Örnebring, 2017), this paper explores: (a) how are JIVs being produced, considering the social stratification of the journalistic field? and (b) what consequences does the production process have on the construction and design of the mediated knowledge?
The paper focuses on JIV production in Israeli main stream news. Because, the Israeli case is a small communication market at the periphery of Western journalism, and because it has been overlooked so far in the context of JIVs.

Research is based on 13 semi-structured qualitative interviews, combining in-depth interviews with principles of reconstructing interviews. Respondents included a variety of practitioners, different in profession and/or echelon, recruited using a snow-ball sampling technique.

Findings point to three prominent and interrelated factors that navigate JIV production, thus knowledge construction: the workforce, the workload, and the technology. Based on the testimonies gathered, the paper suggests that each of these navigating factors imposes confining structures, which limit and/or bias the knowledge communicated. Furthermore, the confining structures, associated with each navigating factor, accumulate so that they eventually communicate rather thin, simplified, and extremely biased knowledge.

Conclusions suggest that due to the additivity of the confining structures, JIVs do not fulfill the potential of interactive visualizations, to effectively communicate rich and complex knowledge (e.g. Zwinger & Zeiller, 2016). Additionally, when considering the additivity of confining structures, the paper suggests that it can be relevant to other journalistic products, as the navigating factors – the workforce, the workload, and the technology – are intrinsic in news production.

PP 297: Has digital distribution rejuvenated readership? Revisiting the age demographics of newspaper consumption

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Newspapers' democratic functions have not been fully assumed by the media capturing the revenues newspapers used to enjoy. It is, therefore, important to understand the determinants of newspaper use in order to predict, and prepare for, the future. Earlier studies found age to be the principal determinant (Lauf 2001; McGrath 1993; Schlagheck 1998), but did not account for newspapers' online editions. This article investigates to what extent digital distribution has disrupted previously observed cohort effects, bringing younger audiences back to newspaper content. The annual time spent with UK newspapers by their younger, middle-aged, and older British audiences was calculated for 1999/2000—before, or just after, newspapers started to go online—and for 2016, when digital distribution had come of age. The time spent with newspapers' print editions was calculated using data from the UK National Readership Survey, a nationally representative survey with a sample size of over 33,000. Data on the time spent with newspapers' websites and mobile apps came from comScore (UK). comScore (UK) uses both panels of PC (N=73,000) and mobile (N=7,500) users as well as server-centric census data. The results show (i) the time spent with newspaper brands fell by 40 per cent, even as online platforms made access easier and cheaper; (ii) the proportional decrease in time spent was greatest for the youngest age group and smallest for the oldest (while in 1999/2000 about 43 per cent of the time spent with newspapers by their British adult audiences came from the oldest—aged over 54—audience segment, 34 per cent from those aged 35–54, and 23 per cent from those aged 18–34, by 2016 those proportions had changed to 62–24–14); and (iii) there are important variations between individual newspaper brands, a result, we propose, of differences in their multiplatform strategies. For example, the tabloid *Sun* and *Mirror* suffered the biggest losses in attention between 1999/2000 and 2016, a result of steep declines in their print circulations and stiff competition from many digital-born sites that also package news content in amusing or entertaining ways. On the other hand, the 'quality' *Guardian* more than offset losses in the attention received from its print products with its success in digital distribution, helped by 2016 Trump and Brexit "bumps" in news consumption (Bond 2017; Sweney 2017). To sum up, in line with the predictions of previous studies (Peiser 2000; Lauf 2001), we found that newspaper readership has continued to decline but, uniquely, have proved this to be the case even when newspapers' online editions are accounted for and when the duration of reading sessions, not just their number and frequency, is analysed. However, although we believe that cohort replacement means the decline of newspaper brands has some way to go before it bottoms out, the courses followed by each individual outlet will not necessarily correspond to this general trajectory. We show that differences in editorial and distribution strategies can have major effects, as can the tides of public interest in political news.

PP 298: 'Reports of their death have been greatly exaggerated': Using history to reframe the debate about the future of the provincial newspaper industry in the UK.

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The dominant debate surrounding the legacy local and regional newspaper industry in the UK is one of terminal decline. This perspective is underwritten by the reliance on advertising revenue for profit, which has been a feature of the industry since the mid-19ᵗ century. In turn, this discourse of doom is employed to

justify the response to the precipitous fall in revenues of cost-cutting and closure. The effects of this 'mini-max' strategy, epitomised in the corporate-owned newspaper, are well documented (see, among others, Franklin and Murphy, 1991; Franklin, 2006; Ramsay and Moore, 2016).

However, this paper suggests this strategy is underwritten by a collective amnesia which besets the industry. Histories of titles and people are mostly stitched uncritically into the mythologisation of the newspaper. This elevates what might be understood as discursive positions into industry lore. Thus normative conceptions, including finding profit in advertising, go unchallenged. The impact of this is that the industry becomes entrenched in a way of working so that creative, alternative responses to changing horizons are limited (Cestino and Matthews 2016).

An historical approach to the local newspaper as a distinct media form, though, opens up alternative perspectives. My analysis (Matthews, 2017) suggests that the development of the industry can be understood as a series of stages characterised by variances in the balance of power between content, audience and advertiser. This conceptualisation of the development of the local newspaper positions the current crisis-hit advertising-led model as an epoch, rather than an end. In turn, this facilitates a deeper engagement with the route by which the corporate newspaper arrived at the point it finds itself at today, and an appreciation of the strategic responses and which might provide an alternative to the corporate model which dominates the UK landscape. Together these enable us to dare to imagine a future for those legacy titles.

PP 299: Organizational strategy in post-crisis journalism. Threat versus opportunity sensegiving and change of legacy news organizations

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Inertia has been a strong blockade to organizational change and innovation for previously successful news organizations in the digital age. The introduction of digital technology has led to an innovators dilemma (Christensen, 1997) through the residual fit of the old print technology, which led to resource and routine rigidities that hindered a fast adaption to digital advances (Gilbert, 2005, 2006). Still in 2018, inertia and the inability to innovate is regarded as one of the biggest risks to success of news organizations (Newman, 2018, p. 47).

Zelizer (2015) states that the description of the journalism crisis as apocalyptic as opposed to resolvable had additionally paralyzed journalism. Such a pessimistic interpretation has hindered news organizations to recognize opportunities and to respond appropriately to socio-technological change in the digital age. Gilbert's (2005) results support the assumption that threat perception increases inertia in news companies through reduced experimentation and focusing on existing resources. In contrast, threat perception can be a catalyst for strategy change when managers regard environmental change as a risk for company performance (Barr & Huff, 1997). Yet, the most frequent reaction of news organizations to environmental turbulence was on an operational instead on a strategic level (Brüggemann, Esser, & Humprecht, 2012), which secures short-term profitability but no long-term competitive advantage. The latter is the result of strategic behavior (Fréry, 2006; Porter, 1980).

This study analyses how threatening the organizational environment is perceived by legacy news organizations and to what extent it is related to strategic or operational reactions. We define threat perception with Gilbert (2005, p. 742) "as a deep sense of vulnerability that is assumed to be negative, likely to result in loss, and largely out of one's control." Based on Daft and Weick (1984), we conceptualize organizations as interpretation systems that employ sensemaking of their environment, which may lead to change in strategic behavior. The research question is, *How are the notions of environmental threats and opportunities related to strategy and operational change of legacy news organizations?*

Empirically, this study qualitatively and quantitatively analyses narratives in annual reports of the two largest, listed legacy news organizations in Great Britain, Finland and Switzerland for the post-financial-crisis period with accelerating digitalization in 2010, 2013, and 2016, i.e., DMGT and Trinity Mirror; Sanoma and Alma Media; Tamedia and Ringier. The country selection represents Western democracies with a strong tradition in journalism and a large (Great Britain) versus small audience potential (Finland, Switzerland).

Results reveal that organizations can be categorized into digital leaders, learners and laggards as suggested by Dennis, Warley, and Sheridan (2006). Leaders perceive the environment as predominantly providing opportunities whereas laggards as predominantly threatening. Operational reactions are more likely to be accompanied by strategy change on resource and product levels when the environment is perceived as providing opportunities. Thus, legacy news organizations that seize opportunities seem to be better able to secure a long-term competitive advantage in the digital age.

MIP07 - Media industries: data, platforms, audience

PP 363: What is blockchain-based media? Anticipating the rise of decentralized autonomous media organizations

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This paper aims to explain blockchain and relevant theory, and review recent initiatives, applications, and experiments in relation to media industry. We approach blockchain in relation to innovation and network theory. Important concepts are foundational technology, decentralization, peer-to-peer networks and platforms.

In recent years, blockchain technology has been one of the most discussed technological innovations. Blockchain is defined as a digital, decentralized database (or ledger) that keeps a record of all transactions that take place across a peer-to-peer network. (Honkanen 2017)

The potential of blockchain becomes evident if we consider that transactions, contracts and records of them are among the defining structures of our economy. Therefore, blockchain can be regarded as a foundational technology that has the potential to recreate the very foundations for our economic, legal and social systems. (Iansiti and Lakhani 2017)

One of the most important implications of blockchain is that the technology allows participants to do transactions across the internet without the need for a centralized middleman, or third party, i.e. banks, accountants, and even governments. Blockchain can solve problems in a cost-effective manner in a number of contexts in society. However, only few use cases are yet in production or in real-world use, although several applications have already passed pilot phase. Many early blockchain technology applications relate to finance, logistics and global supply chains, much smaller numbers to music, advertising, media and news. These initiatives usually include micro-payments and transactions based on smart contracts.

Our empirical review of relevant applications and experiments is based on internet and media data. We have collected a data base with some 1600 articles and documents about blockchain. Based on the review we approach the following questions: (1) How does the emerging blockchain technology influence media industry? (2) What are the essential features of decentralized blockchain-based media organizations?

We will review a number of the most interesting and relevant initiatives related to the four categories: (1) Content distribution platforms, (2) Social media platforms, (3) marketing and advertising, and (4) Intellectual property management. Theoretically, we will anticipate the age of decentralized media by presenting a model for a decentralized autonomous organization (DAO) in a media industry context. Our model takes into consideration transactions between content creators, the media organization, audience/users, newsmakers and advertisers. It also explains how decentralized organizations differ from traditional organizations. Essential features are the ability to organize the transactions through self-executive smart contracts, and reward users for creating and curating content through micro-payments. Regarding advertising, blockchain-based solutions promise, among other, to enable ad blocking, replace blocked ads with ones tailored to a user's preferences, and by paying users to watch the preferred ads.

Blockchain technology is not without problems. It is still only an emerging technology with some major challenges to be solved, and it is not even always as decentralized as claimed. Nevertheless, it is likely that it will live up to at least some of the hype, and will have a substantial impact in many areas of our lives, including legacy media.

PP 364: The digital advertising gap and the impact of digital intermediaries on media pluralism

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Recent years have seen a surge of interest in studying the biases of algorithms and other automated solutions in communication production and consumption (e.g. Diakopoulous, 2014; Napoli, 2014; Helberger, 2016; Tambini, 2016; Pasquale, 2017). In addition, the advent of fake news provokes regulatory scrutiny and shifts the focus of the European Commission towards regulating tech giants such as Google, Facebook, Twitter, Amazon, Apple, and others. In academic research, much of the focus is on the political bias and filter bubbles (Pariser, 2011) created by digital intermediaries. Much less attention has been given to the systemic capture of digital advertising investments by major digital intermediaries and the effects this systemic gap has on news industries, media pluralism and democracy.

This paper looks at the digital advertising gap, or the difference between the total amount of publicly declared internet advertising spending in Croatia, and the data on total income of registered digital news companies in Croatia. The assessment is primarily based on the 2017 case study of the digital news media market that combines multiple data sources: financial indicators provided by the main regulatory body,

focus groups and semi-structured interviews with representatives of digital news media and major advertising companies in Croatia (N = 15), and a representative online survey (stratified based on gender, age and region) focusing on internet users' habits and preferences (N = 2000).

The data shows a discrepancy between the total internet advertising investment, and the total digital media income. It shows that digital intermediaries such as Google and Facebook, which are simultaneously among the most visited websites in Croatia and essential access points for digital news, are the final destinations for the majority of digital advertising investments. A calculation based on the size of the internet population, internet advertising per capita and digital advertising market value shows that Google and Facebook capture in excess of 50% of the total market value. At the same time, our data shows low trust in digital news media and the quality of produced content, despite frequent and high usage of digital news sources. From a critical political economy of communication and media perspective (Mosco, 2009; Hardy, 2014), we argue that the digital advertising gap provides a clear example of a 'market failure' (Bator, 1958; Pickard, 2013; 2016) in which the market does not efficiently produce and allocate public goods. In other words, a weakly regulated digital news media market is unable to ensure media pluralism in the face of competition with globally dominant digital intermediaries. We propose to measure their impact by looking at four key variables: (1) internet advertising capture by digital intermediaries; (2) the state of journalistic profession and the commercial influence over editorial content; (3) users' perception of the quality of digital news content; and (4) citizens' trust in digital news media.

PP 365: Netflix in Spain: Profile of a new audiovisual player

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The arrival of transnational online platforms that commercialize audiovisual content in the open Internet (over the top, OTT) is altering the configuration of audiovisual industries, challenging and redefining the role of existing players and competing for audiences, subscribers and advertisers. According to BCG Analysis (2016), the OTT TV video category grew in 2016 to $25 billion in annual revenues, expanding by more than 20% annually, generated mostly by a handful of big US-based global players. Even though there are more than 500 OTT service providers worldwide, the top five global OTT players—Netflix, Amazon, Hulu, HBO, and YouTube—represent approximately half of total market revenues.

Platforms that offer OTT audiovisual content on demand, via subscription, are especially disrupting because they are leading the growth of the audiovisual market online (Grece et al., 2015; IDATE, 2015; BCG Analysis, 2016). In 2014, for example, there were 84,5 million new subscriptions in the world, with Netflix and Amazon Prime leading this trend in the US (IDATE, 2015); in Europe, the purchase or rental of films and TV series delivered OTT through transactional models or on a subscription basis raised by 57,4% between 2014 and 2015 (IVF, 2016).

After expanding to Canada and Latin America, between 2010 and 2011, Netflix moved definitely into Europe in 2014 following the launch of its services in the United Kingdom and Ireland in 2012. Netflix is currently the main transnational platform that offers video-on-demand OTT: as of January 2018, it had 117.58 million subscribers in 190 countries (including 54.75 million in the United States). In 2017, the company grew streaming revenue 36% to over $11 billion, added 24 million membership, achieved for the first time a full-year positive international contribution profit, and more than doubled global operating income (Netflix, 2018). This evolution, apart from the expectation and debates the company generates when it launches new services, has turned Netflix into a key case study to understand how platforms that commercialize global-local video-on-demand OTT operate.

In such a context the paper will analyse, from the perspective of critical political economy, the arrival of Netflix in Spain from an economic and industrial point of view (revenue, business model and strategy, financialization, labour force…), which also takes into consideration the place it occupies within the structure of the Spanish audiovisual industry. To do so, research will be based on the critical observation of the functioning of the platform, on documentary and bibliographical review and analysis (official and sectorial reports, legislation, corporate data, etc.), and on in-depth interviews to key actors of the Spanish audiovisual industry.

The aim is to provide an economic profile of the company, together with an overview of its technical capacities (catalogue management, recommendation formulas, viewing experience,...), to reflect on its impact in the Spanish audiovisual market. Such reflection will be carried out in terms of the promotion and/or protection of the diversity of audiovisual industries (Albornoz y García Leiva, 2017).

PP 366: Young audiences' preferences and willingness to pay: A study of demand and use of cross-media consumption at home

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As the media landscape are becoming increasingly differentiated (structure), segmented (supply) and fragmented (use), cross-media consumption is not a new occurrence, in particularly not for younger consumers. This target group is also highly sought after by the media industry, but it has proven hard to get to pay, especially for non-entertaining content, thus challenges the development and sustainability of the media industry's digital business models (e.g., Chiou and Tucker 2013; Goyanes 2014). In the present study, based on a survey of Swedish participants aged 16-31 (n=1287), we investigate the cross-media demand of younger people and their preferences and willingness to pay for media at home; What platforms and content do they use, what are their preferences in terms of demand and supply, what do they pay for, why, and how much, and what are their attitudes towards their media consumption. By studying attitudes to access as well as actual inventories of access among young people, media consumption and perceptions can be understood in terms of return on investment. The present article draws on a theoretical framework related to the concept of "perceived worthwhileness" (see e.g., Schrøder and Larsen 2010), which implies that people will only use the (news) media that they deem to be worthwhile in terms of investments, such as time, money, and energy. The preliminary results of the present study indicate that the respondents both use and highly value access to both analogue and digital services, and want to gain access to general as well as particular content. But in line with previous research, consumers do not always use what they prefer and are not willing to pay for what they use (e.g. Chyi and Lee 2013; Cook and Attari 2012). Price and supply were considered important, but currently they "solved their media consumption in other ways" than paying, however, streaming services, as well as particular content, were found to be more attractive to pay for. Subscription-based revenue models also appeared more appealing than one-time payments. These results indicates that it is important to look beyond individual media and consider the everyday media consumption from a cross-media perspective in order to capture the actual needs and purchasing behaviour of younger people.

PP 367: Signing in: Diverse audience experiences of media industry data practices

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'Datafication' (the transformation of aspects of life into quantifiable data for mining and analysis) is a major phenomenon, happening at an unprecedented scale and changing society in a variety of ways, including media industries. At the same time that media organisations are introducing datafied practices into their activities, so too there is increasing concern about citizens' (or audiences') abilities to understand data-related practices. To address this concern, what is needed is greater understanding of how non-expert citizens engage with datafication. This topic has received little attention in the emerging field of data studies, which focuses on researching the new social, cultural and economic roles of data, and so more knowledge of non-experts' experiences of datafication is needed. This paper reports on a project which aims to develop such knowledge in the context of a specific, UK-based media organization, using focus group and interview methods. *Signing In* explores what diverse audience groups understand, think and feel about i) signing in to access the services of the media organisation, a process which was being rolled out at the time of the research and ii) the data that they share through signing in, what happens to these data and what *should* happen to them. 'Diverse audience groups' are understood here as groups which are underserved by the media organisation in question and marginalised in various ways in British society. As well as providing empirical evidence of citizens' experiences of datafication, the paper makes a number of important contributions. First, it argues that people's experiences of data are not all the same, and that it is important to take account of how social inequalities lead to different data experiences. Thus the paper attends to the ways in which diversity impacts on people's understanding of and thoughts and feelings about data practices. Second, the paper reflects on the data arrangements that citizens consider would improve their experiences of data. To date, data studies have been dominated by critical political economy and neo-Foucauldian analyses of the problems that accompany widespread datafication. While such research has been important in pointing to the issues that datafication raises in relation to rights, liberties and social justice, it conceives of life with data in limited ways, as harmful and oppressive, and does not consider whether possibilities exist for data practices to be compatible with well-being. This paper explores how data arrangements can be improved so that they enable rather than constrain well-being, as critical commentary on data harms suggests they should, by attending to citizen-audiences' perspectives on these matters. Thus the paper also contributes urgently-needed research into what diverse citizens themselves say about how to improve data conditions. Finally, the paper responds to calls to ground the study of datafication in specific material contexts, through its focus on how the values and ethos of one specific media organisation inform its data practices and audiences' responses to them.

MIP08 - Media industries: international and transnational dynamics

PP 368: 'Selling your soul to the devil': The impact of international take-overs of TV production companies from the local perspective.

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Over the last 20 years, several international mergers and acquisitions took place in the TV industry. Transnational conglomerates like *EndemolShine Group* and *FremantleMedia* have arisen, that focus on the production and distribution of TV formats across countries. Local production companies are taken over and incorporated in transnational corporate structures, forming the group's local sales agents and creative pipelines. Research on the strategies behind transnational expansion points at the competitive advantages of production groups and benefits of scale (e.g Chalaby, 2016; Esser, 2016). From a critical political-economic perspective a certain (negative) impact of consolidation on local industries and output can be expected, such as reduced control over production. However, critical examinations of the actual impact of consolidation on local TV production (markets) are limited (Esser, 2017; Fernández-Quijada, 2013). In this paper, we focus on the perspective of Dutch and Belgian production companies that have been taken over by a foreign party. What are local considerations, expectations, opportunities, threats and consequences of being incorporated in a transnational production group?
Building on the approach of critical media industry studies (Havens et al., 2009) - that calls for case study methods and a focus on actors, practices and negotiations on the midlevel of organisation and production - three cases are examined: 1) Two Dutch and two Belgian companies that were acquired by *Warner Bros*, 2) One Dutch and one Belgian company that are part of *Zodiak Media* and 3) One Dutch company that has been part of *Sony Pictures Television*, regained independence after buying out *Sony*, and that is now part of the French company *Newen*. Analysing trade press accounts on these industry shifts as well as interviews with former and current (creative and executive) managers of the included companies enabled an exploration of the arguments for, and consequences of, transnational integration from the local perspective. The results show that (financial) stability, growing opportunities, access to an international distribution network, and access to the group's format catalogue are the main reasons to sell the company and join a production group. Moreover, creative inspiration and exchanges, and access to central creative teams and development funds are seen as advantages. A famous brand name, like *Warner Bros*, and a large catalogue of programming to offer (including the IP rights of most wanted shows) enhances the access to, and relationship with local broadcasters. Nonetheless, interviewees also mentioned the dangers of having an image of foreign-owned 'mastodon', of relying on the group catalogue instead of developing content locally, and their fears of 'becoming a factory' and giving up autonomy. The main changes occur on the level of administration and reporting (financial as well as on creative issues), while on the creative level local subsidiaries are encouraged to focus on developing and adapting group formats. In this paper, we argue that there are significant changes in the organisation of TV production after a take-over. Although their primary focus remains on the local market, subsidiary companies become executers of a transnational strategy.

PP 369: From the "transnational" to the "flexible" solution. A comparison and characterisation of media companies' cross-border strategies

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Engaging across borders, media companies seize the opportunity to increase profitability, create synergies, spread risks, and extend market knowledge in order to be able to sustain their competitive advantage. Due to the dual character of media products, constituting both economic and cultural goods, the gains of such cross-border media engagements depend on the ability of a media company to warrant efficiency on a global scale while simultaneously managing foreign market diversities. Corresponding to this specificity, a *transnational* solution – a strategy adequately reconciling the necessity of local adaptation and the advantages of global standardisation – is said to be the most promising strategy for successfully crossing borders. Consequently, media business research mostly concentrates on *transnational* media companies and *transnational* strategies. However, the particularity of this strategy type is rarely made explicit. While it is frequently applied to distinct transnational media giants or specific industry sectors, the factual prevalence and applicability of the transnational strategy in cross-border media management so far remains rather unexploited. Here is where our research starts.

By means of both standardised and qualitative measures, we empirically assess (RQ1) the strategies diverse media companies, i.e. publishers, audio-visual companies and news agencies, apply when engaging across borders. Based on the four-field-matrix provided by Bartlett and Ghoshal (1989), we differentiate global, multinational, international and transnational strategies, depending on the degree of global standardisation on the one and local adaptation on the other hand.

Furthermore, we aim at specifying these cross-border activities as well as the specific features of the addressed markets. We do so against the background of structuration theory, which foresees a recursive relationship between media companies' selected strategies and the markets in which they operate. By identifying and analysing the specific rules and resources that take effect whenever media companies pursue certain activities abroad, we investigate (RQ2) the characteristics of the cross-border strategies applied by media companies.

In order to answer these two research questions we use data from a standardised survey among media companies in AT, CH, ES, GER, MX, UK and US (n= 64). Additionally, we refer to qualitative interviews with leading media managers in eight different countries (n=38 from AT, CH, ES, GER, UK, NL, US and CN). Despite expectations of clearly dominating transnational strategies, results show that most media companies *combine* strategies flexibly. Differences can be observed in relation to the media type they handle with, as well as to their size and cultural provenance. Furthermore, by means of qualitative content analysis, resources (financial, social, cultural, technological, legal, and symbolic) and rules (of the market, politics, and cultures), relevant to cross-border engagement, were related to the applied cross-border strategies in order to identify specific requisites for strategies, as well as their differences and interferences. By presenting these results, we simultaneously provide an advanced comparative instrument for the analysis of cross-border strategies in relation to specific features of markets based on these strategies.

PP 370: The Forgotten History of Producer Representatives: Trading Television Series to Western Europe in the 1950s and 1960s

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In the mid-1950s, West Germany's then-only national TV channel, Deutsches Fernsehen (DFS), began broadcasting US-American TV series like *Fury*, *Lassie* or *Union Pacific*. Even though Bavaria's public service broadcaster Bayerischer Rundfunk – one of several regional public service broadcasters which jointly produced DFS – made an agreement with the producers of these television series, these were not the only parties involved. The business of trading TV series heavily depended on some highly involved individuals that represented the producers of the series. These intermediaries not only participated in the process of making an agreement between the US-American producers and the West German broadcasters. They also organized the dissemination of the film copies that were needed for synchronization and broadcasting. Yet, their histories are quite elusive as sources on their professional careers are – in most cases – rather scarce and the networks that were established by them are difficult to reconstruct. Thus, it comes as no surprise that these representatives have been (rather) neglected in previous research on the history of television and (global) television trade in the 1950s and 1960s. Our knowledge is basically limited to the fact that US-American companies (both producers and distributors), pushing for the control of the emerging global television market, relied upon overseas representatives / sales agents for economic reasons (this is pointed out by Segrave, 1998, p. 12, 20; see also Havens, 2006, p. 13-24).

In my paper, I will point out that producer representatives have to be regarded as influential agents of international entanglement – at least until international television fairs were established in the course of the 1960s. Based on the example of Leo J. Horster, who was born in Germany about 1900 but probably migrated to the United States way before National Socialists grabbed power, I argue that these representatives not only "move[d] from one national setting to another" (Hilmes, 2017, p. 142), trying to sell series to different national broadcasters. They also advanced contacts between these broadcasters by circulating film copies among them – these film copies thus quickly transformed into 'transnational objects' "located in a heterogenous spatio-temporal framework [...] that transgesses or operates irrespective for formal nation-state boundaries" (Cronqvist & Hilgert, 2017, p. 132). Documents that are preserved in the historical archive of Bavaria's public service broadcaster Bayerischer Rundfunk proof that Horster acted as a representative for the production company Incorporated Television Company, Ltd. and coordinated the circulation of film copies of famous TV series *Fury* and *Lassie* among broadcasters from West Germany (Bayerischer Rundfunk), Austria (Österreichischer Rundfunk) and Switzerland (Schweizer Fernsehen).

PP 371: European and national public support for internationally networked film production: Do they help small countries to play along?

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Audiovisual industries are going through disruptive changes conditioned by digitalization, changes in the value chain, and processes of globalization. In our paper, we discuss internationally networked film production from the perspective of a small country. We define internationally networked film production as film production in which producers from different countries cooperate and/or in which a producer from one country makes use of production services or a filming location in another country. Our paper builds on the concept by Potts et al. (2008) that production is essentially constituted by complex social networks. Internationally networked production activities form an integral component of the film industry in Estonia, which is with 1.3 million inhabitants one of the smallest countries in the EU. In order to support Estonia's participation in the international production market, the Estonian Film Institute offers funding schemes for international co-production with Estonian partners as well as a cash rebate for foreign producers who bring their productions to Estonia. On a European level, funding schemes, such as Eurimages and Media, are available for networked production with Estonian partners. Internationally networked audiovisual production serves EU's long-term objective to strengthen its audiovisual industries and to facilitate cultural exchange among countries.

The underlying hypothesis of our paper is that the participation in the internationally networked production market is crucial for the sustainability and growth of the audiovisual industry in any country, but especially in small countries. Our research question, therefore, is: How difficult, or easy, is it for film industries in small countries to take part in the internationally networked production market? In particular, we ask if, and to what extent, do national as well as European public support schemes help small countries to participate in the internationally networked film production. The Estonian film industry serves as a case study.

So far, we have conducted ten in-depth expert interviews with representatives from the Estonian audiovisual industry (more to follow in spring). The aim of these interviews is to learn how difficult or easy Estonian producers find it to take part in the internationally networked production market. We compliment these interviews with the results from an online survey (n= 228) as well as four focus group interviews that we already conducted with representatives from film industries outside of Estonia. Through the analysis of the survey as well as the focus group interviews, we learn about the visibility and attractiveness of the Estonian film industry as an international partner, and whether policy instruments and public support enhance such visibility and attractiveness.

The theoretical framework includes previous writings on film networked production, international cooperation, the special economics of small markets, and audiovisual policies. Given that the special economics of small markets are similar in other small countries, the findings from the Estonian case promise to be useful to policymakers across Europe and beyond.

PP 372: Chased by sneakers? Possible implications of programmatic buying on the public sphere

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In the past two decades, media agencies have grown to become key actors in the media industry (Turow 2011, Pratt 2005, Green and Trevarsis 2002). Their core business is to advice and plan clients how to place their advertisement and marketing budgets best by translating big data into social data (Bolin & Schwartz 2015). In this capacity, media agencies have a strong impact on the shaping of media markets and thus the media landscape all over the Western world. However, research on these media agencies; who they are, what they do, and how this may affect journalism is limited.

This paper studies the strategies of ten global media agencies through document analysis and interviews with strategic managers. The findings show how global media agencies view news media as increasingly irrelevant for advertisements. Today, media agencies are moving away from placing advertisements based on an analysis of the quality, brand or content of a given media. Advertising budgets are increasingly spent on programmatic buying where our micro-behaviour such as likes are traded in real-time. We might still get the same top story as our friends on a news media website but the stories are rarely presented in the same 'news environment' as we are shown different advertisements. On social media, sophisticated algorithms make sure that we do not only view individual advertisements but probably also receive different news stories based on our previous micro-behaviour.

This development poses a challenge for news media who traditionally depend on revenue from advertisements. It also poses a democratic challenge as the practice of programmatic buying points towards a fragmentation of the public sphere extending that of opinion silos or filter bubbles: If we are targeted with both advertisements and content based on our individual micro-behaviour, the idea of a public sphere as a forum for public conversation is not only threatened but being technologically disrupted by the agenda of the media industry.

Theoretically, we can understand the development as a result of 'political de-syncronisation' (Rosa 2010) where the technological development moves faster than the political system, or as a 'negative externality'. Speaking more broadly about the media industry development, Nick Couldry and Joe Turow writes: "This development is not the result of conspiracy to remove people from collective experiences. It is instead an

unintended side effect—a *negative externality*—of how advertising, big data, and content production have come to coexist over the past two decades" (Couldry & Turow 2014:1710).

MIP09 - Policies, practices and publics

PP 453: Making the public domain measurable: Estimating the value of the Wikimedia Commons to the digital creative economy

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The Wikimedia Commons is a peer-produced repository of freely licensed images, videos, sounds and interactive media. As of March 2018, there were more than 45 million files contained on the platform, with a user base of 30,000 active contributors. The Wikimedia Commons addresses a significant challenge posed by copyright law: without a central registry of works under copyright, it is difficult to know whether an image is in the public domain (its term of protection having expired) or whether it has been offered free to use by its creator (for example via Creative Commons license). Having the world's public domain and open licensed imagery in one place potentially makes it easier for prospective users to find what they are looking for. The Wikimedia Commons relies on volunteer contributions of labour and its output is a public good, making it a successful example of private-collective innovation (Von Hippel & Von Krogh 2003; Mako Hill 2013). Observing the unexplained but widespread production of digital public goods, James Boyle (2003) remarked, '*E pur si muove'.* But what is the value of such private-collective innovation and what incentive conditions help it to thrive? Understanding these two questions helps to situate projects like the Wikimedia Commons within the overall ecosystem of digital innovation, traditionally seen to rely on private intellectual property rights as incentive.

This paper attempts to quantify the value of the Wikimedia Commons for European society, by tracking the uptake and use of files from the platform. Taking a randomized sample of 10,000 images from Wikimedia Commons, the authors use an automated technique to apply a reverse-image search to images, recording when and where they are used 'in the wild'. We analyse the impact of specific variables on the probability that an image is used. Significant variables include richness of metadata, license parameters, prior use on Wikipedia and intervention by curators (quality image tags). We detect 54,000 downstream uses of the initial sample and we characterise these at the level of generic and country-code top-level domains (TLDs). The random sampling technique enables the researchers to estimate overall value of all images contained on the platform. Drawing on the methods employed by Heald et al (2015), we find a potential surplus of USD $12 billion per year from downstream use of Wikimedia Commons images.

This paper contributes to communication scholarship by highlighting the significance of economic activity that is not incentivised by traditional copyright protection. Most mainstream accounts of creative industries have tended to give copyright protection a privileged explanatory role. Far from being a peripheral activity, the volunteer labour of Wikimedia contributors has a measurably important impact. The data and analysis provided by this study show that alternative means of production and circulation of artistic works have significant economic effects, and should be included in policy considerations of the European digital economy.

PP 454: The role of screen agencies within small nations: Building economic and cultural sustainability in the film and tv industries?

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Screen agencies are one of the most prominent pillars of publicly funded intervention in European film and television industries as national governments and supra-national bodies seek to build sustainable creative sectors. Through their funding, training, lobbying and heritage work these screen agencies negotiate a remit which ranges from widening cultural provision to delivering economic sustainability. However, despite the ubiquity and centrality of screen agencies to the production and supply of film and television (not least in relation to co-financing), there has been little critical research on their activities or their effectiveness. This matters because of the invisible forms of power they potentially exercise through their decision-making and support.

For small nations in particular, who face specific structural challenges within their screen sector, screen agencies are seen as essential to leveraging creative content in a global market. A smaller market for box office, advertising and license fee revenue means that these agencies assume an even more significant role navigating local expectations and a highly competitive, but potentially valuable, international market.

This paper introduces the first large-scale comparative study of screen agencies within several small European nations including Wales, Scotland, Ireland and Denmark. This project is funded by the Arts & Humanities Research Council, UK and grows out of previous research of these nations and their creative sectors. Our aim is to deepen and extend critical understanding of the making of screen content and the ways in which cultural policy is shaped and enacted by creative professionals. This research draws on Bourdieu's (1984) theory of cultural intermediaries to critically understand how these agencies use expert knowledge and decision-making to directly shape cultural provision and we thereby reinvigorate questions of power within the process of cultural production. We argue for greater critical attention to the complex network of actors that exist in the spaces between cultural production and consumption. We consider some of the conceptual and methodological challenges of analysing the effect of specific screen agency interventions. Ultimately, the project asks whether screen agencies enable a more sustainable film and television sector and how can they promote the delivery of more culturally diverse content.

PP 455: How to reach the young audience? Interviews with Public Service Media officials in Switzerland before and after the attack on the license fee ("no billag").

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On the 4. March 2018, Swiss citizens decide about the future of the countries' public service broadcaster. The popular initiative "No Billag" – named after the company that collects the license fee – demands a ban of public funding for the media and wants to prohibit state regulation in the Swiss broadcasting sector in general. While the polls indicate that the initiative will be rejected, the debate about "No Billag" has shown that many voters want the Swiss Broadcasting Corporation (SRG SSR) to undergo some sort of reform. Furthermore, polls and the public debate indicate that many young voters sympathize with "No Billag". This is no surprise, given that youngsters use the media very differently from older generations (see e.g. Meijer 2007, Grossegger 2011), but it is problematic for the SRG SSR.

Public service broadcasters across Europe must adapt to the digital or network era. Lowe and Bardoel (2008) have called this transformation from PSB to PSM the "core challenge". Many scholars (e.g. Jakubowicz 2007) have argued that the institutions can only maintain their legitimacy in this new era if they do not only include new platforms in their remit, but also strengthen their relations with the audience. According to Carllson (2014: 1) the future of PSM depends on their ability to "win the hearts and minds of the young". We therefore examine the strategies that PSM officials pursue to reach the young audience and the institutional boundaries they perceive.

To answer this research question, we conducted in-depth, semi-structured interviews with six officials (managers and employees in radio, TV, or internet) of SRG SSR. These officials work on different levels of the institution and have both strategic and operational roles. The interviews took place in 2015 and were based on the then current organizational strategy that the SRG SSR had published in 2014. Interviews revealed that PSM officials are eager to embrace the online sector and interactive tools, but that they perceive a lack of resources, and feel hindered by regulatory restrictions for online content (see Latzer et al. 2010). Most importantly, they all agreed that a much-needed "change of culture and mentality" is hard to achieve.

Now, three years later, we are following up on these statements, by conducting a second round of interviews with the same officials, or their successors. The longitudinal setting allows us to compare their statements of 2015 and 2018. We assume that the "No Billag"-campaign, and the heated debate it triggered, had a considerable impact on the views of these SRG SSR officials. The pressure to reach the young audience, and to embrace institutional change in general, most definitely became more pressing because of the attack on the license fee.

PP 456: TV drama in small nations: A comparison of the volume of drama in 7 markets

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New pay-tv and over-the-top platforms have provided additional means for exporting domestic television drama, and generating new revenues. At the same time however, global shifts have put pressure on existing financing of television production, and especially on broadcasters, the main financiers of TV drama to date. Subscription VOD has put pressure on linear television viewing and broadcasters' offerings. Delayed viewing, ad-skipping and a migration of advertisement spending in favour of global platforms such as Google and Facebook lead to a decrease in revenue for free-to-air broadcasting. Finally, public broadcasters and audio-visual funds had to deal with cut-backs, again affecting the capacity for domestic production. The pressure on domestic drama is even greater in small television markets, which already have less available means for financing and recouping investments for original television production. In these

markets, the success of new modes of viewing like Netflix is much less likely to compensate decreased spending of broadcasters, due to the limited market potential.

The question central to this paper is how sustainable TV drama in small markets still is. The paper firstly questions – despite the pressure on small television markets' production – to what extent these markets (still) actively invest in TV drama production. Based on an analysis of the total volume of fiction produced in 7 countries, we aim to identify patterns in fiction production and financing. Second, to what extent are investments (still) driven by broadcasting financing, or increasingly showing pay-tv and SVOD participations. And thirdly, to what extent is sustainability of the genre dependent on public broadcasting investment.

The paper draws on a comparison of domestic TV fiction output between 2015 and 2017 in 7 small media markets: Ireland, Flanders, Wallonia, Netherlands, Norway, Denmark and Sweden. The analysis looks at the total volume of first-run original domestic television fiction. To measure the total volume of fiction as accurately as possible, we inventoried fiction within three categories, ranging from a strict interpretation of high-end TV drama to broader categorizations (including web series, sitcoms, soap operas, mobile series, and television films). The paper mostly focuses on high-end TV drama, i.e. the most cost-intensive genre to produce most popular form of TV fiction. It is also the form of fiction that has been mostly affected by large-scale global shifts.

Data collection took place from October to December 2017 and combines various primary and secondary datasets, which where crosschecked with experts and representatives of the industry and policy, making this set the most complete dataset on TV drama production available for these countries. The data has not been reported on in other publications.

The first section of the paper contextualizes television drama in small markets, and aims to contribute to existing work on small markets by linking these challenges to theoretical contributions on market sustainability. The second part discusses the difficulties of mapping TV drama productions and the methodological considerations made. The third part presents the actual comparison and research results, followed by a series of lessons learned and recommendations for policy and industry.

MIP10 - Digital challenges in news industries

PP 521: Translating PSM policy into production practices: Studying newsroom management strategies towards audience engagement

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This article studies the friction between management strategies and production practices to engage audiences in the Flemish public service media (PSM) newsroom VRT. In a digitized and converged media context, audiences have increasing opportunities to engage with media content. Among other things, they now watch content online at preferred times, or participate in a dialogue on social media platforms. However, the current five-year agreement with the government (2016-2020) explains relatively little about how the management wishes to engage the audience with the content that is produced. Moreover, management strategies in media production processes and their success are understudied (Vanhaeght and Donders, 2015). Therefore, it is important to study management strategies to unravel how public service values are translated into production practices, and ultimately, media content.

Historical studies show that the VRT policy changed in the mid-1990s from a paternalist approach with a distant relation towards the audience, to a more open and market-driven approach with more attention to audience needs (Van den Bulck, 2001; Bauwens, 2007). However, management policies have not always been picked up by journalists (Van den Bulck and Tambuyzer, 2013). Changes in legacy media practices seem to be a slow and delicate process and can cause resistance because of the differences between organizational structures and professional cultures (Paulussen, 2016).

We study this friction between policy and practice questioning: Which management strategies are used in the VRT newsroom and how do managers motivate this approach? An analysis of policy documents and a dozen in-depth interviews with policy managers, strategists and executive editors is used to answer this question. To this end, a very broad concept of engagement is applied, ranging from feeling engaged with content to participating in a dialogue (Evans, 2016).

Preliminary results indicate that the newsroom management has implemented concrete and easily applicable strategies for the media workers in relation to audience engagement. More precisely, they have integrated a News-hub, consisting of a few digitally oriented editors from the innovation department, that aims to help media workers to improve audience engagement. The News-hub adjusts its strategy to each program, to be able adapt to the already existing production practices. Therefore, this research argues that flexibility of management strategies is necessary to overcome the friction between policy and practice.

PP 522: The growth of paid-for digital media and the effect on paying for online news in six countries

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News publishers across the world are looking for business models that can sustain professional journalism. Many observers originally thought that all business models for online news—particularly those that relied on subscriptions, but also those based on digital advertising—would struggle in high-choice media environments like the web because most people can easily find something equally interesting or entertaining to do for free. However, the recent popularity of digital media companies like Spotify and Netflix (and a small number of news publishers) that charge for access to content prompts us to re-examine the issue of paying for online news, how it has been affected by the growth in paid-for digital media, and more broadly, how people consume media in high-choice environments where much content is free but premium paid-for alternatives also exist.

One possibility is that the rise of paid-for entertainment services like Spotify, Netflix, iTunes, and Amazon Prime, convenient ways of purchasing software and apps, and a host of other premium services like online dating, may have a negative effect on news publishers as they increase the competition for the time and money people spend online. This represents a zero-sum theory of the market for digital media. Alternatively, the growth of paid-for digital media might actually benefit news publishers if it increases people's willingness to pay for online news by normalising the idea of paying for all forms of digital media by associating it with a reference price above zero. This represents a market conditioning theory of the market for digital media. Here we use survey data from six countries (UK, USA, France, Germany, Denmark, Spain) to explore the association between paying for digital media (audio, video, games, eBooks, software and premium web content) and paying for/willingness to pay for online news. We find, first, that people who paid for other forms digital media are more likely to be currently paying for news, or are more willing to pay for it in the future. Second, we find that the more types of digital media people buy, the more likely they are to be paying for/willing to pay for online news. Third, we find that the positive association between paying for digital media and paying for/willingness to pay for news was typically stronger when people had paid for access to other premium web content or services, than if they had paid to download software or access entertainment content.

Our findings provide strong support for the market conditioning theory. They suggest that—rather than crowding out news—the growth of paid-for digital media may be simultaneously increasing people's willingness to pay for online news because normalises paying for all forms of digital media. This is particularly true for types of digital media access that are broadly similar to paying for news. The findings should prompt us to re-think how people spend their time and money in high-choice media environments where significant numbers of people increasingly prioritise 'quality' experiences, and much of the most-valued content sits behind a paywall.

PP 523: Digital strategies within the press: A theoretical and applied analysis - The example of Tamedia

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Main argument. In recent years the media landscape has been faced by substantial changes, particularly the press in advanced economies. Both sales and advertising revenues of newspapers have declined. Presently print media actors are trying to put in place profitable digital strategies. A new media model, far from the two-sided model is emerging. The *New York Times* is an example of this shift to digital, which seems on track for success.

We will focus on the Swiss press as a case study which is illustrative of a new digital model in the media industry. Historically, the press has a long standing tradition in Switzerland. Compared to other countries, readership is important and the number of titles is high. However, the number of newspapers has declined in Switzerland and there have been different mergers over the last twenty years; more recently the free print press and the free press on Internet have expanded considerably. At present many paid-for newspapers are under pressure. There are two aspects to be considered concerning the evolution of the Swiss press. The first aspect is the development of profitable ventures, especially digital activities, by the main press companies. For example, Tamedia has developed free print and digital activities with high profitability ratios. Although the economic results of a media group may be remarkable, at the same time the job situation of some journalists and traditional print media may be troubled. This second aspect of the press' evolution is important since great challenges are linked to digital's creative destruction process. We will analyze how press actors are developing their online strategy, aiming to attract online internet users.

Theoretical framework. The theoretical framework is at the interface of media economics as well as communication and media sciences. We will refer in particular to research analyzing changes in the media,

especially those related to the development of online content and usages, studies on economic models for media (multi-sided models: Gabszewicz, Resende & Sonnac, 2015; other references will be given during the presentation but are not indicated here to respect anonymity), research on cultural industries (Bouquillon, Miège & Moeglin, 2015; Hesmondhalgh, 2012), and various studies on Swiss media (Bonfadelli, Meyer, & Trappel, 2006, Fög, 2016 ...). We will explicate what we call media "googlization", meaning a model inspired by Google and based on online advertising, traffic and data (authors).

Methodology. An empirical analysis of the Swiss press will be made, first by using various sources, collected from financial reports of the companies and a previous survey. Second, we will focus specifically on Tamedia. A special partnership is currently being defined and would allow us to have particular access to some of its online data.

Main results

We will analyze in detail the digital strategies of Swiss companies, in particular Tamedia. We will study the evolution of digital audiences and digital sales.

PP 524: Digital challenges and new professional profiles of Spanish journalists in the context of the economic crisis

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The media dedicated to the production of information has undergone structural changes due to digital convergence and the incorporation of the Internet in work routines. These changes have altered the entire communicative ecosystem that had remained almost immobile for decades. The changing structure of the media system also alters the roles and competencies of journalists. Currently, journalistic profiles are changing mainly because of the convergence between technology and the media, and even authors speak of the emergence of new journalistic profiles such as technological, content curator or community manager (Bakker, 2014).

In Spain, as in most of the countries of central and southern Europe, these transformations have taken place against the background of an economic crisis which closed 375 media companies from 2008 to 2015. Furthermore, 12,200 journalists lost their jobs and many others continued their work in precarious conditions. The loss of employment for journalists led to the birth of new media companies, mostly digital and launched by journalists themselves. According to the compilation of the Press Association of Madrid, between January 2008 and October 2015, 579 media organizations were launched.

The objective of this study is to know which tasks digital journalists integrate into their daily routines and the working conditions they have. Methodologically we have used the quantitative technique of the survey together with in-depth interviews. The questionnaire was answered in January 2018 by 240 Spanish journalists working in independent digital media businesses. It focused on the labour aspects of journalists and the importance of the different tasks related to the new journalistic profiles, differentiating by the age of the respondents. Additionally, the interviews served to deepen into more specific aspects of journalistic profiles and to delve into the tasks carried out.

The results indicate that the assignments that have a more important role for digital journalists are those related to content management. However, the same journalists also perform technological tasks and management of social media. This indicates that there are no differentiated professional profiles in Spanish digital media. Regarding the differences between ages, which in our survey range from 18 to 72 years old, it is important to note that there is no significant divergence between the tasks performed by younger and older journalists.

Technology allows journalists to perform tasks themselves that they previously needed professionals to do and other disciplines still require. However, this hinders the specialization of journalists, especially in a media organization with only a few workers where the versatile journalist performs all tasks within the company. To conclude, it is important to note that the high level of competition means that there are no differences between younger and older journalists, since in this type of media, all journalists have had to learn to be effective in the digital context.

MIP11 - Location in television productions: investigating regional and transnational perspectives

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Recently, the importance of place has gained significance in media industries studies. This shift is due to globalisation and global flows of people, ideas and capital. Film and television production happens within local, national, and global frames, including production strategies that promote 'universal' themes but with a place or culturally specific inflection. Television production in Scandinavia has gained attention, especially

because of the transnational success of television series described as Nordic noir (Redvall, 2014; Philipsen and Hochscherf, 2017). These productions are often transnational and often involve the use of peripheral locations (Hansen & Christensen, 2017; Hansen & Waade, 2017; Wagemakers, 2017).

Media industries studies are varied, but often emphasis on metropolitan cities and global film hubs such as Los Angeles, London and Mumbai (Caldwell, 2008; Born, 2013, Ganti, 2012). However, there is a lack of studies that address the regional aspects of film production and the importance of place and location (Paulsgaard, 2009; Sand, 2017; Hedling og Jonsson, 2010). The regional aspects are even more overseen in television drama production studies (Brydon & Stead, 2017; Eichner & Waade, 2015). Applying a location study approach to television drama illuminates the relation between the place and the drama series, including the a) locally based screen industry infrastructure and media hubs, b) the places in play in the series themselves (aesthetics, landscapes, dialects), and c) how the locally produced drama series feed back to the region through economic, cultural and societal values (Turnbull & McCutcheon, 2017).

The aim of this panel is to present new, regional perspectives on television industries studies and fill the gap left by previous studies, by presenting in-depth analysis of film and television drama productions in the UK, Denmark, South Africa and Norway. It focuses on different contexts in which the development, production, and distribution process is both regional and transnational. This cross-national perspective has been chosen in order to be able to present similarities and differences between production processes in different locations. The panel interrogates how place, location and the transnational are important for regional film and television production.

In order to discuss these questions, the panel bring together five panellists who will address the issues involved in understanding regional television drama production. Two papers will examine broad patterns of production: the contrasting regional film and television clusters in Bristol and Manchester, UK (Andrew Spicer); and film and television drama production in the transnational Øresund region of Greater Copenhagen as well as Central Region in Denmark (Pei-Sze Chow). The third paper broadens the scope and suggests a framework for studying geopolitical typologies within production, text and reception contexts related crime and political drama series across Europe (Robert Saunders and Anne Marit Waade). The last two papers include case studies, one addresses location placement and the production of the Norwegian transnational television Nordic noir crime series success *Monster* (Stine Sand), and the last one analyses the making of the drama series *Liberty,* shot in South Africa and produced by the Danish public service broadcaster DR (Eva Novrup Redvall).

PN 196: Moving local Nordic dramas to the global stage: The shooting of the mini series Liberty as Danish public service drama in Africa

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Former head of drama at the Danish Broadcasting Corporation Piv Bernth has repeatedly stated that the best way to make national television drama with international appeal is to focus on stories from the Danish 'cultural backyard' about 'being Danish in Denmark', based on an understanding that the best strategy for attracting foreign audiences is to think 'the more local, the more global' (e.g. in Nielsen 2016). This strategy worked very well for DR in the late 2000s and early 2010s where series set in Denmark and shot in Danish targeted at the mainstream national audiences such as *Forbrydelsen/The Killing* (2007–2012) and *Borgen* (2010–2013) also managed to find widespread international acclaim and interest among niche audiences. The production framework of DR was widely recognized as a source of inspiration for other small nation production cultures while elements such as DR's focus on original stories written for the screen (rather than adaptations), a successful use of writers' rooms with a 'one vision' author in creative control and ideas of particular kinds of public service 'double storytelling' were discussed in scholarly literature as well as industry events around Europe (e.g. Redvall 2013).

However, in the late 2010s the established DR production framework is being challenged in numerous ways. The success of Danish series has led to much more competition from other broadcasters and private production companies. SVOD services such as Netflix and HBO Nordic have changed the nature of the national production and distribution landscape, and the large audiences for television drama on Sunday nights at 8pm are shrinking. In 2017, DR moved into the broadcaster's first official international co-production with *Herrens veje/Ride Upon the Storm*, but this financial set-up behind the scenes was not visible to Danish audiences on screen. However, shortly after, the mini series *Liberty* (2018) based on a Danish novel by Jakob Ejersbo set among Danish expatriates in Tanzania explicitly brought new exotic locations and stories to Danish screens.

Based on a production study of the making of *Liberty*, this paper draws on recent research on the importance of location in Danish television drama (e.g. Waade and Hansen 2017; Philipsen and Hochscherf 2017) and of different kinds of cultural encounters in European television drama (e.g. Bondebjerg et al. 2017) while investigating the thoughts about how to shoot national Danish television drama on the international stage that went into the writing and production of *Liberty*. To conclude, the paper mirrors these

thoughts in the reception of the series among Danish television critics and politicians, since the series became part of the on-going media agreement discussions about issues of the local and the global in license-fee financed Danish television drama, linked to debates about whether shooting outside of Denmark adds production value or hinders the opportunity for a sense of cultural proximity and identification for national audiences.

PN 197: "Look to Norway". Location, nordic noir and the making of crime television series Monster.

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In September 2017, the American entertainment trade magazine Variety wrote that the premium American cable network Starz had bought the seven-part Norwegian crime thriller series Monster. This was before Monster was even broadcast in Norway. According to Ivar Køhn, head of drama in the NRK, this was the first time a Norwegian language television series was sold to a major American cable network. That same year, the series won the European Script Award for Most Innovative Script of the Year by a newcomer and was nominated for the Prix Europa.

In 2007, NRK announced a strong commitment to television series. Since NRK is license financed, this commitment is also a result of cultural policy and film policy goals. However, NRK has earlier been criticised for producing series with lower quality than its Scandinavian neighbour broadcasters DR and SVT. Several studies have addressed the international success of Nordic noir television dramas, especially Swedish and Danish series. Recently, this has changed, as several Norwegian series such as Mammon, Lilyhammerand Monster have received international attention.

This paper asks why the Norwegian television crime seriesMonster has travelled beyond its national border. Monster is produced by the Norwegian Broadcasting Corporation (NRK) and co-produced by the Norwegian film and television production company Rein Film. Nordic television drama is now increasingly produced for both a national and an international market through co-production arrangements.

Based on interviews with people involved in the production of the television series, analysis of the series and reviews in media, the paper explores the development of the series and what measures have been taken to make Monster an international success.

This includes economic measures, such as production and distribution models, and creative measures, especially the use of location and visual tropes that resemble the Nordic noir "look". The series is set in a small, fictional village in Northern Norway, and relates to the dynamics between the local and the global, glocalization and the transnational. A leading influence on the Nordic Noir genre, Jørgen Johansson (The Bridge, Borgen, The Killing) is lead cinematographer. The paper argues that Monster, although originally produced for a national audience, was sold internationally because the distributor DRG branded it as a Scandi noir.

PN 198: Screening the regions: Framework for studying the geopolitical aspects of television drama series across Europe

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Drawing on Robert Saunders' (2017) typology of geopolitical television, or 'small screen IR', the authors of this paper will develop the ideas further and suggest a framework for studying how these geopolitical mind-sets affect and reflect the production and the reception of the series. By doing so, we will include location study (Hansen & Waade, 2017) and the empirical design developed for the research project *What Makes Danish Television Drama Travel*[1] in which we have studied the production, the text and the reception of the series across countries and continents. In general, media and fiction inform the way people understand and navigate in a political realm (Andersson, 2013). Television drama genres contributes to this understanding in particular ways, for example horror, action, melodrama, soap and historical drama (Agger, 2010; Grodal, 2010). In this context, we will focus on political drama and crime drama. We can talk about a certain 'House of Card–effect', in which the series speak into a social and political realm, that let the distinction between reality and fiction pale into insignificance. Furthermore, on a reception and format level, television drama series are consumed in an everyday setting and encompasses a seriality that makes it interplay and blend with everyday life over time. The viewers develop a strong relationship to the characters and the setting in the series, and the series influence the viewers experience and understanding of reality and space.

In this context, we will focus on the geopolitical aspects of contemporary European television drama series; how they reflect geopolitical issues, spatial understanding and conflicts across countries and regions, as well as how they work as 'world-building' reality schemata for producers and audiences. Saunders defines

geopolitical television as 'fictional, dramatic video content in serial form that: 1) engages international themes via imaginary scenarios; 2) builds 'worlds' based on situated social, geographical, and political understandings; and 3) interrogates questions of domestic versus foreign identities via narratives' (2017: 7). By referring to series such as *Berlin Station* (2016-), *Borgen* (2010-2013), *The Bridge* (2011-2017), *Deutschland 83* (2016-) and *Occupied* (2015), Saunders identifies five structural subsets that have crystallised among popular television drama series in the global north since the mid-2000s: 1) exotic-irrealist; 2) parliamentary-domestic; 3) procedural-localised; 4) historical-revisionist and 5) speculative-fantastical. Informed by these typologies, we will develop a framework for an empirical study of the effect and influence of selected geopolitical television drama genres (crime and political drama), series (still to be decided) set in contested, negotiated places across Europe (i.e. the Arctic region, Northern Ireland and new series about the immigration crises in Europe). The empirical study will be a mixed methodology including three sets of data: a) analyses of the series themselves (adapted from Gross & Harmon 2004, 53 taxonomy for classifying visual representations and non-representational geography), b) interviews and observations of producers and distributors (Hansen & Waade, 2017; Hallam & Roberts, 2014) and c) the audience including buyers, media critics and viewers (cf. the 'three clover mode' developed by Jacobsen & Jensen 2017).
[1] 2014-2018, http://danishtvdrama.au.dk

PN 199: Sustaining a regional screen ecosystem in a small nation: Aarhus and the West Danish Film Fund

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Since 2010, Danish screen production has enjoyed global attention with the transnational popularity of high-quality films and TV series. Yet, they are the product of a specific culture-political milieu that is anchored in the capital, Copenhagen, in which almost all of the national screen industry has been concentrated since the 1930s (from expertise and talent, funding, policy, to infrastructure). It has only been fairly recently that institutions and industry players have acknowledged that the Copenhagen-centric nature of Danish screen production means that peripheral regions of Denmark are neglected and underdeveloped as potential production hubs.

Den Vestdanske Filmpulje (DVF) or The West Danish Film Fund (est. 2002) is a regional response to the imbalance in Danish screen production. By supporting and investing in the development and production of film, television, and transmedia projects in the Western Region of Denmark, of which the city of Aarhus is the 'capital', the activities of DVF directly fosters and strengthens growth within the creative screen industry of the region. As of 2016, DVF has partnered with the Aarhus 2017 European Capital of Culture (ECoC) programme to further 'rethink' the peripheral position of the city-region of Aarhus in the small nation of Denmark and its connections with Europe. The collaboration seeks to bolster regional development by fostering change and innovation through culture, and especially ensuring the sustainability of new cultural models beyond 2017. Screen media (including film, TV, web, and mobile audiovisual content) occupies a key presence in the cultural programme, driven by the overall mission to diversify and strengthen the cultural sector and increase cross-sector, cross-institutional, and interdisciplinary cooperation and exchange between domestic and European entities.

This paper presents an overview of the on-going research project looking at the strategies and policies that address the question of how Aarhus can create a strong, sustainable regional screen ecosystem in the context of a small nation. This paper will propose the conceptual frame of the 'peripheral screen-region' as a way to understand and identify the unique impact of regionalisation and innovations in screen policy, particularly by mapping the contemporary screen-industrial ecosystem of Aarhus at the micro-level. It will also present empirical material collected thus far, discuss the interdisciplinary methodologies employed in the project, and the opportunities and challenges presented in collecting data and observations within a small-region context.

PN 200: Two contrasting UK regional creative clusters: Bristol and Manchester

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The concept of regional 'creative clusters' has started to occupy an increasingly central position in economic and media policy discourses, government policy and academic research. Although film and television production in the UK is overwhelmingly concentrated in London as the capital and an international hub, there are a number of important regional centres of production. The television policy regulator Ofcom has set stringent targets for the BBC and Channel 4 to spend a greater proportion of their programming budget outside London and the culture secretary has demanded that Channel 4 either relocate outside London or face possible privatisation. The British Film Institute's five-year plan *BFI 2022: Supporting UK Film* aims to devolve 25 per cent of its production funding to regional film clusters and has a set aside a

£2m National Cluster Growth Fund to strengthen regional economies. The UK government's recently published Industrial Strategy White Paper (November 2017) is also committed to encouraging regional growth through investing in 'clusters'.

The paper responds to these developments by presenting an overview, based on an extended quantitative analysis, of the UK's regional film and television clusters, which maps their relative sizes and locations. In order to understand the factors that influence the scale, character and composition of these clusters and to understand the benefits – but also the possible drawbacks – of firms clustering together, it will analyse two clusters in detail: Bristol and Manchester, based on detailed qualitative evidence derived from interviews and ethnographic field work. These two clusters provide an instructive contrast. Bristol's cluster has developed incrementally, gravitating around the growth of the BBC's Natural History Unit – which happened to be located in the city, into the 'Green Hollywood' the world's largest wildlife programme production centre – and the spectacular expansion of Aardman Animations. It therefore represents an *evolutionary model* of cluster growth. By contrast, Manchester has grown through a significant degree of political intervention. In 2011, as result of government pressure, the BBC moved major production departments (sports and children's programming) together with marketing and research and development (15 per cent of its workforce) to MediaCityUK, a new production hub on the banks of the Ship Canal in Salford near Manchester, where it was joined by ITV Studios in 2013 and several independent production companies. Although developed by a private company, Peel Media, MediaCityUK forms part of the UK government's attempt to create a 'Northern powerhouse' to reverse the longstanding north-south divide in the UK. This represents a *strategically engineered* model of cluster growth.

Through exploring these two contrasting models, the paper will propose ways of thinking about the role of regional clusters that pay detailed attention to their specificity and to the complex interplay between internal and external forces, between regional initiatives and national policy. It will argue for the importance of qualitative research to an understanding of the *cultural history* of creative clusters, which need to be comprehended as complex creative ecosystems rather than purely economic entities.

MIP12 - Living on the edge. Established mass media systems and the digital youth as professional(ized) media producers in online environments

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Media use of teenagers and young adults, as well as society's understanding of what youth culture and digital culture is, has been changing rapidly since the onset of digitalization. As a result of increasing use of online-based and user-centered content new constellations and social challenges are emerging, especially for subsidized public service media.

Traditional media is losing its power and appeal, for example, TV is no longer the leading medium or media activity among teenagers (see mpfs 2017; ofcom 2017, pew research 2017). In contrast, new audiovisual entertainment services (such as Netflix, YouTube, or Spotify) step in. Moreover, audiovisual media content generated by young(er) users is gaining more and more popularity and relevance as forms of pop cultural output. The digital youth is more and more becoming a center of producing media artifacts within existing media systems and cultures. However, not particularly in traditional or professional media environments but increasingly in peer-to-peer-referenced systems in which younger people produce and share their audiovisual content as part of a "participatory culture" (see Jenkins; boyd 2015).

By now 'user-generated content' and 'produser' are omnipresent and well-established terms and phenomena (see Bruns 2009). Novelty lies in the continuous growth of self-produced high-quality audiovisual content within peer contexts. At first, this development increases media choices, but in the long term it replaces them. Hence, looking at public service media, the legitimacy for such self-produced audiovisual content is already increasingly questioned by society (see Hart 2014).

We can see a growing professionalization and materialization in young users' media practices and a product-orientated focus (image, text, audio) related to clear criteria of success (such as views and likes) as part of an attention economy. These practices are characterized by a strong peer-to-peer orientation of teenagers and young adults, their specific insider knowledge, their networked structure and their continuous professionalization. Depending on the structures, requirements, and features of the particular online environments, this demands an acquiring of skills and literacy concerning technical expertise and specific knowledge of digital youth culture scenes. Therefore, the digital youth, in terms of online peer communities that use and produce digital media artifacts, is connected to new forms of trend-setting cultural empowerment. Semi-professionalized digital youth culture is primarily expanding and the traditional commercial media providers do not yet cover the niches established by said practices. Concurrently, digital youth culture is highly inspired by borrowing and adapting from professional artists and artifacts.

Media Industries and Cultural Production

This panel will discuss forms, functions, and impacts of self-creation and adaption in young users' media practices. The papers focus on contemporary phenomena and variations in peer-centered and user-generated digital work of teenagers and young adults in online communities. These emerging practices are not (yet) part of but continue to challenge established mass media systems.

PN 239: Changes in media (prod)usage of the digital youth and their consequences for established public service media providers

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Today youth culture is mainly taking place and made possible in digital environments. Formerly analog teenage and young adult cultures passed through a process of digitalization and mediatization (see Krotz, 2013) which led to a broad development of a predominantly online and user-centered youth culture with specific characteristics (networked, mobile, instantaneous). While mediatized entertainment (especially audiovisual content) used to be a unidirectional path from professional producers to amateur recipients (for example, TV and radio), this mode of media usage has changed dramatically in recent years. Today's digital youth culture is dominated by peer-to-peer produced and distributed content in online environments. Media usage is often mobile, on demand and based on peer-to-peer recommendations. As a result, today's youth is spending a still growing amount of time online, while reducing their time using established media like TV and radio programs (see MPFS, 2017; Ofcom, 2017, Pew Research, 2017) and investing more and more time and money in new providers like Netflix and Spotify.

At the same time, established media, especially public service providers limited by strict legal regulations, have remained in their program offerings and program forms of analog times for too long. As a consequence, this led to a steady decline in viewership, ratings and an increasing in the aging of the audience (see BAKOM, 2015). On average, viewers of public service broadcasters such as SRF 1 and 2 in Switzerland or ARD and ZDF in Germany are well over 60 years old (see Mantel, 2017). Despite some attempts on companies sides to (re-)attract younger target groups, such as 'funk' in Germany or the online services of the SRF, audiences under the age of 30 still can hardly be found in most of the programs offered by the public broadcasters. The political result is a shrinking legitimization of publicly financed media offerings in wide parts of society, connected with far-reaching public debates and potentially threatening drastic changes in the previous media system (see Puppis, Hofstetter & Ingenhoff 2017) as recently happened in Switzerland with the #noBillag vote. Similar developments and debates are currently taking place in other European countries, notably Germany and Austria.

The paper analyzes the current developments in adolescent media use and production with a focus on German-speaking countries (see BAKOM, 2015; Genner et al., 2017; MPFS, 2017, MPFS, 2018; Waller et al., 2016). For this, the reception of both old and new providers is considered, as well as the increased practices of young people to create and distribute their own content in peer-to-peer based online environments. The results will be discussed in the context of the growing debate on the acceptance and legitimacy of public service programs.

PN 240: Musical.ly tutorials as aesthetic codes and performance guidelines in digital youth communities

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This paper looks at tutorial videos within the social media app musical.ly to analyze how teenagers and young adults present and return peer-obtained expertise in online communities. In musical.ly, users select song snippets as musical backgrounds to create short clips of them lip syncing, doing choreographies, and/or dancing to the song. Users then share their videos within the app and as well in other semi-public online peer communities, such as YouTube or Instagram.

Their performances usually refer to certain cultural norms and values (see Goffman, 1959) connected to the musical genre and the lyrical theme of the song. Users draw on acquired mimetic practices and on their cultural knowledge of how to physically perform certain songs. But they as well adopt and advance, for example, "formalized gestures for theatrical performance" (Rettberg, 2017: 1) of the original artist or other well-known YouTube or musical.ly stars. In this way, users transform and reconstruct public media performances according to the technical, aesthetic, and creative features of the app.

Users of each online community who are viewing, following and especially posting videos themselves, set guidelines to evaluate the performances in musical.ly videos. As a community, they define and agree on criteria, such as technical skills, creative adoption, or pop culture style to rate the appropriateness of musical.ly video performances. At the same time, experienced and respected famous musical.ly users, for example, Baby Ariel, Lisa and Lena, Loren Gray, or Mackenzie Davis, create tutorial videos in addition to their regular videos.

As its own genre, tutorial videos exhibit unique forms of explaining, addressing, and self-presentation (see Müller, 2009). Regarding musical.ly, tutorials serve as peer-to-peer instructions and provide aesthetic codes for the production of digital youth culture artifacts. These tutorials then are "socially encoded sources of information" (Lange, 2014: 216) but they are as well self-reflexive. Users who, based on peer feedback, gained expertise through improving their musical.ly skills are now returning their knowledge to share it with the community (see Bhatia, 2017).

In contrast to similar commercial media artifacts, such as music videos, musical.ly videos are somewhat vernacular media artifacts which, however, oscillate between amateur and professional(ized) videos. Therefore, musical.ly tutorials are special forms of 'how-to-videos' in the context of digital youth culture. By analyzing musical.ly tutorials, the paper will show how the community constructs, maintains and establishes its fundamental principles of how to create music-based performances.

PN 241: The professionalization of mashup. Is digital youth culture going off-line?

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Since 1951, the annual music festival of Sanremo presupposes innovative music compositions. The competition organized by television broadcaster RAI is valid as the oldest pop music festival emitted in mass media which pursues strict rules regarding the music pieces: The partaking songs must be entirely new, of high quality, original and zeitgeisty at the same time. Although the jury is particularly strict concerning the musical novelty, the festival awards a price for exceptional cases in the category "cover" since 2011. The 2018 edition of the festival introduces a further practice of musical recycling: Comedian and actor Fiorello, as well as actor Pierfrancesco Favino, the festival's co-presenter, shine in solo performances with music mashups. For example, Favino combines 13 different Sanremo songs from the last decades into a two minute music mashup pretending not to be able to decide which song to sing during an interlude.

Mashup is known as the user-generated practice of recombining pre-recorded material such as songs or movies. Users arrange new artifacts by de- and reconstructing works created by a third party. Though several studies locate its origin to the middle of the 1990s, the breakthrough of mashup practices succeeded only since the digital age. Developments of produsage-supporting platforms, such as YouTube, pushed the production of user-generated artifacts further ahead. Though practices of using preexistent material imply copyright boundaries, mashups are gaining increasing attention and popularity; not only in (non-commercial) digital youth culture but as well in marketing communication, television programs (such as the Sanremo Festival 2018), and professional offline music performances (for example, shows of *Igudesman & Joo*).

The above mentioned television moment best demonstrates this phenomenon by illustrating this current change of intermedial practices: A rather conservative broadcasting station, rooted in tradition, adapts a musical method whose origin lies in digital subcultural techniques. Against all expectations, the Sanremo Festival audience celebrates and continues to sing the last song of Favino's music mashup for half a minute after his performance ended. This demonstrates two significant changes in the usage of digital youth culture: First, mashups are arranged more and more professionally and commercially for a broad public. Second, the experience of a mashup also seems to entertain not only the digital youth culture but also a high-culture audience as they are reminded of old songs. In fact, Favino's composition mixes musically congruent structures with temporal and contextual incongruence. The resulting recontextualization in the mashup can be experienced as a (digital) palimpsest by the memory of the old in the new.

This paper debates principles and functions of mashup by analyzing strategies in adoption and production processes of user-generated music-mashups in online peer communities. These functions of mashup will be discussed regarding the transfer of production and usage strategies from online youth culture into offline high-culture as well as its mutual interferences.

PN 242: Creative writing and publishing skills. Professionalization in fanfiction and transfers beyond

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Fanfiction is the creative transformation of existing media texts by fans who take stories, worlds and/or characters as starting points and develop their narratives. In a current research project, we investigate the ways different fanfiction authors create texts, how they cooperate with others, and how own works are published and negotiated online. We conducted semi-structured interviews, ethnography, and platform, interface and document analysis.

This paper presents findings with regard to professionalization as a major topic in the interviews of so far 35 mainly young fanfiction authors (31 interviews; 32 female: 3 male). Analyzing techniques combine open

coding and constant comparison procedures in the tradition of Grounded Theory, with pre-structured strategies of systemizing the data corpus with the help of a category system. Interpretations are elaborated for each case and by comparing the cases with sensitivity for the interviews' different text sorts, such as media-biographical references, episodic narrations on acting/interacting, justifications.

Enskillment primarily oscillates between individual learning-by-doing and a remarkable culture of peer-to-peer mentoring. Based on our findings, we distinguish (1) two major knowledge and skill domains, and (2) two basic ways of (self-)professionalization:

(1) On the one hand, the professionalization of creative writing skills refers to raising fan-specific knowledge, improving narrative/dramaturgical skills, balancing the canons' characteristics and the own creative accounts, and to formal text quality (for example, grammar, and spelling). On the other hand, the professionalization of publishing skills is related to efforts meeting and managing experienced or imagined audience expectations, to keep touch with readers and followers, and to improve paratextual literacies (such as tags, prefaces, summaries, warnings) which are necessary to effectively implement the own works in digital platforms.

(2) While the first way of professionalization does not transcend the boundaries of fanfiction as a distinct, unique social world, the second way is concerned with the transfer of "fanfiction-born" writing and publishing skills to official (long-tail) book markets and the desires of becoming a "real author".

In the first part of the paper, we briefly introduce those different domains and ways of professionalization. Using case studies, we subsequently discuss two aspects in detail:

(1) Rather than following the main argument of continuous improvement, we likewise concentrate on motivational issues, perceived incapacities, coping with failures, and the significance of constant feedback. This section reveals the (differing) vulnerability of professionalization processes of the young creatives and uncovers the rocky road to professional acting.

(2) The specific relations between creative writing skills and publishing skills are contested. Participatory culture partly changes its face against the background of (quasi-) economic acting in digital media environments. We reflect on enskillment and skill transfer by pluralized role models (for example, practices of "pulled-to-publish" in the realm of *Fifty Shades of Grey*), and attention economies' influence on fannish writing and publishing. This section demonstrates how competing and shifting (moral) boundaries of sharing/gift and commercial economies

PN 243: Does digital youth culture indeed replace established media systems?

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This paper aims at critically reviewing the panel's general assumption that digital youth culture may challenge established mass media systems. In a first step, it argues that youth culture does not challenge traditional media companies and regulations supporting media, such as Public Service Media, which are relevant for democratic societies. More likely, the challenging is the consequence of a changing media usage, the decline of the traditional media business models, and a media policy paradigm shift away from the "social responsible model" to a "free market model". These developments have led to an increased media concentration, a growing influence of politically motivated investors, and a massive reduction of newsroom capacities. Thus, in many countries, some local regions are not continuously covered by media anymore (see McChesney/Nichols 2010). At the same time public service broadcasters, which still would be able to ensure the democratic functions of the media, are under threat especially by right-wing parties, which have started campaigns against the license/household fee in different countries (see, for example, Zeit Online 2018).

While expressions of digital youth culture play a crucial role in such media policy campaigns, renowned well-funded interest groups subtly undermine agendas to seize and establish subjects and strategies of personal interest for a potential greater cultural and political impact. Here, the referendum campaign to abolish the license/household fee in Switzerland is just one prominent example. It is rooted in Facebook groups created and maintained by young adults, but political parties, right-wing think tanks, and competitors from the private sector quickly adopted the subject (Langley 2017). In this context, eSports is another example as it has turned into a billion dollar-business in many countries.

However, this paper does not intend to persist on a pessimistic viewpoint. In a second step, it argues that digital youth culture may be part of the solution to strengthen the democratic function of the media. This would imply to understand "media policy […] as an element in educational policies" (Schejter/Tirosh 2016: 121). It does not only ensure equal network access but also provides the young with knowledge about how to participate in relevant democratic debates; it ensures access to society's knowledge and cultural goods (for example, via open access projects) and encourages young people to produce and publish their content on different channels using different communication tools. As a part of media policy, media literacy is essential in order to ensure that expressions of digital youth culture reflect the voices and needs of the young and not the interests of powerful well-established interest groups.

MIP13 - Media and cultural production: independence, informality, experimentation

PP 732: Informal learning in media production: The case of trans-organizational communities of practice in Brussels' media industry

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During the last years, the media industry has been going through massive changes, leading to more competition and less resources available for the whole production process (from content production to supporting tasks). Innovation and creativity (in respect to both technologies and business models) are becoming increasingly crucial for media companies and media workers, the former understanding the importance of being more open to external sources while the latter becoming more individualized, facing precarious labor and willing (and being expected) to train and expand their skills (Deuze, 2016). Such changes impact on the way media workers practice their job and manage their relation with firms, creating a paradoxical feeling of autonomy (i.e. not being necessarily attached to one specific firm) on the one hand while being conscious of their precarious situation on the other hand (Neff et al., 2005).

Against this background, this study seeks to understand the strategies used by media workers to stay up-to-date in their job, thereby contributing to the competitiveness of media companies. Based on the concept of communities of practice (CoP) as developed by Wenger (1998), we focus especially on those communities in which media workers from different companies develop shared practices through joint meetings and activities (e.g. Brotaru, Café numérique). Our objective is to understand why media workers participate in such activities and how they perceive the impact of these on their changing work conditions and practices.

In the context of this research, "media" was defined broadly as activities directly or indirectly supporting the process from production to consumption of mediated content in four key sectors: print, audiovisual, new media and advertising (Komorowski, 2015). The empirical study is composed of three parts : (1) semi-structured interviews with the organizers (n=8) of the most active CoPs in Brussels' media sector; (2) an online survey among Brussels media workers (n=577), and (3) in-depth interviews with survey participants selected in order to represent a diversity of media sectors. Our analytical framework brings together seven interconnected parameters of CoPs: Place, Proximity, Pertinence, Profile, Path-dependency, Policies and Performance.

Preliminary results suggest that CoPs were created in specific contexts related to new, fast-pace technology developments, and that they seem to work as long as they are relevant, responding to a need and bringing added value to the target audience. Further results will provide a deeper understanding of media workers' experience of CoPs: what they seek and learn in such shared practice experiences, why these are used instead of, or along with more "formal" kinds of learning (studies, training) or online tools such as co-creation networks (Abhari et al., 2017) or social networks (Rodič, 2016), and which sectors and worker profiles (content production, support, etc.) are involved in CoPs for which reasons. Ultimately this research will shed light on a still largely invisible facet of media workers' activities in a changing media industry.

PP 733: Ambidexterity in film production networks – a literature review

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The production of films is a complex, non-routine task that requires the collaboration of diversely skilled specialists and is organized in individual projects (DeFillippi & Arthur, 1998, p. 125). The uncertainty about the quality of collaborators/input factors as well as task complexity (combining acting, lighting, editing etc.) (cf. Jones, Hesterly, & Borgatti, 1997) renders a purely market based system of sourcing inputs ineffective and unreliable. The solution for the film industry lies in semi-permanent project networks (Davenport, 2006; Windeler & Sydow, 2001). A producer as the center of such a network decides for each production, which nodes (collaborators s/he has previously worked with) s/he wants to activate, and what new collaborations – if at all – s/he wants to establish. Each project further institutionalizes a certain sub-network of a producer's (growing) network of collaborators.

This balance between old/new, strong ties/weak ties, stability/fluidity can be described as "ambidexterity" which "refers to the ability of an organization to both explore and exploit" (O'Reilly & Tushman, 2013, p. 324). Exploration implies "search, variation, risk taking, experimentation, play, flexibility, discovery, innovation" (March, 1991, p. 71); exploitation refers to "refinement, choice, production, efficiency, selection, implementation, execution" (March, 1991, p. 71). It is assumed that ambidextrous organizations outperform those with an overemphasis on either exploration or exploitation (He & Wong, 2004; Junni, Sarala, Taras, &

Tarba, 2013; Raisch & Birkinshaw, 2008, p. 375; Sarkees & Hulland, 2009; Uotila, Maula, Keil, & Zahra, 2009). Elementary questions in this stream of research therefore ask for the optimal balance between exploration and exploitation in order to maximize an organization's success; and how to achieve or implement ambidexterity, i.e., how to make sure that an organization is pursuing both, exploration and exploitation.

So far, research on ambidexterity has focused on analyses on firm level. This emphasis leaves a void for ambidexterity research in the context of networks (Guffarth, 2017, p. 90) and neglects the growing importance of project-based or fluid organizations (see e.g. Sydow & Windeler, 2004; Whitley, 2007). Additionally, studies on other industries suggest that ambidexterity is more important for organizations in dynamic environments (Junni et al., 2013, p. 308) which is the case for film production (Miller & Shamsie, 1996). Finally, film production is an industry with particular characteristics (project-based network production, dominance of small firms/individuals, constant need of creativity) which might yield very different results with respect to the optimal balance between exploration and exploitation. Thus, we conduct a systematic literature review to shed light on the following two questions:

1. To what extent do we find exploratory or exploitative elements in film production networks?
2. What does previous research tell us about the "ideal" balance between exploration and exploitation in the film production industry?

Our study addresses the conference theme by applying a theoretic perspective that so far has been on the periphery of media industry studies but seems promising to help explain film producers' success.

PP 734: Independent media production as participation on the border of public and private spheres

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My paper addresses forms of participation in media culture through own media production and how non-professional producers media relations are shaped by their sense of public and private spheres.

Media culture is shaped more and more by user participation and alternative media production. DIY-producers are moving from amateur production to more professional processes and also towards the 'centre' of media culture (Carpentier 2011, Downing 2001).

When studying the culture of 'independent' media production by young aspiring filmmakers, the public sphere is the battleground where mainstream and marginal media productions meet. Petty producers are negotiating their independence and integrity when introducing their works within the public sphere. When placing independent non-professional works under the eyes of mainstream media, semi-professionals can greatly suffer from expectations and preconceptions towards their production. Some independent film makers will rather choose publishing only for a small community than risk the judgement of 'public opinion' (Huttunen 2018, Goldberg & Beer 2011). This highlights the position of alternative cultural production throughout history: the border between marginal and mainstream production is supported by institutions and held up by popular tastes (Livingstone 2005, Habermas 1989).

Though internet and digital cultural production have altered the conditions in which creative media production is being produced and distributed, it does not necessarily mean that conditions of participation have bettered (Casemajor et al. 2015, Couldry 2008). Participation and non-participation, publishing and non-publishing are considered gravely by every independent / amateur producer all the time. The choices petty producers are making are shaping the media landscape either towards change, or leaving it as it is, with its' power relations untouched.

My paper examines how media producers are creating media content and choosing to distribute their works within different communities and media channels, with data gathered from interviews with independent filmmakers in Finland. My argument here is that becoming aware of the possibilities and threats within publishing your own content, reveals something telling about the media relations of independent producers. When looking at the conditions and preconceptions of publishing your DIY-media productions, I hope to reveal the dimensions of participation on the threshold of making yourself public.

PP 735: Gatekeepers in television idea development

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While it is difficult and perhaps even futile to "find creativity" in an idea development process, this paper argues that it can be fruitful to examine the idea developers and gatekeeping editors that frame the process in a domain such as television which has a relatively large amount of repetition and serialisation (McIntyre, 2012: 120). The purpose of this paper is *to analyse how a television channel's strategic goal of making experimental programmes affects their idea development process*. The paper's empirical material consists of two months of on-off observations of idea development sessions as well as a gatekeeper study where I

interviewed six different local gatekeepers at the Danish public service broadcaster's youth channel, DR3, and youth content department, DR Ung.

The paper's theoretical approach is a combination of research on gatekeepers in news journalism (Shoemaker, 1991; Shoemaker and Vos, 2009; White, 1950) and in creativity research (Amabile, 1996; Csikszentmihalyi, 1988; Csikszentmihalyi, 1999). This approach is united with the concept of discerned savvy (Draper, 2014: 1126) which describes the knowledge that media workers acquire about the preferences of their superiors which they then use to narrow their idea development accordingly. Similarly, the concept of industry lore (Havens and Lotz, 2016: 162) is utilised to describe the organisationally accepted myths and common sense perceptions of which industry practices are good and bad in the idea development process.

The findings in this study point to how the channel's strategic goal and self-perception of being continuously experimental becomes difficult to operationalise for the media workers in the idea development sessions. Despite their dependency on their ability to develop ideas, the media workers in this case still express strong feelings of self-management and independence and narratives about autonomy as mentioned in other previous research contributions (Hesmondhalgh and Baker, 2011; Taylor and Littleton, 2012). However, having experimental television as their strategic goal affects their perception of the idea development process where many of the participants express the group's inability to generate experimental ideas that are satisfactory in their own opinion. Instead, they tend to follow industry lore and their knowledge of their superiors' taste. Eventually, the DR3 editors are most pleased with an idea for a show that combines dating with travelling which is similar to several existing DR3 programmes and they commission this idea instantly. However, the DR3 editors *never see this choice as contradictory to their strategic goal to experiment* as it satisfies a need by filling an empty slot in an upcoming schedule and gives continuity to their channel brand.

Based on this analysis, the paper's theoretical ambition is to conceptualise the strategic dilemma between creating a coherent channel brand while making experimental programmes and to discuss the self-perceptions and sociological negotiations between idea developers and gatekeeping editors in television.

MIP PS - Poster Session

PS 42: The impact of crew networks on film success

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Problem. Film production is regarded as project based people business. For each new film, a new team is assembled with limited advance knowledge about which personnel would be best positioned to fulfill a task that is ill defined ex ante. Thus, crew selection is based on the track record of contributors but also on prior experiences of working together, either first hand or mediated. Numerous studies have shown that on the individual level it is important for film crewmembers to network in order to advance their career. However, it is less well researched, whether the film project also benefits from the networking of the crewmembers. Wakabayashi et al. (2009) analyze the rather special Japanese market and show that the repeated collaboration in teams function as social capital that has a positive effect on a film's economic success. Furthermore, it is suggested that individuals with an intermediate position between core and periphery in the film industry are especially valuable as brokers within a project who drive success (Cattani & Ferriani, 2008). However, it remains unclear whether individuals make the difference or whether connectedness (that is network centrality) is something that is brought to the project by all crewmembers. Current research mainly focusses on networks between writers or directors but not on the crew as a whole.

Thus, we take the idea further and ask the question to what extent does the average centrality of the key crew members in the industry network contribute to a film's success.

Method. We take the German film industry as an example. Focussing on just one well documented market allows us to capture one industry network in its entirety with little noise due to scattered outside influences. First, this exploration wants to describe a whole network without the interconnectedness to other film industries. We sampled 775 German films published between 2000 until 2016 for which admission data is available. For each film key personnel is identified based on IMDb data and additional sources. Based on this information we constructed the network of crewmembers in the German film industry using UCINET. For each crewmember we calculate the individual network centrality. In a second analytic step we conduct a regression analysis and test whether a model including also the average crew centrality can explain more variance in audience success of a film than a model that includes only the success factors in film attributes that have been influential in prior studies such as genre, age rating, seriality etc..

This is an ongoing project: Final results will only be available in spring; However, priliminary results suggest that network centrality of the crew does indeed contribute to a film's success.

Contribution. Our research has two major contributions. First, we add a new facet to success factor research for films, and one that is relevant already in the production phase rather than just in the marketing. Second, we provide an empirical check for a commonly used but for now gut-based personnel selection strategy in the film industry.

Mediatization

MED01 - Mediatization and the life cycle

PP 062: Studying mediatization processes through the multi-dimensional lens of life transitions

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This paper argues that if we want to study the impact of mediatization processes on everyday life, it is fruitful to employ a 'life transition' perspective and merge two competing perspectives in current mediatization research, namely 'the institutional' and 'the cultural'. First, the paper discusses the impact of mediatization processes on everyday life. Online, interactive, networked and mobile media are becoming indispensable (Jansson 2014) parts of our everyday worlds (Hepp & Krotz, 2014) over the life course and woven tightly into the fabric of social institutions (Hjarvard, 2008). As media use becomes increasingly embedded in other practices such as work, leisure, and family practices, media usage in itself becomes 'invisible' (Livingstone, 2009) and taken for granted (Ling, 2012). Consequently, researchers must embrace an interdisciplinary approach and employ theoretical and methodological perspectives that highlight and reinforce nuanced understandings of the complex and multiple ways in which we engage in and make use of different media over the course of life. This paper argues that studying and comparing the role of media specifically in major life transitions, such as retiring, moving from home, or becoming parents, is a productive perspective for mediatization research. Social roles get redefined and patterns of communication evolve and transform as we move through life. Within and between life phases we (re)build and maintain our identity and relationships with media and through media. The life-transition perspective sheds light on the cross field between media-communicative practices and practices related to the transition from one social role to another. Concretely, it entails analyzing media usage related to a process over time, 'a before' and 'an after', and at an individual as well as at a collective level of human experience. Consequently, the life transition perspective unites two different ritual spaces: the everyday, practical, action-oriented sphere and the extraordinary sphere related to the rites-of-passage. The intersection between the ordinary and the extraordinary, and between rituals as adjective and rituals as noun (Rothenbuhler, 1998), highlights the role of media in the complex interplay between social structures (macro-level), social institutions (meso-level), and individual actors (micro-level). On this basis, the second part of the paper discusses the strengths and challenges in two competing approaches to mediatization research, namely the institutional perspective focusing on the role of media in the structural change of culture and society (Hjarvard 2008, 2013) and the cultural perspective centered on the relation between everyday media-communicative practices and socio-cultural changes (Couldry & Hepp, 2013; Hepp 2013; Hepp & Krotz 2014). The institutional approach has a great explanatory force, whereas the cultural approach is remarkably context-sensitive. Hence, the paper argues that merging the two perspectives creates a connection between interaction, media, communicative practices, and institutional logics that in conjunction with a focus on life transitions contributes a new analytical perspective for studying the impact of mediatization processes. Lastly, the paper exemplifies how this particular life transition perspective has guided a study of the mediatized conditions of the transition to parenthood.

PP 063: Demystifying disconnection: Deep mediatization and media refusal

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Current reflections on the social, cultural and economic processes that shape contemporary societies are imbued with imaginaries of acceleration, a speeding up of life and an evermore intensified pace of events in the 'evertime of constant online connectivity' (Morrison & Gomez 2014). According to Wajcman and Dodd (2017) speed and acceleration have become 'emblematic of our times', a development inherently linked to the permeation of virtually all domains of society with technological mediations and especially digital media and the data they generate. The myths of speed and acceleration in conjunction with deep mediatization inform, shape and reinforce also many of the observations of mediatization research.

In recent years, works centred on ideas of slowness and disconnection have started to investigate the consequences of partial or total non-use and denial of media usage for participation in digital worlds (Brubaker et al. 2016; Fish 2017; Kaun & Schwarzenegger 2014; Portwood-Stacer 2013). These studies posit that by exploring the refusal of media use, we can enrich our understanding of the 'wide adoption and deep embedding of digital media' (Hepp, Breiter & Hasebrink 2018) in everyday life. Following this trajectory, we elaborate that understanding disconnection not as deviant behaviour (Selwyn, 2003) but as a positive part of a social selection process (Bruland, 1995) is imperative for a more holistic approach to lives in mediatized worlds. Despite this growing attention to disconnection, we argue that mediatization research would greatly benefit from a more critical engagement with media refusal. Hence, in this paper, we aim to

provide a more nuanced assessment of the implications of media refusal within mediatization research. In order to do so, we rely on a multi-method approach that combines: a critical review of the literature that traces which Actors, Actants, Arenas, Activities and Agencies are portrayed/omitted in the research on both disconnection and (deep) mediatization; a critical discourse analysis that scrutinizes the ways through which disconnection/ slowness are commodified (Kuntsman & Miyake 2015) within popular press and advertising strategies of tech companies; a series of in-depth interviews with different actors whose perception of acceleration differ significantly in order to nuance the practices of disconnection.Our findings unmask the false universalism within the narratives of media refusal, where not all the actors can disconnect or slow down in the ways they would like, generating instead new inequalities regarding the level of disconnection people can actually afford, linked to their ability to freely and autonomously decide about their time within neoliberal capitalism (Sharma 2014, 2017). Further, we point out the increasing commodification of media refusal, where tech industries and private companies appropriate the narratives of disconnection and slowness for their own benefit, depriving them of their political potential. Hence, our findings reveal a complex scenario where the mythologies of deceleration, reduction or pushback against media – sometimes framed as de-mediatization (Pfadenhauer & Grenz 2017), a force seen as opposed to the process of mediatization – are in fact not real alternatives but complementary forces for the myth of acceleration and an inherent part of mediatization.

PP 064: Mediated or mediatized? Examining the changes with regards to politics and media in the Sub-Saharan Africa: The case of Cameroon.

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This article examines the extent to which politics is being influenced by the growing importance of the media in the Sub-Saharan Africa. Indeed, since the early 1990s, several countries in the Sub-Saharan Africa adopted democratic reforms which facilitated the development of the media and contributed to increase their significance in the society. Nowadays, with the advent of social media and digitalization, the mass media are even more powerful and unavoidable. In such a context, politics is likely to become mediated or mediatized. As a matter of fact, mediation and mediatization are two concepts used to describe changes in politics, imposed by the necessity to cope with the media which hold a central position in the daily life. On the one hand, mediated politics refers to the situation where political messages are mainly disseminated through the media. On the other hand, mediatized politics points to the fact that politics has lost its autonomy, to incorporate the media logic. This work uses Cameroon as a case study. The data were collected through telephone interviews with 10 political parties' leaders in Cameroon. The results show that meetings and rallies are still the most important platforms for political campaigning in the country. The high level of illiteracy and the inaccessibility to the media and the Internet, especially in the rural areas are the most important factors limiting the mediation or mediatization of politics in Cameroon.

PP 065: Life of mediatized habitus through the genres of media use

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The focus of the paper is on media uses of young media savvy users in the contemporary complex media ecology. Paper is based on the unpublished doctoral dissertation with the title: „*Media life of youth Application of the Theory of Practice to the Analysis of Media Habits in Multimedia Environment*" (Čuvalo, 2015) with the aim to understand how young and skilled media users (mediatized habitus) navigate their media environment, how they construct their social reality and themselves through the interaction with media. Young people are here understood as active and creative social actors who use media in order to respond to the numerous challenges of the contemporary mediatized societies (Couldry & Hepp, 2017; Lepa et al., 2014; Lundby, 2009) and as the partners in the research process (Gauntlett, 2011; Thompson, 2008; Smith, 1990, 1987). Following the line of arguments shared within the social practice theory (Couldry, 2012, 2010; Latour 2007; Giddens, 1984; Bourdieu, 1977) as a theory of social action (Stones, 2009), media use is conceptualized as the social practice or meaningful interaction with human and non-human environment in the certain social, temporal and spatial context. Applied typology of media use is based on the notion of *genres (Bakardjieva, ; De Certeau, ; Ito et al.)* and developed based on the typologies of social action from the social theory (Habermas, 1984; Bourdieu, 1977; Weber, 1976, Simmel, 1950) feminist theory (Gilligan, 1982; Chodrow, 1978; Lever, 1978), and media and communication theory (Lull, 1990). The findings are based on the qualitative interpretative analysis of the diaries and autobiographical reflections on media use written by 64 students of the first year of the graduate study of journalism on the Faculty of Political Science in Zagreb who consider themselves as the media savvy and competent users (intensity sample). The nine (9) social genres of media use are identified through the analytical process: genres of

coordination, *sociability*, *strategical*, *referential*, *educational*, *procedural*, *consumerist genres*, *techno-objectivations* and *immersive genres* (virtual reality). Temporalities and the spatial orientation of the social genres are taken into account. Three types of mediatized habitus are identified and analysed in relation to the social genres of media use and its spatial and temporal orientation: *networked*, *mixed* and *constrained* type. These three types reflect "an uneven landscape of power in which mediatisation take place" (Lundby, 2009: 9). The most important factors determining the type of habitus were: the availability of information and communication technologies, the availability of time and space for individual experiments with technology, together with participative family culture, similar as in Ito et al. (2010). The difference among them have important consequences for the competences and skills of young people to negotiate dominant culture (Hjarvard, 2013; Sennett, 2007).

PP 066: Generation Y in a mediatized and globalized world of work: Comparison between the center and periphery of Europe

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Every generation has its unique defining characteristics and Generation Y - born from the early 1980s to the mid 1990s - has grown up with digital media tools. Given that the definition of a whole generation inevitably inspires passionate debates as individuals are different concerning their social, cultural and economic backgrounds, individuals belonging to Generation Y obviously have an important characteristic in common which sets them apart from previous generations. It is the fact that they have been growing up alongside digitalization and globalization. Thus, they use Internet and Social Media as part of their daily occupational and private routines. This paper analyzes and compares the experiences of the generation Y with the mediatized and globalized working life in two extremes of Europe, in Germany in the center of Europe and in the northern part of Finland on the periphery of Europe. The study explores and contrasts the ways in which the processes of mediatization and globalization affect the working life of Generation Y in Finland as well as in Germany. In doing so, the study will not only reveal the chances and choices provided by the Internet and Social Media, but will also identify the hindrances they will entail and embed the results in an overall context. In recent years, mediatization has emerged as an important concept and theoretical framework for considering the interplay between media, culture and society. It explains how societies, cultures and people become influenced and shaped by media and technologies (Hepp, 2013) and how technologies and media might proceed to control and have power over people, their behavior and thoughts (Lunt and Livingstone, 2016). Consequently, mediatization is seen as a metaprocess on par with individualization and globalization (Krotz, 2007).

We conceive mediatization as an ongoing process whereby the media change human relations and behaviour and thus change society and culture as a whole. We understand the mediatization of working life as a long-term process which has consequences not only for the ways of working but also for the social well-being of people. Against the backdrop of different cultural, social and economic backgrounds these consequences vary from the center of Europe to the periphery of Europe.

The study is based on the following research-leading questions: How do the individuals belonging to the generation Y discuss and evaluate the use of digital media in the mediatized working life in Germany at the heart of Europe and in northern Finland on the periphery of Europe? The study is based on 48 guided interviews with German and Finnish individuals of the Generation Y. The interviews were evaluated with the help of Grounded Theory (Glaser and Strauss, 1967), which allows to analyze the object from the point of view of the subject and without a preconceived hypothesis.

MED02 - Communication and social change: understanding the process

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Debates about the role of communication in social change are of central importance to communication scholars, and have arguably regained momentum in recent years in response to rapid technological innovation in the sector. At the same time, the combined effects of the 2008 financial crisis, terrorist threats, and the rise of populist politics and nationalism in a range of Western democracies are challenging long-established narratives of social progress rooted in notions of modernity, and calling for new ways of understanding our changing social environment and its links with new forms of communication. While this confluence of technological, economic and political developments has stimulated important theoretical and empirical advances, it is becoming increasingly difficult to gain a sense of key overarching arguments and open questions in the field. This is to a large extent due to fact that research on communication and social

change is being conducted across a range of subfields that have each developed their own specialist languages and methods. This fragmentation created several gaps in the field, and is detracting attention from key theoretical questions surrounding the understanding of communication and social change, including issues of media effects and the relationship between new communication technologies and different metaprocesses of modernization.

Recent debates about mediatization have been instrumental in reorienting the discussion back to some of these fundamental questions, with mediatization acting as a 'sensitizing concept' that encourages greater historical awareness and draws attention to the involvement of communication in key transformations that have marked the modern world (cf. Lunt and Livingstone 2016). This panel seeks to further this debate by drawing attention to the processual logic of change, and by exploring a range of approaches that pay attention to change as a process that evolves over time. The contribution by Mihelj and Stanyer opens the panel by providing a mapping of different approaches to communication and social change – from modernization to mediatization – and their evolution since the 1950s. Mihelj and Stanyer identify several critical gaps in the field, and argue for the need for a shared conceptual language, one grounded in a processual approach to change. Perusko tackles the analysis of the process of change from the perspective of historical institutionalism, and draws attention to the notion of critical junctions as a useful analytical device in media systems research. If Perusko's paper approaches change from the macro perspective of media systems, Bolin's paper shifts attention to media users. Using this conceptual lens of generations, Bolin develops a dynamic analytical framework for studying change, which can also help capture the complex temporal dynamics of processes of change from the perspective of users. Similarly to Bolin's, Tacchi's paper also adopts a micro-perspective, but one that is grounded in the notion of communication ecologies and draws on a combination of ethnographic and action-oriented methods. Finally, the panel will also benefit from the reflective commentary provided by Mattoni, who will comment on the papers from the perspective of her own expertise in the study of media and social movements.

PN 066: Theorizing communication and social change: Towards a processual approach

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Even a cursory look of recent issues of leading communication journals reveals that research on communication and social change is conducted across a range of subfields, and in relation to a wide variety of topics, from the micro-shifts involved in the changing effects of information on political attention all the way to the mezzo- and macro-level processes associated with the hybridization of journalism cultures and the transition to digital television. The sheer diversity of topics and breadth of theories mobilized across this vast terrain makes it very difficult to get a grasp of the key overarching questions, approaches, and gaps in the field, and to situate recent developments – including debates about mediatization – in the longer trajectory of theorizing communication and social change. To address these problems, we first develop a typology of approaches to communication and social change, distinguishing between approaches that foreground the role of communication as an agent of change, and approaches that treat communication as an environment for change. We then use this typology to identify trends in the field since 1951, and highlight the main gaps. Both the typology and the mapping are based on a systematic survey of articles published in five communication journals (Journal of Communication, International Communication Gazette, Media, Culture & Society, Political Communication, and the Historical Journal of Film, Radio and Television) between 1951 and 2015. Based on this, we identify significant and persistent gaps in the study of communication and social change, as well as highlight the lack of shared conceptual language that would enable us to think of communication and social change across its varied temporal and social planes, and link together the processes involved in the reproduction of status quo with fundamental changes to social order. We conclude by outlining the key traits of a processual approach to social change, drawing inspiration from the framework for processual sociology proposed by Andrew Abbott (2016), and building on the wider literature which foregrounds the processual nature of social phenomena. We argue that this approach has the capacity to offer a shared conceptual language and create conceptual bridges between the disparate subfields that investigate communication and social change.

PN 067: Critical junctions: Periodizing the context of media change

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Ryfe (2001) suggests that mainstream political communication sees history as an inevitable result of events that happened in the past, without questioning or investigating the historical paths and events, while only a minority views political communication also as cultural practice with uncertain pathways and consequences of change. In this contribution I examine the notion of turning points or critical junctures that shape periods

for temporal comparison in the study of change in media systems. Interestingly, existing research that tackles temporal change in communication rarely uses the notion of critical junctions, and even when this happens, it is usually not in the context of media systems research. For instance, from the three approaches to change in communication research identified by Stanyer and Mihelj (2016), media systems studies were found only in relation to the trend mapping approach to communication change. Media systems are disposed to empirical analysis in terms of the dimensions/variables which define them (Hallin & Mancini 2004). The historical institutionalist approach is particularly useful in investigation of how media systems dimensions and contexts change with the change of their political and economic contextual conditions (Peruško 2016). This includes a prominent comparative aspect which primarily highlights the temporal comparison, and in an ancillary manner supports also the spatial comparisons, especially in relation to the understanding of developments in European new democracies. How are institutional conditions changing with the change of (historical) time and (geopolitical) space? How does media development in the east and west of Europe compare in times of political changes, or in times of mediatization (Peruško 2017)? In this intervention I focus on the periodization of contextual conditions in the historical institutionalist study of media systems, focusing on the comparison of the West and Central and Eastern Europe.

PN 068: Media landscapes, generations and social change
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Much media research is premised on the axiomatic perception that the media – as technologies, organisations and sign structures – are important drivers of social and cultural change. But how can we understand the nature of such changes, and how can they be empirically studied? Recent debates have indicated that much change is taken for granted, maybe especially so in mediatization theory, and that we need finer analytical approaches for developing the tools for understanding how and why change occur, and what role media play in social and cultural processes.

In this paper will be suggested a dynamic analytical model for studying such changes, based in the temporal dimensions of generational theory (Mannheim, Ortega y Gasset, Ricoeur), and a theory of space (e.g. Lefebvre) based in the concept of media landscape. If generations, following Ortega y Gasset, represent the "rhythm of ages", generations can be seen as a prism through which social and cultural change can be studied. However, change plays out differently in different localities, and hence it is important to study generational rhythms as anchored in specific historical and material circumstances, where the media landscape is one spatial dimension in relation to which social action takes place. Where other spatial metaphors such as media ecology, media environment, etc. implies an organic spatial growth, the concept of media landscape rather point to the constructed nature of space, where technologies, contents and organisational principles are formed by humans. These landscapes then privilege certain types of movement through space (rather than others), and will thus impact on, although not determine, social action.

It will be argued that the social practices of various generational cohorts as played out in distinct, specific and historically located media landscapes as structuring and structured structures is a fruitful approach to analysing social and cultural change, and can help reaching a deeper understanding of the temporal dynamics and processes of which the media are a part. In the presentation these theoretical arguments will be exemplified with data from cross-cultural and cross-generational study of media generations in Sweden and Estonia.

PN 069: What makes a smart phone 'smart'?
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The relevance and role of new media and new technologies for social change in the international development arena is often presented in terms of speeding up progress towards development goals. Speed and connectivity imply fast change – very much in the spirit of modernization paradigms, where technology is the facilitator of progress, even while such an approach to development has been dismissed as outdated in preference for participatory and 'post-development' approaches. Ways of thinking about mobile phones, especially smart phones, as 'empowering', can become an "ICTD truism" like the "myth" that mobile phone access to market price information equates to economic development (Burrell & Oreglia, 2015). The speed of uptake and affordances of smart phones get conflated with claims of broader engagement in the economy (markets) and in governance (voice) by the most remote or disconnected, and at the same time shifts the rhetoric around those who are marginalised from one about citizens who have rights, to

consumers who exercise choice. In fact, ICTs have contributed to increased inequalities and had a negative impact on the development agenda (Unwin, 2017).

Efforts to deliver development interventions in a more participatory manner have been widely critiqued. Looking closely about how this is enacted can help us to see how, in many cases, communication is an 'enabler of exploitation', reinforcing patterns of power, achieved through the denial of the 'communicative capacity' of marginalised communities and individuals, who become the subjects of top down communication and top down 'participation' (Dutta, 2014). A communicative ecology approach can help to better understand the role of a smart phone, considered within the complexities of people's messy lives and the systems that they live within as well as broader flows and channels of communication. Social change can be about changing social configurations but maintaining existing structures, or can aim to transform those structures. Either way, communication can be seen as an active process of meaning making. Smart phones can be seen to have an effect on processes of social change, but structural change and the reconfiguration of relationships of power and equality are far slower processes.

PN 070: Respondent

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The final contribution to the panel will be presented by Alice Mattoni, who will act as respondent and will comment on the papers drawing on expertise in social movements, political participation and digital media.

MED03 - Mediatization of politics

PP 319: Mediatization of politics vs politicization of media: Effects and controversies of intellectual debates

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The contemporary information technologies are enhancing the communication process of identifying and setting the public agenda. Today changes in society are catalyzed by the opportunities provided by the blogosphere and the social networks, as well as by the mobile electronic connections. Mediatized mobile communications have proven to be emblematic for the mediatized society. The international stratification in communication developments seems to be, to paraphrase Zbigniew Brzezinski, "out of the control" of competing social, cultural, political, economic, technological, demographic, and ecological strategies. This fundamentally new situation of social disintegration and shortage of social synergy is a nourishing environment for the transformation of social communication, as well as for the media and politics merge. The challenges of the economic crisis, as well as the migration processes have strengthened the position of the Euro-skeptics and have revitalized the development of populism, primarily by non-systemic political parties.

Populism as a political position and rhetorical style is nowadays an object of comprehensive research and multi-faceted social discussions. The strong critical attitude of populists towards the status quo, towards what they regard as the chimera of democracy, is generally intertwined with the function of the media as a corrective factor with regard to government authorities.

The use of populist phraseology is evident among all political parties in the country, whether left or right-oriented. Bulgarian political actors of a populist trend – including political leaders and parties – have mixed, oftentimes changing, characteristics. This populist phraseology is transmitted to audiences mainly through media. It has to be noted that the dynamics of the pre-election campaigns during the period of democratization since 1989 has been developing alongside demonopolization, liberalization and transformation of the media system. Deregulation of the radio- and TV broadcasting sector dragged on, giving way to the development of two mutually bound processes – politicization of media and mediatization of politics.

The proposed paper is focused on the mediatization of political populism in Bulgaria. The political environment in the country is characterized by almost permanent merge of political entities, which gradually escalates the use of populist approaches, styles and rhetoric. Research attention to this political phenomenon is determined by the success of some newly formed populist parties during the new century, gradually winning considerable numbers of seats in the Parliament.

The paper is structured in three methodologically interconnected parts, presenting: an overview of the process of politicization of the media and the mediatization of politics in Bulgaria; an analysis of the political populist trends in the country; a discussion on the connections between populism and the media, based on

a content analysis study of some mainstream media outlets during the presidential election of 2016 and the vote for Parliament in 2017.

The text has been developed within the framework of the CA 16221 COST Action: Reappraising Intellectual Debates on Civic Rights and Democracy in Europe (RECAST) and the academic projects DN 05/11-14.12.2016 and DCOST 01/25-20.12.2017 of the National Scientific Research Fund of Bulgaria.

PP 320: Populism and the mediatization of politics?

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Populist movements have arisen around Europe during the last two three decades; gaining favour in many countries. However, the concept of populism has been described 'slippery' and 'vague', making some scholars skeptical about whether the concept has any analytical use in research. Populism has been defined as ideology, movement and/or political style, but the problem is that differing left-wing, right-wing, nationalist, democratic, authoritarian, totalitarian and agrarian movements have been called 'populist' making a clear definition unsatisfactory. Ernesto Laclau's theory on populism goes beyond these problems because it explains populism ontologically as a logic, by which a group of people identifies itself as a unified political agency. Even if Laclau's theory has been criticized as too broad, it seems to describe quite aptly the formation of populist movements by various contingent 'articulations'. However, the problem is that it says nothing about the role of the media in the spread of populist sentiment and movements.

Relying on my own studies in the Nordic context as well as on other studies on European populism, this paper explores the theories of populism in relation to the mediatization thesis. Several studies have indicated a positive relationship between an increase in media attention and the success of populist movements and their leaders, although there are also studies which challenge that argument. Applying Laclau's ideas, populism as such seems to serve a 'floating signifier' whose meanings are continuously contested in public political discourses of European democracies. This is true especially in Northern and Central European countries, in which positive identifications of right-wing radical populists that have a nativist emphasis are confronted by the liberal ethos of mainstream political parties and the journalistic news media. However, these populist movements flourish in spite of the media, challenging in this respect the very idea of alleged 'mediatization of politics'.

From the point of view of populism, one problem in mediatization thesis is that it is based mostly on the idea of mass media's (or its logic's) impact on politics. Thus, it does not take into account the role of social media in today's political communication. Contemporary Western populism especially has been indicated to be almost dependent on social media as a forum for political group identification and mobilization. Another problem in mediatization thesis is that it is focused on Western liberal democracies but does not fit into more authoritarian political systems in which the mainstream media is controlled by the leading political forces rather than vice versa. However, populism might have played a central role in the political formation of these systems. The paper discusses populism theories in regard to mediatization thesis using especially Laclau's 'articulation theory' and tries to make head or tail of the relationship between these two contested concepts in the context of politics.

PP 321: Mediatized society and Trump's victory

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The idea of mediatization often circles around medium-range studies on particular cases of relations between media and multiple fields of society or culture. The process, however, is not limited to meso level of society and reaches micro-relations and some broader processes of social change as well. Hence, in this paper I aim to capture the process of media-related transformations of economy, society and politics in the United States. Although it seems rather vast attempt, in this paper I limit it to specific mediatization process that accompanied the election of Donald Trump as 45 President of United States of America. The introduced framework of analysis, however, could be used in every other case study of interrelations between media and other societal domains.

I attempt to deliver an answer to a two main research questions, the theoretical one: (1) what is explanative potential of mediatization in context of US media-related social and political transformation of last two decades?; and the processual one: (2) is there a mediatization mechanism that lead to right-wing shift in the US? In order to explain these phenomena I analyse three simultaneous to mediatization processes. The first is the polarisation of US political system (especially on the level of the presidency and presidential campaigns). The second concerns deregulation and concentration in US media system/market together with a new digital divide. The third is a process of the distressing economy that results in capital shifts to the coasts, shrinking middle class, and opens a long-term unemployment trap.

Tracking these processes in terms of media-related transformation implies the meta-analysis of datasets with the usage of critical comparative analysis, critical discourse analysis, and tools of political economy of media. The framework of this study covers a multidimensional model of mediatization (Brodzińska-Mirowska, Wojtkowski 2017). Hence, on the micro level, I analyse how media practices of individuals are plaited with the one on presidential campaign's side and form a visible communicative pattern that forms in time a specific sort of right-wing-oriented political audience. On the meso level, I study how has this audience transformed into a very stable base of Trump supporters; what was its relations with the 'fake news' media frame; and how the political myth of 'MAGA' was created by Trump's strategy. On the macro level, I impose and compare the exact points where transformations of media and audience (e.g. new digital divide), political system (e.g. partisan gap and hyperpartisanship), society (e.g. shrinking middle class), and economy (e.g. distressing) interrelate to find specific correlates.

PP 322: Neoliberal mediatization and digital platforms: The Crystal of Wikipedia

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The first rule of neoliberalism is: don't talk about neoliberalism. This doctrine is the greatest illusion of our times: it's not free market ideology. Neoliberalism doesn't believe in the laissez faire but in the *controlled market*. Friedrich Hayek's (1998a: 37, 46; 1998c: 159) own words are: "*cybernetics*", "*deliberate design*", "*system theory*". Why is this important for mediatization? If neoliberalism proposes cybernetic markets, digital platforms that control the users are ideal embodiments of *neoliberal logic*. It means the interplay of media-communicative and socio-cultural change is fundamentally marked by neoliberalism.
It is striking that Christian Fuchs (2013: 236) argues Wikipedia's mode of production resembles communism, while Nobel prize winning neoliberal economist Gary Becker states *Wikipedia is a market, a* "*method of aggregating information*" (Becker & Posner 2009: 1). Financial compensation is not an essential market element, even though the price system is always a good thing (ibid: 2). Also, while neoliberals are usually described as forerunners of cut-throat competition, what they actually say is that market's principle of organization is "*voluntary cooperation*" (Friedman 1980: 11). It's a "*philosophy of social cooperation*" (Mises 1996: 152), a "*social framework*" for the perfect competition (Ropke 1960). Finally, Wikipedia's founder Jimmy Wales said he was inspired by Hayek's article "The use of knowledge in society". Wikipedia is a "cooperative" marketplace of ideas, a cybernetic iron cage.
Cybernetics is "a branch of mathematics dealing with *problems of control, recursiveness, and information*" (Bateson 1979: 227). It is the basis of every digital platform. Hayek (1998a: 39) gives an example of crystal formation, where cyberneticians would "*create the conditions*" in which crystal's elements could "*arrange themselves*", while command economy would try to produce the crystal directly. The goal is to create a "*social system… which makes use of men* in all their given variety and complexity, sometimes good and sometimes bad, sometimes intelligent and more often stupid" (Hayek 1958: 12). But "creating the conditions" is one huge state intervention, and "deliberate design" could help certain actors win the game. Bernie Sanders campaign comment: "*It's rigged*".
Digital platforms are "*conditions for social interaction*" (van Dijck 2013: 20). Their algorithmic *crowd management* "helps" users to "arrange themselves" and their "wisdom". "What counts is a man's total behavior" (Mises 1996: 12). While Facebook's Timeline serves the advertisers, Wikipedia steers users so they could create the encyclopedic knowledge for free. But the users are not equal, they have different editing powers. Also, you can't edit Wikipedia without a reference to corporate publishers' literature (Mirowski 2009), which makes "communist-like" Wikipedia rigged - just another ideological hegemony.
At the center is "*algorithmic logic*" (van Dijck 2013: 151), at the periphery – disciplined users. It is an "*engineered social order*… uniform regime of delegated tasks… of socialized-user control" (ibid: 139-140). It's neoliberal *society of control* (Deleuze 1992). Within this managerial system, administrators and bots enforce the rules through "*normative patrol*" of agent's behavior (van Dijck 2013: 137). Critical mediatization theory should focus on the connections between neoliberalism and "myth of us" (Couldry 2015).

PP 323: The TV Media interventionism in the 2015 Portuguese general elections

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In recent years, there has been an increasing mediatization, due to the increase and development of media outlets. Unlike the mediation process, which is based on neutral process and smaller media interference, mediatization focuses on the progress of modern communities and temporal changes, namely through modernization, individualization, and globalization. Hjavard (2012) explains that current society is influenced by media and that it is not possible to separate mass media from cultural and social institutions. Therefore mediatization is a process that has a logic that is independent of other social spheres. The mass media

have established themselves as an institution with their own internal operating rules, hierarchies and values, taking precedence over the demands of other areas.

The mass media achieves a high degree of self-determination and authority that forced political actors to submit to its logic and rules. In this context, media and politics have a mutually utilitarian relationship. By accepting media rules, politicians are able to gain greater visibility amongst the electorate, as they know that without this visibility their actions have limited reach. In turn, journalists rely on information disseminated by political actors to create news and attract audiences. Van Aelst et al. (2008) describe this relationship "is turning into a marriage de raison, driven by mutual mistrust".

According to the mediatization theory, the media can intervene which can plays an important role in formulating "the agenda of elections campaigns". By reporting on political themes, journalists can influence the perception of a story into an editorial report. This influence also includes "reflecting media logic, rather than the wants and needs of political institutions and actors, reflecting political logic" (Strömbäck & Dimitrova, 2011, p. 36). According to Cushion and Thomas (2013), media coverage is a personal judgment and this judgment has become a routine part of political reporting.

The length of politicians' sound bites is one example of media interventionism. Another is the use of anti-candidate editing techniques, like visual bias and lip flaps (Esser, 2008). Salgado & Strömbäck (2011) also discuss the journalistic style of news reports where there is a difference between descriptive and interpretative journalism. Other examples of interventionism include game and strategy frames or the use of opinion polls in electoral campaign news.

This paper assesses the extent to which Portuguese TV broadcasters intervened in the reporting of the 2015 national general elections. Content from the three month period in the run-up to the elections was collected from most of the TV broadcasters' (including public service and commercial channel providers). A quantitative analysis was undertaken using international indicators proposed by Strömbäck & Dimitrova (2011), namely lip flap, journalism style, journalistic visibility and the game or strategy frames to measure the extent of the interventionism.

The results suggest frequent media interference in the 2015 Portuguese general elections with interpretative journalism in particular playing a major role. This became an important part of the mass media's strategy and tactics to influence the electorate.

MED04 - Global mediatization. Perspectives and challenges in the digital age

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Mediatization research has evolved into a fruitful and highly beneficial perspective (Krotz 2014). According to Krotz (2014), mediatization can be understood as a meta-process of social change, comparable to and strongly intertwined with similar processes like globalization or secularization. As all levels of culture and society are increasingly shaped by mediatization (Hepp, Hjarvard, & Lundby 2015), the contexts in which digital media are integrated into communicative structures are indisputably becoming more diversified. Digital embeddedness (e.g. Markham, 2004) is shaping how we experience our social lives. New media permeate life at the personal, social and global level (Hjarvard 2008), shaping existing practices as well as creating new ones. Understanding online-mediatized communication and its global dimensions therefore is vital.

This panel tackles the challenges brought on by globally mediatized online communication processes. Mediatization research serves as framework for the analysis of communicative phenomena, which overcome national borders and cultures and create and amplify new challenges. The panel therefore brings together diverse insights and theoretical angles.

The first presentation (Stig Hjarvard) analyses global mediatization in terms of a 'pull'-power of infrastructural control and theorizes how the changing control over the communicative infrastructure in society has implications for the institutional foundations of media markets and the public sphere.

The second paper (Katrin Döveling) includes in the discussion the global mediatization of emotions, facilitated by global digital media and presents research, approaching digital emotion as a cultural practice leading to digital affect culture(s), which traverse the global digital terrains.

Furthermore, mediatization in the context of economic and information inequalities in South Africa and the use of digital media to give voice to disenfranchised groups in the "Global South" are scrutinized (Lone Sorensen and Katrin Voltmer).

The third presentation (Paula Kiel) applies the mediatization framework to newly emerging death-related online practices, such as online mourning. Adapting a framework of translocalism it explores the cultural specificities of the process of mediatization of death in English and American societies.

Throughout this panel, the global dimensions of mediatization are illuminated from different countries and perspectives. The findings lead to a critical discussion on the vulnerability of the mediatization processes to

targeted instrumentalization. Furthermore, the challenges of researching the global dimensions within mediatized communication are scrutinized.

PN 108: Global mediatization: The 'pull'-power of infrastructural control

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The aim of this paper is to analyse and theorise how the changing control over the communicative infrastructure in society have implications for the institutional foundations of media markets and the public sphere. The success of global technology and media companies to acquire control over important parts of the digital infrastructure in terms of technological standards and algorithms, business models and values chains, and user data, is gradually undermining the importance of both national media industries and national media policies in upholding and regulating social space in general and the public sphere in particular.

Using empirical data from the Nordic countries to demonstrate the rapid changes that have taken place during the recent decade, the study draws on a variety of data sources to demonstrate the consequences of infrastructural change. The data reveal, for example, that the national legacy news media's hope of building up viable business models in the online world is being curbed by technology companies such as Google and Facebook. Despite a rapid growth in the national online advertising market, almost the entire growth is benefitting foreign companies such as Google and Facebook (Ohlsson & Facht, 2017).

Some of these changes have been addressed at the level of media organizations and policy implications, e.g. challenges towards legacy news media, public service media, and policy regulation. In this paper I will try to conceptualize these developments from the perspective of mediatization theory. Social space is being disrupted through a restructuring of dependencies between national and global actors, between different types of actors (commercial/public; media/tech; content/service; etc.), and through these processes new figurations of social dependencies and interactions appear.

In the twentieth century, international media companies acquired influence and to some extent dominance through a 'push'-strategy, i.e. by promoting and selling content. In the twentieth-first century global technology giants have gained influence through a 'pull' strategy, i.e. by offering a new infrastructure and a variety of (often free) services and tools that allow users to interact with each other in new ways. The hitherto 'pull'- strategy seems, however, to be gradually supplemented by an additional financial control; through the earnings on infrastructural services the global technology companies are now emerging as investors and producers of media content as well.

PN 109: Digital affect cultures. Perspectives on global flows of mediatized emotion

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Mediatization theory (Hepp, Hjarvard, & Lundby 2015) offers significant insights into the interconnectedness of media, communication, and social life. However, mediatization research has mainly focused on national media; the challenge that mediatization research yet faces in current times of digital communication, is to grasp the transnational, global flows of affect (Papacharissi, 2014), particularly as these emerge in the digital realm. This paper therefore includes in the discussion of mediatization the global mediatization of emotions, facilitated by global digital media.

Taking current perspectives from *cultural studies* (see Gregg & Seigworth, 2010) from what is most often referred to as the 'affective turn' (e.g. Clough & Halley 2007) together with 'the emotional turn' in the social sciences and the humanities (e.g. Giaxoglou & Döveling 2017), a perspective is laid out that illuminates the generation of digital affect cultures (Döveling, Harju, Sommer 2018). These are conceptualized as relational, contextual, globally emergent spaces in the digital environment where affective flows construct a common ground in a globally mediatized sense of belonging. Approaching digital affect as a cultural practice then enables to examine how digital affect culture(s) traverse the global digital terrains, invite people to participate into *doing* the emotion, and thereby understanding the construction of communities of global affect online. Drawing on current empirical findings in the field of digital memorial culture to empirically illustrate the fundamental elements of digital affect cultures, namely discourse, alignment, and belonging (see Döveling et al. 2018), the complexity of discourse in communal belonging and affective alignment is revealed in practices of mourning, memorizing and remembering online. This perspective might bear new insights into predominant aspects of what it is to live in today's networked society where emotion travels globally in unprecedented speed, constructing divergent enclaves as it affects people in different ways. The paper concludes with implications of this conceptualization for theoretical advancement and empirical research in the field of media and communication, specifically in the field of global mediatization research. The analysis

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thus contributes theoretically by extending it to include emotion, but also by offering a systemized look on the co-constructive processes of online mediatization of affect in a global perspective.

PN 110: Mediatization as a resource: Inequality and contentious politics in the Global South

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The relationship between mediatization and politics is often seen as a problematic shift of power whereby political processes are increasingly shaped and determined by media logic. At the same time, it has been argued that mediatized strategies provide disadvantaged groups with resources that enable them to effectively challenge hegemonic power (Cottle 2006). In this paper, we explore whether and how mediatization can function as a resource in a context of sharp economic and information inequalities: South Africa. In doing so, we contribute to the broader question of how recent changes in the media environment impact on the dynamics and outcomes of struggles for democratic transition, with a focus on contentious 'bottom-up' politics. The paper also addresses the question whether mediatization is a concept that is only applicable to advanced western democracy (Esser and Stromback 2014).
Our study compares different instances of contentious politics in South Africa and the way in which non-dominant actors mobilize public attention: The case of the 2015 State of the Nation Address (SONA) serves as an example for a highly sophisticated media strategy by the opposition party EFF. This is contrasted by media-poor anti-eviction campaigns that operate largely outside the radar of mainstream media. The study draws on a broad range of data, including semi-structured interviews with political activists, mainstream media coverage and mixed-methods analysis of Twitter communications. In our approach to such a variety of data sources and corresponding diversity of modes of mediation by political actors, we consider mediatization as a transformative process that is driven by global communication technologies as well as journalistic media as institutions and where media logic is embedded in local power dynamics.
We find evidence of an impressive assemblage of strategic and creative ways of communicating contentious politics. These are characterized by the juxtaposition and integration of, on the one hand, un-mediatized forms of communication, such as the use of nano-media in the form of T-shirts and street performances, and, on the other hand, highly mediatized strategies, including social media, and disruptive spectacles elaborately planned and staged to shape media coverage. We conclude that mediatization reflects and further deepens existing inequalities between rich and poor, but also creates new divisions between media-savvy elite activists and those who rely on makeshift action repertoires. Mediatization, as a multi-faceted and often ambiguous process, is shaped by the political, social and cultural context in which it takes place. It serves to empower groups who operate within institutional structures, whereas disenfranchised populations remain voiceless. The paper highlights the need to better understand the dynamics and consequences of mediatization in the complex media ecologies of the Global South.

PN 111: Three theses on the mediatization of politics: Evolutionist, intended, or imagined transformation?

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The claim that contemporary politics is mediatized politics, albeit provocative and controversial, especially for old-school political scientists and political sociologists but even for some media scholars, is undoubtedly popular (Kepplinger, 2002; Mazzoleni & Schulz, 1999; Strömbäck, 2008; Strömbäck & Esser, 2014). The theory of mediatization has come to stress that media, less in terms of content than in terms of technologies and institutions, have a profound-pervasive and therefore less observable-measurable impact on the political process; it grasps the ontological transformations that politics has undergone, following the worldwide institutional and technological advancement of communication media in the last couple of decades.
This paper examines the mediatization of politics as transformation of political discourse, that is, of the meaning-making practices by which politics exists in the contemporary globalized environments of media saturation as personalized, conversationalized and dramatized politics, offering three different explanations: the theses of *evolutionist*, *intended*, and *imagined* transformation. The first thesis includes several accounts which have fostered the most categorical and controversial understanding of mediatization: mediatization as a macrosocial evolutionist process, a product of the structural differentiations in late modernity, which amounts to the colonization of politics by a single and universal media logic. The second thesis deals with another set of accounts which appear to be less provocative in their understanding of the transformative impact of mediatization. These present mediatization as a microsocial intended act of adaptation to, rather than colonization by, media logic; political actors strategically adapt to what they perceive each time to be the prevailing media logic in their own institutional context.

Finally, I propose a thesis which reduces mediatization neither to the level of abstract structurality of a universal media logic nor to that of particularistic rationality in contextual media logics, but rather comes to renew interest in the self-subjectifying institutionality and historicality of imagined media effects, particularly important in the age of digital convergence and interconnectedness. According to this thesis, we need to stop thinking in (dualistic) terms of media and political logics which are either in an antinomic or in a synergetic relationship with each other. We need to start thinking, instead, in (integrationist) terms of institutional logics of *media performativity*; an institutionally embedded repertoire of communicative practices and discourses that both explain and regulate how political actors come to 'perform' through and with the digital media in an authentic, intimate, and/or ritualistic manner, thereby fusing private with public aspects of political life. From this viewpoint, personalization, conversationalization, and dramatization are nothing else than such private-public coagulations which in their fury and agony to premediate political reality – to pre-empt and control imagined media effects – end up at falling back on and reactivating, each one in its own performative manner, institutionally symbolic conventions and sedimentations.

In conclusion, mediatized politics in a globalised and digitalised media ecology is the politics of performing through and with the media in logics that are historically and institutionally embedded, and which deserve our distinctive analytical attention.

MED05 - Mediatization and technology

PP 529: The role of algorithmic selection for everyday life: A user-centered approach

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In societies characterized by growing datafication, algorithmic selection (AS) applications on the Internet have become deeply embedded in everyday life (Willson, 2017). Via automated assignment of relevance to selected pieces of information, AS applications are shaping the way people acquire information, perceive the world and ultimately behave (Author). They have become a constitutive part of individuals' (mediated) construction of reality, and thus shape the formation of social order at a societal level (Couldry & Hepp, 2017).

The multidisciplinary discourse on opportunities, social risks, ethical challenges and governance of algorithms has so far been predominantly theoretical. Empirical evidence that allows a validation of these results remains absent or limited to specific platforms or types of algorithms, and the need to analyze them within their social ecology (Beer, 2017) is often ignored. This regularly leads to bold speculations and adventurous (policy) conclusions being derived from the mere existence of potential risks (e.g., manipulation by fake news, bias by filter bubbles) without having sufficient empirical knowledge of how people actually deal with them.

An empirical investigation from a bottom-up, user-centered perspective is crucial to fill these research gaps. By collecting empirical data on perceptions and use of AS applications as well as strategies to deal with associated risks at the individual level, this study seeks to answer the following questions: How (extensively) are AS applications used within everyday media repertoires? How aware are people of the algorithms operating in these services? What subjective relative importance, opportunities and risks do they associate with them?

Starting from a functional typology of AS applications according to their central societal functions and associated risks (Author), we investigate the awareness and use of AS applications, as well as attitudes towards them in four central domains of everyday life: social and political orientation, recreation, commercial transactions and socializing.

We conducted sixty semi-structured interviews including sorting methods as conversation stimuli (Hasebrink & Hepp, 2017). We abided by the concept of maximum variation for our sample and applied a thematic coding approach using MAXQDA.

Our preliminary results show that the relative importance interviewees assigned to AS applications is driven by their needs or the gratifications they seek to retrieve from using a certain service. The subjective importance of AS applications as well as the awareness and perception of risks varies within and across the different domains of everyday life. The interviews further reveal specific tactics that users reportedly employ in order to handle uncertainties and control algorithmic operations and their personal data.

The qualitative results presented in this paper reveal important insights about the adoption and awareness of and attitudes towards AS applications. Applying a mixed-method approach in our project on the significance of AS, these results will serve as input and guidance for the design of our planned quantitative research: by means of a nationwide representative online survey combined with passive metering of individual Internet use (tracking), we aim to provide an empirical basis for more evidence-based public policy deliberations regarding the social impact of AS and the choice of related governance measures.

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PP 530: The 'making' of deep mediatization: Rethinking mediatization in times of datafication from an actor's point of view

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In this paper I want to take an actor's point of view on deep mediatization, to reflect on how deep mediatization is rooted in human practices that are increasingly entangled with digital media and their related infrastructures. Adopting this perspective means to understand that deep mediatization is not just a 'natural' process that occurs independently. Deep mediatization is a *social* meta-process, which means that it is – bearing in mind its technological dimensions and its own dynamics – structured by humans and should be analyzed as such. A first step in such an analysis is to consider the *making* of deep mediatization. I use the term 'making' in a wider sense, as the 'production' of deep mediatization, as the building of the digital media and infrastructures that constitute the technological pillar of deep mediatization.

Considering the 'making' of deep mediatization from an actor's point of view, different kinds of 'supraindividual actors' require our attention. This includes 'corporate actors' like companies and state institutions, and 'collective actors' such as social movements or pioneer communities. With reference to the making of deep mediatization, media and tech organizations are maybe the most obvious ones. But we cannot understand the success of media and tech companies without considering other corporate actors: governments and state agencies that support (or hinder) market engagement. All this brings us to the point that we have to reflect on the role political economy plays to understand the 'making' of deep mediatization (Murdock 2017). Furthermore, we have to consider 'collective actors' like movements. The main actors here are 'pioneer communities' (Hepp 2016). These are groups of media and technology related pioneers that seek to foster media related developments across society. But it would be too simplistic to reduce the 'making' of deep mediatization to the activities of such supraindividual actors. An awareness that the engagement of these different kinds of actors is the result of certain trends in a changing media environment is crucial – these trends which are more general and stable than the strategy of one supraindividual actor is.

Taking these reflections as a starting point for my paper, I will begin with a discussion on the specificities of a political economy of digital infrastructures and involved corporate actors that is crucial when trying to comprehend the 'making' of deep mediatization. Then, I will move forward by discussing the different trends of a changing media environment in more detail. Finally, I will reflect on the role pioneer communities play in the 'making' of deep mediatization. Concluding from this I want to make some critical remarks on why it is necessary to understand (deep) mediatization not as a natural process but as rooted in human agency, in political economy and in societal struggles if we also want to develop a critical point of view.

PP 531: Gaming the self in the age of datafication – Self-Tracking and the social construction of the mediated body

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The pervasiveness of connected mobile devices has enabled the rise of a culture of self-tracking, where smartphones, wearable devices and corresponding software are used to gather data for the purpose of corporal introspection and self-optimization (Lupton 2016; Neff/Nafus 2016). This presentation draws from an ongoing project that investigates the sense-making of people pertaining to their personal data and the role of gamification in the mediation of algorithmically constructed body/selves. In the context of self-tracking, reward systems, automated goalsetting, visualizations or feedback loops - common features in the digital media landscape - are used to facilitate motivation and ultimately success. These mechanics of gamification are often presented as a solution to the drudgeries of contemporary (work-)life by reframing work in terms of fun and play (McGonigal 2011). In contrast, on a more critical level, gamification can be understood as part of neoliberal ideology (Fuchs 2014), with self-tracking as a mode of reconfiguring exercise activity into labour (Till 2014; Wilmott/Fraser/Lammes 2017), while opening up personal data to the scrutiny of big data practices (Kitchin 2017).

Previous research has shown that although data practices have become normalized in day to day affairs, public perception of data is often simplistic and fails to acknowledge the systemic complexities of big data, their infrastructure and the underlying commercial and political interests (Smith 2018; Beer 2017). Moreover, the communicative actions with and through digital representations of the self (Ruckenstein 2014) have become important grounds for the negotiation of embodiment and subjectivities in an age of deep mediatization (Couldry/Hepp 2017), positioning bodily sensations in a contested field between the competitive nature of metrics and aspired sociability (Depper/Howe 2017; Copelton 2010). The framing of self-tracking as a communicative phenomenon (Lomborg/Frandsen 2015) situates associated practices in the lifeworld of its users and establishes a perspective on the social construction of data.

The study uses qualitative, semi-structured interviews to investigate how gamification is influencing the use of self-tracking technologies in day-to-day environments – apart from special interest groups like athletes or the quantified-self-movement. The goal is to look at how data is made meaningful by the user's interaction with engineered user interfaces, their sorting-mechanisms and the interpersonal communication with and through these technologies. Preliminary results indicate that the engagement with data through gamified interfaces offers ways to objectify the body for new modes of introspection, positioning intuition and bodily sensations vis-a-vis, allegedly objective, processes of data gathering and analysis. Practices of self-tracking are appropriated in a variety of ways and must be understood in the context of wider lifestyle decisions, feelings of belonging and personal goals. Where data-practices become part of self-perception and identity, gamification promotes an affective and accepting stance towards personal data, promoting specific habits of self-improvement, sharing and comparing, while obfuscating inherent value systems and the utilization of data for commercial interests.

PP 532: A discursive approach to mediatization: Corporate technology discourse and the trope of media indispensability

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When the 'World Wide Web' started to mature, the 'information revolution' was celebrated by researchers, politicians, policy makers, and others. Today, a new kind of technologically driven revolution is said to emerge: the '*mobility revolution*'. Unsurprisingly, the revolutionary potentials of mobile media tend to be particularly promoted by ICT companies. By all means, ICT corporations have a stake in marketing their technological gadgets as *useful*. Beyond this, however, they have an interest in constructing and safeguarding the idea of media as *indispensable*; as things necessary to lead a good life.

While heavily promoted by technology producers, the *media indispensability* trope is not exclusive to the ICT industry. Rather, the trope also occurs in media research and in *mediatization theory* especially. Although there are still many suggestions as to how to define 'mediatization' (cf. Lundby, 2009; Hjarvard, 2013; Couldry & Hepp, 2013; Hepp & Couldry, 2016; Ekström et al, 2016; Krotz, 2009, 2017), some researchers foreground media indispensability as key to the concept. Jansson argues that 'Today, we can see that media are generally, and to an increasing extent, perceived as *indispensable* to the interactions between individuals and groups' (2015a, p. 380). Notwithstanding other areas of potential dispute, then, mediatization researchers and the communications industry unite in the recognition of technology as *agents of social change*.

As noted by Krotz (2017), mediatization is not a natural, automatic process, but accomplished by humans. As such, he argues, it 'must be reconstructed critically in order to find the points where the civil society was not asked' (p. 114). Krotz calls for critical mediatization studies that consider the economic interests of mediatization stakeholders, including the ICT industry. My paper responds to recent calls for critical mediatization studies (see also Jansson, 2018), by scrutinizing the discursive practices of three leading corporations in the ICT sector: IBM, Huawei, and Ericsson. My overall objective is to approach the 'mobility revolution' from a constructivist standpoint in order to inspect what the alleged, media induced, social transformations entails according to some of those who would benefit the most from such a revolution. Stimulated by mediatization theory as well as related accounts of the (technology) discourse-reality relationship (e.g. Berger & Luckmann, 1966; Williams, 1974; Pinch & Bijker, 1984; Marvin, 1988; Fisher, 2010), this paper asks: if mobile media changes 'everything' in life – *whose lives are being changed?* If mobile media are 'indispensable' to modern ways of living – *what are they supposed to do*? Addressing these questions, the paper ultimately informs us about *how mediatization is discursively constructed and sold to people.*

Findings suggest that mediatization is embraced and sold back to consumers as the response to an internal human drive and presented as an inexorable natural force. Three sub-discourses on mobile technology are identified in the empirical data set: 'technologies of cosmos', 'technologies of self', and, ultimately, 'technologies of life'. Altogether, these sub-discourses disclose and reinforce the hegemonic nature of mediatization by communicating the indispensability of mobile media in modern – notably, *urban*, *middle-class* – lives.

PP 533: Artificial companions and the mediatization of everyday life: the AIBO 2005 and 2017

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We call a social or cultural phenomenon mediatized, if one cannot describe and understand this phenomenon without taking the role of media into consideration. Mediatization thus is a longtime development like Globalization and Commercialization, which is highly relevant for the forms how people live

together. The actual form of Mediatization today frequently is called Digitalization, more precisely, it is the upcoming of a computergenerated digital infrastructure for symbolic operations, which reconstruct and relate more or less all different elements of culture and society.

An actual contribution to the Mediatization of everyday life is since a few decades the upcoming of robots as artificial companions of families or individuals. The most sophisticated robot of this type was the AIBO, produced between 1999 and 2006 by Sony and attributed as different "generations" by including more and more "abilities". Recently, there was a restart of that production and a new version came on the market, which until now only is sold in Japan. Such artificial subjects are a sign for social and cultural developments, for changes in communication and new processes of the Mediatization of everyday life. In addition, these machines are intended to remind people that they should treat them like animals. We indeed do not have an adequate language how to talk with and about them.

1. In order to approach these topics, the presentation firstly will report some results about an empirical case study via Grounded Theory and heuristic social research of 2004/2005. This study was based on the theory of Symbolic Interactionism and asked, how people under different conditions communicate with such an artificial companion and whether and how they developed feelings for those doglike machines, for example confidence.

2. Secondly, the presentation will sketch some relevant features of the Mediatization approach and then will discuss the role of artificial companions in the frame of the ongoing Mediatization of household and everyday life.

3. Thirdly, the presentation will present the AIBO of 2017 in its new design and its abilities, as presented by Sony, and compare that with the AIBO of 2005. This on the one hand shows, what has changed in technology. And on the other hand one gets an impression, how the ongoing culturally based longtime meta process of Mediatization has developed in the last ten years: More attractiveness by hiding the complex technology behind nice views, and a transformation of the AIBO from a locally independent machine "living" in the household of the owner into a machine closely connected with Sony all over its lifetime.

4. The presentation thus will close with some ethical and critical questions.

MED06 - Deep mediatization

PP 665: The role of Amazon in the shaping of the deep mediatization world

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Andreas Hepp and Nick Couldry argue in their most recent book, published in 2017, that the social is increasingly constructed from, and through, technologically mediated processes and infrastructures of communication. Change in social infrastructures, and the cultural and social consequences of these changes, are, thus, an urgent object of inquiry.

Change is shaped by a variety of factors and the technology companies who are participating in molding the space for the conduct of social life itself, and that have turned into economic and political forces, are a relevant object of inquery to better understand the deep mediatization world. The ongoing process of mediatization, increasingly fuelled by the digitization and datafication of everyday life and practices, affects how people conceptualize, perceive and evaluate the kind of world they live in. Moreover, the quantification of human behavior, or datafication, through online media technologies has become a usual commercial practice, as business companies routinely access citizens' personal information for business purposes, even if beyond citizens' awareness.

Social infrastructures on which today's social interfaces increasingly rely raises specific questions about the technology companies who are playing a pivotal role in the shaping of the space for social life. It is against this backdrop that these presentations aim to explore the role Amazon plays in the shaping of the digital world. Amazon is one of the most important companies in the technology market. The company transitioned from a sales company to a technology company, transforming itself into a technological giant of an integrated system that offers multiple services on the same platform.

Through Amazon's distribution system of contents and products, the company is participating in the culture of instantaneity and is also reshaping what instantaneity means as a social and subjective experience. Amazon is also reshaping other dimensions of social and subjective experience by offering new ways for individuals live with the media. For instance, Amazon created Alexa, an artificial-intelligence device, which enhances the interaction between humans and the technologies around which our lives revolve. This device designed around human voice (like Siri from Apple), when detects the wake word, it lights up, and is capable of making to-do lists, to offer real-time information, as well as, to control several smart devices using itself as a home automation system. Through other business strategies, Amazon is also intensifying the interrelations between technological infrastructures, technological devices and human social activities.

When Amazon stopped operating by online only, it started to develop a new retail business model where there is no need for any human interaction at all. Another step into this process of reshaping social infrastructures and subjective experience is Amazon's interest in the health care industry, namely by using metadata production for disease diagnosis prediction.

By analyzing the business innovation strategy followed by Amazon, this presentation aims to explore how this company is helping to reconfigure fundamental dimensions of life and participating in the construction of a social world increasingly embedded in technological platforms and data processing.

PP 666: Change or no change? Towards a longitudinal measurement of mediatization

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One of the lingering challenges of mediatization theory is how to validate the claims regarding "media related social change". While there is a general consensus in the field that mediatization is to be interpreted as a long-term (meta-)process of change, whereby activities within a growing number of social areas become adapted to and reliant on media, there are different ways of conceiving of this change. While some scholars point to changing logics of practice within a certain field, others discuss mediatization in terms of a deepening reliance on media within all spheres of social life. Also, while some researchers assess mediatization based on observations of how media saturate social life, others are interested in the experiences among media users. There are good reasons to apply a multiplicity of approaches to grasp the complex nature of mediatization. But there is also a need for studies that can counter-balance the sensitizing, and synthesizing, nature of much mediatization research and provide measurable indicators of media related social change.

This paper, first, advances the need for research instruments that provide comparable measurements of the mediatization of everyday life, and reflects on the potential limitations of such instruments. Second, it introduces one such instrument, aimed to study mediatization as the experience of media technologies becoming more indispensable to everyday life. Third, it presents findings from a national survey conducted in Sweden (in autumn 2016) where the research instrument was tested on a representative sample of the population. Finally, the paper evaluates the usability of the instrument in achieving future time-series and larger data sets for international comparisons.

Respondents were asked to rate on a scale 1-7 to what extent they thought media technologies were important to their life as a whole. In order to grasp experiences of change they were also asked whether they thought media had become more or less important during the last five years and whether they expected media to become more or less important in the next five years. The results show that people feel that their lives are heavily reliant on media – a majority of the sample rating the importance of media as 6 or 7 – and that this experience is most strongly pronounced among older people and well-educated urban dwellers. It is also shown that a majority of the population feels that the importance of media *is not* changing. To the extent people think media are becoming more important, it is more common to state that media's importance has grown in recent years than to predict further mediatization. Experiences and predictions of media induced change were found to be most prominent among younger people (16-30 years) and people with access to a wide range of media technologies. The study thus problematizes commonplace assumptions regarding the *felt* everyday impact of mediatization and points to the socially differentiated nature of mediatization. More importantly, though, the study provides a starting point for longitudinal studies that can contribute to more elaborated claims concerning growing media reliance.

PP 667: Rethinking media capital, media field, and the mediated center in times of deep mediatization

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This paper is a conceptual contribution that bridges institutionalist and social-constructivist approaches to mediatization. To this end, it mobilizes Bourdieu's field theory and campaigns for strengthening the concept of media capital in order to zoom in on practices that accomplish and advance the overall meta process of mediatization. It criticises that currently, mediatization rather functions as a loose frame to grasp the changes in specific contexts of social interaction like politics, sports or religion without considering the fundamental role of media practices in actually constituting large-scale transformations on a societal level. A field-theoretical approach allows to explain the dynamics of media-related change in social fields and across society at large through processes of valorization, capital exchange, and the convertibility of different sorts of capital between fields.

The paper is a counter-argumentation to Couldry's concept of media meta-capital (2003, 2012), that he designs in analogy to Bourdieu's meta capital of the state (1989-1992). The term of a media meta-capital

implies a "mediated center" (Couldry 2000), that can exercise attraction due to its institutionalization in mass media corporations. Nowadays, I argue, the concept has to encompass additional institutional actors, notably, platform owners, and hardware producers, who, together with mass media producers, stretch the media field. As with other arenas, the center–periphery structure of the media field results from the proximity of its actors to the sites of power and their struggle for political influence as well as from the distribution of positions within the media field.

My argument is to see media capital not as a meta capital but as a new sort of basic capital—in line with economic, social, and cultural capital (Bourdieu 1986). Similar to Bourdieu's differentiation, media capital comes in three different forms as incorporated (e.g. media skills), institutionalized (e.g. a degree in a media profession), and objectified (e.g. media ownership) media capital. To treat media capital as a basic resource can explain its far-reaching validity across different social fields. The paper rejects the concept of media meta-capital for two reasons: First, media institutions lack executive power, a criterion of state sovereignty. Therefore, state power and media power are based on different levels of societal influence. Second, media don't command accumulated different types of capital like the state does (e.g. economic, political and military), which form the basis of its executive power. Rather than this top-down power of a meta-capital, the proposed explanation of the increasing overall importance of media for social conduct and sociality refers to the concept of heteronomization. Following Bourdieu, fields suffer external pressures as soon as they develop interdependencies with other fields, for example the journalistic field becomes influenced by economic powers if it relies on advertisers (Benson & Neveu 2005). Accordingly, communicational doxa (Jansson 2015) and media affordances (Pentzold 2015), that are expectations and conventions in communication processes, or adaptions to a certain media logic (e.g. Esser 2013) open social fields up to the influences of the media field.

PP 668: Imagining the futures of deep mediatization: The media representation of the maker and quantified-self movement

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In the perspective of mediatization research, digitalisation – and resulting from this datafication – are a characteristic of the last wave of 'deep mediatization'. However, what has not so far been studied empirically in any detail is that the deepening of mediatization is not a thing in itself but is instead a process promoted by specific communities which are, in respect of these changes, 'pioneers' (Hepp 2016). Prominent examples for such pioneer communities are the 'quantified-self' (Lupton 2016) and the 'maker movement' (Davies 2017). Such pioneer communities have a mission for social change that manifests itself in blogs and online forums, but also in the accompanying media coverage. In the latter, there is a journalistic construction of the imaginations of these communities about media-related futures. Public conceptions of media-related transformations are often dealt with in terms of media-related pioneers, and pioneer communities partly gain a much greater influence on processes of mediatization as result of such media coverage then through their networking activities.

In the light of these deliberations, our paper presents a discourse analysis of the maker and quantified-self movements in German and British print and online news. With the help of a qualitative coding strategy on the basis of Grounded Theory, we investigated characteristic patterns of representing these pioneer communities as 'promoting agents' of deep mediatization for the period between 2007 and 2017. The print and online media outlets we investigated are for Germany: taz, Süddeutsche Zeitung, Die ZEIT, FAZ, BILD and SPIEGEL; for Great Britain: The Guardian, The Daily Telegraph, The Observer, The Economist and The Sun. In essence, our discourse analysis shows that both communities are constructed as 'pioneering', although in a very different light: Across both countries, the quantified-self movement is mainly constructed as the 'negative side' of deep mediatization, being less oriented to self-measuring for 'individual emancipation' but for an 'adaptation to norms' and 'surveillance'. In contrast, the maker movement is represented as 'innovative', opening up a use of media technologies for 'democratisation', 'do-it-yourself mass production' and 'practical education'. Therefore, pioneering is constructed in one case rather in a 'dystopian frame', in the other case in a 'utopian frame'.

On the basis of this discourse analysis, our paper develops a four-step argument. First, we contextualize our research in the emerging field of investigating the 'making of deep mediatization', that is research on organizations and communities that promote media technological developments. Second, we present our research results, discussing in detail the different patterns of representing the quantified-self and maker movement. Third, we will reflect our results in the wider frame of mediatization research. Our main argument is that a public discourse about pioneer communities is stabilizing for processes of deep mediatization as it creates awareness of utopian as well as dystopian imaginations of media-related transformations. A critical reflection of this will be the main point of our conclusion.

PP 669: Exploring the interrelatedness between reading, democracy and mediatization: The canonized novel vs. the growing consumption and production of media texts.

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Digitalization has dramatically changed our reading habits (Lauristin and Vihalemm 2014). The consumption and production of short texts has exploded; teachers express concern about young people not reading longer texts or expressing themselves thru other genres than those typical within media. Teachers are supposed to both "fix the digitalization of education", and ensure that pupils learn to the fundaments of civilization (Kivistö and Pihlström 2018). While moral panic attached to the reading institution isn't new (Mäkinen 2014), there is little d iscussion about how and why we have arrived here.

The aim of my presentation is to problematize the consequences of mediatization of reading. On the one end we find the geographical peripheries of literature, as a collective system (Moretti 2003) and on the other, media texts. Digital platforms serve as an example of the mediated message, while mediatization is understood as a normative normalization process of the global, Anglo-American centre, and a marginalization process of other cultural expressions and practices (Hepp, Hjarvard, Lundby 2015; Esser and Strömbäck 2014). Reading practices envisages what is put on the fore; what is understood as valued and meaningful: is it *Seven brothers* (*Seitsemän veljestä*) by Aleksis Kivi, 1870, a canonized novel about literacy, or just another twitter text from a member of the Kardashian family?

I will use Finnish media texts (2010–2018) that focus on the topic of reading. Mediatization of reading is understood as a discursive practice and as a question of who is given voice in the debate. I will also conduct semi-structured interviews among school pupils, teachers and parents. Arguments and attitudes towards reading are highlighted. I will interpret the interviews in a Finnish context, described as the "PISA wonder" and a society "built on education". I will use research on reading as an instrument for democracy, and contextualize reading in the theoretical framework of mediatization. My ambition with this presentation is to contribute to the ongoing debate on the changes of education and knowledge production, not as a "digital" enterprise, but as a outcome of mediatization of society.

MED07 - Social space, religion and mediatization

PP 770: Three dimensions of mediatization: Measuring media indispensability in relation to basic human desires

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Along with the shift from electronic mass media to digital transmedia systems we have seen the interdependences between media technology and daily human life expand beyond those communication processes that "media" used to refer to (e.g., Hjarvard, 2018). Even though also mechanical and electronic media were crucial to the basic maintenance of human life the current saturation of media is unprecedented. This extended *indispensability* of media can be seen as a key indicator of *mediatization*, whereby our lives become dependent on, and adapted to media.

But how are we to grasp this escalating pervasiveness of media? Even though we can assume that the pervasive character of digital media essentially changes everyday life and the way people experience it, we cannot take consequences of technological transformation for granted, but should *diachronically* explore the *degrees* to which people actually experience that basic aspects of their daily lives are reliant on media (depth), in *which domains* (expansion) and also find ways to *compare* these developments demographically and between cultural contexts. We argue that there is a need for quantitative analyses that can measure mediatization processes.

In this paper we present a research instrument that is constructed to meet these challenges for mediatization theory; a tool that measures the extent to which media reach into the deeper layers and across the most fundamental dimensions of daily human life. It also opens up for a view of mediatization as a socially *differentiated* process.

In this approach, we try to go beyond the commonplace understanding of media as important merely for communicative purposes. We thus explore mediatization as the *perceived indispensability of media for satisfying the basic desires around which human beings organize their lives*. Our understanding of these deeper layers of *daily human life* is informed by social psychological theory, especially Stephen Reiss' (2004) empirical work on sixteen basic human desires.

Our empirical study was conducted among the Swedish population in 2017 and based on a statistically representative survey. Our findings show that mediatization is played out along three dimensions of daily human life, organized around; (1) *(re)productive desires*; (2) *recognition desires*, and (3) *civic desires* and

that the indispensability of media is most deeply experienced in relation to civic desires, especially to gain knowledge, keep in touch with others and improve society. When measuring the indispensability of media for the basic desires of daily human life, mediatization also appears as a socially structured and structuring process. We conclude that this analytical instrument, if elaborated and tested through longitudinal studies, holds the potential to innovate mediatization research and validate some of the basic claims of mediatization theory.

PP 771: Mediatisation and religious resistance. A case of heretical community that contested online authority of Russian Orthodox Church

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In post-Soviet Russia the rapprochement of the Russian Orthodox Church (the ROC thereafter) and state has become publicly visible. De-secular agenda of the ROC receives criticism within Orthodox community. Besides there is a tiny group of Orthodox believers who claim the ROC de-secular politics as antichristian and elaborate heterodoxy to contest theological authority of the ROC.

After Patriarch Kirill enthronement in 2009, the community activity was one of a few publicly visible protest movements against the ROC de-secular politics. The consolidation of heretical community has started in 2012, when Ilia and Jana Braznikovy organized the Society of Christian Enlightenment (the SCE thereafter) which became a place where participants construct their common alternative vision of Christianity. During 2012-2016 over 10 public meeting were held in Moscow and St. Petersburg (about 10 presenters, 40-50 participants); video records and transcripts were posted on the Internet.

Living in different cities and having irregular face-to-face meetings, the SCE participants use the Internet for maintaining intellectual exchange and for consolidating community on a ground a shared heretical ideas. Web-site pravaya.ru, designed and edited by Braznikovy, was a site where the SCE participants posted articles related to theological, political and philosophical issues. To keep in touch, they use social media. Been active online the SCE participants complain that the Internet is insufficient to maintain the SCE activity, and they need regular face-to-face meetings. The last offline meeting was held in October, 2016. In 2017 publications on pravaya.ru were suspended and web-site has blocked. By now participants keep a close Facebook group, and have irregular online interactions.

The research analyses the mediatisation of heretical resistance, that is, how the SCE participants use online means of communication for consolidating heretical community. I also address the question why the Internet was insufficient instrument for consolidating resistance activities of SCE participants.

The research draws on theoretical works about religious groups in social media. Scholars have stressed the intricate connection between contemporary media practices and new forms of religiosity (Campbell, 2010; Hirschkind and Larkin, 2008). By providing open access to religious knowledge and environment free of institutional control the Internet made it possible to construct alternative religious discourses and confront religious authority (Campbell, 2010). There are also a number of studies confirming that the Internet stimulates close communication between users, becomes a ground for social belonging and resistance against hegemony (Bakardjieva, 2009; Papacharissi, 2016).

The research is based on a series of semi-structured interviews conducted with participants during October 2016 – December 2016; and on the data extracted from web-site pravaya.ru and from bloggs of the SCE participants.

PP 772: The mediatization of rural spaces: Communicative networking in two German villages

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The investigation of the current trends of "deep mediatization" (Hepp et al. 2017: 13) predominantly focuses on urban centers and media spaces. This, among others, becomes apparent through buzzwords such as "smart cities" (Miller 2015) or "networked urban spaces" (Gordon & de Souza e Silva 2013: 91). In turn, "[t]he siginificance of mediatization in countryside settings is an underresearched topic" (Jansson & Andersson 2012: 173). Thus, in the face of growing societal challenges such as digital infrastructure development and rural deprivation, researching mediatization under rural conditions is a pressing need.

This presentation introduces a research project focusing on the peculiarities of communicative networking in rural areas against the background of progressing mediatization and digitalization. Following a communication geographical approach (Adams & Jansson 2012), this implies taking interrelations of media connectivity, mobility, local place-making as well as physical and communicative spaces into account.

The presentation is structured in four steps: Firstly, the theoretical framework is introduced. This includes the perspective on the village as a "communicative figuration" (Hepp et al. 2017: 24), with specific "actor constellations, frames of relevance and communicative practices" (ibid.: 27). The figurational approach is

complemented with an understanding of the village as a specific local "communicative space" (*Kommunikationsraum*) (Schwarzenegger 2017). In a second step, the methodological approach is presented which combines media ethnography (interviews, focus groups, participant observation) in two northern German villages with the analysis of their respective local (print, electronic, digital) media structures. Thirdly, the results indicate that a feeling of local belonging can be regarded a core aspect of rural life. While the importance of digital media (e.g. mobile communication media, social media) on the one hand is deeply engrained in everyday processes of local community building, on the other hand issues of the poor digital infrastructure heavily resonate through the data material. At the same time, classical local media such as newspapers and radio are still relevant. Finally, the results are summarized and discussed along with their theoretical implications. It is shown that the village can be understood as a local but translocally porous communicative space. The mediatization of rural spaces should be understood as a contradictory process, where digitalization is embraced and at the same time thwarted through inertia and a lack of infrastructure.

PP 773: Affordances in online dating: Case study on Tinder in Moscow

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Internet is constantly shaping various spheres of individuals' social lives: challenging friendship, work-related communication and romantic relationships. With this shift occurring, individuals adapt to new formats of computer-mediated interaction, which thus influence their perceptions and attitudes. Cyberspace have been intensely stigmatize for the lack of emotional, trustful and natural within the process of relationship building and maintenance. Such a stigma had been applied to online dating as well as computer mediated romantic relationship (Wildermuth, 2004). As in early 80s the practice of exposing your desire to find a mate through the advertisement in printed media was associated with embarrassment and desperation (Finkel, Eastwick, Karney, Reis & Sprecher, 2012). In the inquiry authors focus on online-dating application, Tinder, providing the results of case-study carried out in 2016-2017. Driven by the affordance theory, the study summaries mutual influence of technology, traditions and social practices on online dating in modern Russia. Hither authors distinguish three steps of online dating: profile creation, search for and online interaction with prospective partner. All three steps appear in the mediated environment, differ from conventional dating practices and appear to be heavily dependent on the previous user experience. Therefore, the research question was raised: to what extend does the technology affect practices of the online romantic relationship formation and how do individuals respond to the mediated environment in such interaction. To answer the research question, authors conducted content-analysis of 400 user profiles followed by 12 in-depth interviews with application users. For the content analysis, the purposive sample of profiles was collected including 200 profiles of male and 200 of female users in two age groups: 20-29 years old and 30-40 respectively. The first part outlined main self-presentation strategies, adapted with the limited number of tools to create self-image. Consecutively, authors conducted a set of in-depth interviews with same gender and age characteristics, to clarify intentions and attitudes of users to the specific features of application. Tinder, due to the distinguishing set of affordances, is seen mostly as a platform to meet prospective sexual and romantic partners. Thus, it is noteworthy, how individuals comprehend and respond to such affordances, by adapting their communication practices in mediated environment. In the discussion, authors argue on gender differences in self-presentation and usage patterns, carrying traditional for Russian society gender roles and expectations.

MED PS - Poster Session

PS 43: Media saturation of amateur sport. Mediatization of exercise by way of video recording

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The paper includes short introduction of analysis of the mediatization theory gathered up until now (e.g. Couldry; Hepp; Lundby; Bolin; Förnas; Finnemann), as well as results on qualitative empirical research on amateur sport, which were all integrated into the new concept of media saturation. The paper explains the relationships between technologies, processes and activities of users and demonstrates how mediatization works on micro and meso level. Mechanisms prompting mediatization of physical activity were detected by qualitative research (individual semi-structured interviews, supplemented by observations and content analysis).

Mediatization

Quality of technological saturation as well as quality of processual saturation is explained. Smartphonization by way of video recording is explored (e.g. the importance of digital quality, design and accessories is studied). Processes mediated by way of video recording technologies are investigated: data analysis; memorializing; interpersonal communication; self-presentation and promotion. Mechanism of mediatization through aestheticizing and deaestheticizing is also examined.

The analysis concerns niche sports according to the previously done survey (cross-fit, calisthenics, silhouette fitness, paragliding, skiing, rowing, horse riding, western-style horse riding, parkour, dancing, pole dance, MMA, figure roller-skating). The paper shows how media technologies shape up the way amateurs do niche sports and how some of these sports are modified (e.g. using digital cameras allows for self-perfecting and most of all sharing of video content which leads to the dynamic development and modification of sport disciplines).

OSC01 - NGO strategic communication

PP 071: The instigatory theory of NGO communication (ITNC)

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As the rise of Non-Governmental Organizations (NGOs) continues, with around 31,000 operating today in an international setting[1], they have become central global players on socio-political processes, and are seen by public opinion worldwide as highly trustworthy organizations [2] Although most of the theory of communication management and strategic communication disciplines has been empirically tested and has developed with the focus on for-profit organizations, while trying to consider non-profit organizations as well, it cannot be said that research has been done on communications management in NGOs from a holistic perspective (Liu, 2012). Even with the professionalization of NGOs (Clarke 1998, p. 36) and the spread of "modern managerial practices" as a consequence of globalization (Roberts *et al* 2005, p. 1845), especially since the 1980s (Martens, 2002, p. 271), and the existence of two academic journals on the management of NGOs[3], communication in NGOs has only been researched at an operational, non-conceptual level.

After understanding the *ontogenesis* of those organizations from a historical-anthropological, communicational, sociological, economical and managerial perspective, this paper outlines *the Instigatory Theory of NGO Communication (ITNC)*. This proposes an applied communication management conceptual model for understanding and managing communication at NGOs. This model were tested using a mixed-method research design, composed of a worldwide quantitative study on international human rights NGOs and a close, deeper look through of International Communication Managers in qualitative elite interviews. The aim is to understand the specificities and differences and the praxis and dynamics of those organizations to lay the groundwork for the foundations of the ITNC theory.

[1] (Yearbook of International Organizations 2015-2016, 2015)

[2] In 2017, NGO trust worldwide was just above one in eact two (53 percent); less two percent then previous year. In 2013, the trust in NGOs was 63 percent. Still, from the four institutions (NGOs, ,Business, Media and Government) the first has still the highest trust level. (Edelman, 2013, 2017)

[3] Non-profit and Voluntary Sector Quarterly and Voluntas: International Journal of Voluntary and Non-profit Organizations

PP 072: Polyphonic argumentative strategies in policy influencing communication. The case of the British Heart Foundation's campaign against junk food marketing.

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The third sector plays an important role in the UK in shaping public policy besides funding research, delivering aspects of public services, and generating health and wealth for the country. These organisations operate nowadays in a challenging economic-political environment, with public spending austerity and the devolution of policy-making, regulation and enforcement in key areas such as healthcare. Influencing government policies in such context requires to adopt a *strategic approach to communication* (Argenti et al. 2005; Cornelissen 2014). This means, in particular, the ability to recognise multiple publics and communicate a convincing case for all of them.

As part of a larger project investigating how UK third sector organisations use *argumentation* – i.e. reasons communicated for rhetorical purposes – in order to influence government policies on socially important issues, such as public health, this paper focuses on the relation between the multi-audience context in which these organisations intervene and the argumentative strategies they employ to deal with such a plurality of voices – or polyphony (Laaksonen 2016; Aggerholm & Thomsen 2016).

We approach this topic with a cross-disciplinary perspective integrating strategic communication approaches with key concepts from argumentation studies. We refer to the *text stakeholder model* (Palmieri & Mazzali-Lurati 2016) as a theoretical framework for the reconstruction of argumentative audiences in such polyphonic contexts. The model combines the concepts of *stakeholders* and *publics* (e.g. Grunig & Repper 1992; Mitchell et al. 1997; Post et al. 2002) with the concept of *participation role* originating from linguistic and media studies (Goffman 1981; McCawley 1999) to define audiences by their communicative role and the issue they raise.

We further integrate our conceptual framework with the doctrine of *stock issues* emerged in policy debate theory (Ehninger & Brockriede 2008; Garssen 2016). Stock issues are questions (implicitly raised by different stakeholders) that must be tackled when debating on a new policy proposal, including problem definition (ILL issue); attribution of responsibility to the existing policy framework (BLAME issue); proposal of a new policy (CURE/REMEDY issue); pondering of possible side effects (COST issue).

Taking the British Heart Foundation's campaign against junk food marketing to children as a case in point (https://www.bhf.org.uk/about-us/our-policies/preventing-heart-disease/junk-food-marketing-to-children), our study is guided by the following questions:

(1) Who are the text stakeholders in the BHF's policy influencing documents?
(2) What issue do they raise for the BHF?
(3) Does the BHF take these voices into account? If so, how does the BHF create and represent these voices in discourse?
(4) Does the BHF adapt its argumentative strategies (van Eemeren 2010, Rocci 2009) to the contextual changes, particularly the emergence of new voices within the debate?

Initial results evidence the BHF's scarce attention to the decision-maker's point of view and an excessive emphasis on self-centred arguments. The changes in the government structure do not appear to affect the communication strategy as well. Furthermore, the stock issue analysis reveals that the cost issue is rarely considered in the BHF discourse, notwithstanding this issue includes possible negative effects on other stakeholders and on the country at large.

PP 073: The strategic communication of protests as form of citizen diplomacy: The Romanian protests from 2017

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In February 2017 Romania made headlines in major international media across the globe: during an entire month massive anti-corruption protests, the largest since the fall of the Communism, took place across the country triggered by a government's decree to decriminalize abuse in office.

This paper analyzes the Romanian protests on two levels: (1) the practices of visibility gradually incorporated by protesters (to generate increased international attention and interest for the country); (2) the media coverage of protests. The research aims to show the gradual strategic communication of protests to international audiences through the use of technology, such as laser projections on buildings, mobile phone lighting in colours of EU flag or Romanian flag, synchronization of collective national anthem singing and Facebook live streaming, #hashtags, etc. At the same time it explores the extent to which this can be considered a form of citizen diplomacy.

Theoretically, this paper builds on the scholarship on strategic communication (Hallahan et al., 2007), as well as on citizen diplomacy and the new public diplomacy, particularly on engagement and relationship building (Fitzpatrick, 2007, 2010; Gilboa, 2015; Melissen, 2005; Zaharna, Arsenault & Fisher, 2013). Developing on the critical line in public diplomacy (Hayden, 2012; Pamment, 2012; Comor & Bean, 2013), this paper assumes a sociological perspective (Wiseman, 2015): it explores the discursive construction of public diplomacy (Dolea, 2018) and citizen diplomacy through citizens' practices and discourses of engagement during protests.

It shows how: protests gain international relevance and media coverage due to appeal to universal democratic values; protesters become aware of their symbolic soft power and strategically instrumentalize creativity and humour to gain international benevolence. Thus, they generate alternative discourses about Romania as "the creative country". and about the Romanian protests as "the revolution of light", "the hope from Eastern Europe", etc.

The study contributes to the understanding of how non state actors are increasingly engaging in strategic public diplomacy communication campaigns and how protests become opportunities for generating alternative discourses about countries.

PP 074: Non-governmental organizations (NGOs) as corporate social responsibility (CSR) actors: How Swiss NGOs are influencing the sustainability agenda

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Although there is growing recognition that NGOs play a crucial role in driving the CSR agenda of business, academic literature on how NGOs impact the formulation and implementation of CSR remains limited. As Switzerland is home to a high number of NGOs, the Swiss NGO landscape is particularly interesting for researching the role of the not-for-profit sector in furthering sustainable development. More precisely, the research examines how Swiss NGOs perceive their roles in influencing the CSR or sustainability agendas of corporations (RQ1) and what kinds of influence strategies they apply within this attempt (RQ2). Furthermore, possible challenges that can pose threats to the legitimacy of NGOs or that can occur during the process of impacting the CSR of firms are depicted (RQ3).

Assuming that NGOs can influence corporate decision-making regarding CSR via various influence strategies, and that the definition of NGOs as secondary stakeholders is no longer adequate, this study applies a qualitative approach through conducting fourteen in-depth expert interviews with fourteen professionals from Swiss-based NGOs, representing both social and environmental sustainability missions. The research contributes to a growing body of scholarship that underlines the importance of NGOs as crucial actors in influencing managerial decision making (Frooman & Murrell, 2005; Yaziji & Doh, 2009; Zietsma & Winn, 2008) by demonstrating, firstly, that NGOs have a clear understanding of their own limitations (e.g., limited impact on CSR, contextual constraints), which is why they possess a wide range of strategies to influence the CSR agenda of companies. Moreover, it can be said that attitudes toward CSR do affect how NGOs perceive their roles in influencing the CSR agenda of corporations, as they can predict the selection of certain influence strategies. More specifically, coercive strategies such as the implementation of manifestations or the execution of a social media campaign against irresponsible corporations are mainly used by NGOs who possess a critical attitude towards CSR, while collaborative strategies such as cross-sector partnerships or discussion round tables are mainly applied by NGOs who are less critical of CSR. Furthermore, differences between the two different camps of NGOs (critical vs. in favor of CSR) can be detected in the usage of pathway strategies or, in other words, the inclusion of allies such as the government or ordinary citizens. Overall, the results show that both forms of strategies can impact the sustainability agendas of businesses.

Although Swiss NGOs prove to be vital actors in driving sustainability agendas, it has to be noted that contextual constraints as well as factors referring to the organizational structure of a firm can impede the ability of NGOs to effectively impact CSR. In addition to these challenges, NGOs who apply collaborative strategies face risks of being co-opted by the business sector. As partnership NGOs are fully aware of potential challenges and know that they may be co-opted, they have found ways to mitigate the risks, and to balance between being an influential CSR actor and remaining independent. Ultimately, this allows NGOs to maintain their legitimacy.

OSC02 - Exploring strategic communication in government organizations

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The aim of this panel is to investigate strategic communication as it is performed by bureaucrats within government organizations. This provides an opportunity to assess the external validity of established theories within the field in a rather unexplored empirical territory. It also provides opportunities to find potential interdisciplinary synergies between research in organizational, strategic and political communication.

We argue that bureaucrats are given a (strategic) voice in at least two different ways: First; bureaucrats are assigned a voice when they act as instruments for politicians, and become involved in government communication (Sanders & Canel, 2013). These activities have to an increasing degree become professionalized and politicized whereby bureaucrats are expected to provide advice and execute media management (Hustedt & Salomonsen, In press); spin (Davis, 2010) and policy advocacy (Grube, 2014). Secondly; bureaucrats communicate as members of organizations in their own right, for the purpose of realizing and cultivating their organizations' interests in terms of reputation (Wæraas & Maor, 2015) autonomy (Carpenter & Krause, 2012) and blame avoidance (Hood, 2010).

Considering all these forms of communication means that we need to broaden our understanding of the conceptual domain of strategic communication when it is applied on government organizations. Accordingly this panel brings together different perspectives on how we can further our knowledge about the challenges bureaucrats encounter when they aim for multiple, potentially conflicting goals in the course of their involvement in strategic communication.

Each papers offers a distinct contribution to the aim of the panel and together they provide analyses of a wide variety of communication activities with reference to different types of organizations (governments, ministries and agencies), bureaucrats (press secretaries, director-generals, civil servants), political systems (Westminster systems and Western European parliamentary systems), and media systems (liberal systems and democratic corporatist systems). Altogether this provides ground for a substantial discussion on the aims, forms and consequences of strategic communication in different organizational and institutional settings.

The quality of the panel is assured by the panelists' extensive knowledge of the area and diverse backgrounds. All have published extensively in similar matters.

PN 044: Exploring differences in the degree of politicized government communication: A comparative study of Northern Ireland and Sweden

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Although regulatory frameworks have been institutionalised in many governments to demarcate the line between "political" and "government" communication and the appropriate roles for permanent and politically appointed civil servants, the extent to which they actually guide behaviour varies. Moving beyond the single case study focus of much of the work in this area (Canel and Sanders 2012:93), this paper firstly investigates, how government communication is institutionalised at the regulatory, normative and cognitive level (Scott 2001) in Northern Ireland and Sweden. Although pressure towards politicizing government communication is evident in both cases (e.g. increasing levels of politically appointed advisers), the paper secondly explains how and why regulatory institutional mechanisms differ in their ability to curb such pressures. These developments cause differences in the degree to which the formal institutionalisation of government communication is in fact aligned with the normative and cognitive level of the actors responsible for government communication. This asymmetry, we demonstrate, is related to differences in the politico-administrative culture and tradition (Painter and Peters 2010) as well as the institutional design of the two governments (Rice and Somerville, 2017) which incentivises different behaviours. While the two polities are similar in the sense of being consensus based systems, they differ in terms of political history, and the process of institutionalization of government institutions generally and government communication in particular. Our paper moves research on government communication from a descriptive to an explanatory level and points to the relevance of considering the institutional features and constitutional architecture in which governments operate when theorizing government communication.

PN 045: Negotiating autonomy: How top-level bureaucrats make use of communication to reformulate missions, identities and roles

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The aim of this paper is to further our understanding of the means and ends of communication in political contexts. It focuses on the rationales and motives top-level bureaucrats provide for mobilizing different types of communication activities when they interact with their principals, employees, media and the public (Fredriksson & Pallas, 2016) and what different activities imply for their capacity to gain and retain autonomy in relation to these actors.

The paper includes the results from semi-structured interviews with Director-Generals in Sweden (N=24) and it bring to the fore the importance of recent efforts to transform the governing principles of government bodies. A cornerstone in these attempts has been to increase the significance of professional assessment and trust at the expense of control. Accordingly, the directors apprehend an increasing mandate and autonomy, not only when they set the form and structure, but also when they are about to formulate and define the identities, purposes and responsibilities, of their organizations.(Jacobsson, Pierre, & Sundström, 2015).

The results are multifaceted however and many directors express strong tensions between their sovereignty and institutional (e.g. rules, norms and ideas), organizational (e.g. assignment, size and structure) as well as professional (e.g. formal education, previous experiences and social networks) conditions. To be able to handle these tensions the directors engage in continuous negotiations. Hence, communication is used to de-couple and re-couple the directors' positions in relation to a variety of institutional pressures. Strategizing and rationalizing are used to handle organizational conditions whereas professional norms primarily are met with justifications and promotions. Making use of communication is then a way for directors to reformulate, not only ideas about the missions and identities of their organizations, but also ideas about themselves and their roles.

PN 046: Standing up (quietly) for impartiality as a public value in government communication: The case of the UK in the age of 'political spin'

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A culture of mediatization and politicization has permeated central governing bureaucracies since the rise of 24/7 media, challenging the autonomy of public servants to enact the value and practice of *impartiality* in communicating with the public (Hepp, 2013; Garland, 2017). Meanwhile, a steady decline in public trust in

what governments say has deepened the crisis in public communication (Whiteley, et al, 2016; Blumler & Coleman, 2015).

This paper uses evidence from elite interviews and documentary and archival analysis, to demonstrate how, in the UK, political imperatives to 'manage' the news, have brought about an *integrated* and *centralized* government communications service, where impartial and partisan norms have become blurred. At the same time, the exercise of control from the centre threatens the autonomy of the diverse organizations that operate in the periphery of government, from executive and regulatory agencies to regional and local bureaucracies. Some political theorists argue that governments in many liberal democracies have downgraded impartiality to the extent that public servants are increasingly becoming 'promiscuous partisans': that is, they practice a form of neutrality that offers a blank slate on which ministers imprint their own ambitions and aspirations (Aucoin, 2012). Senior civil servants have occasionally broken cover to express concern (albeit discreetly) at what they see as an unhealthy relationship between ministers and the media (see Leveson Report, 2012), but the most robust resistance has come from their leadership roles in a series of critical government and parliamentary reviews of government communications. These interventions uphold a notion of impartiality that goes beyond mere neutrality; impartiality is seen as integral to the democratic process, and a key ingredient in public trust (see Chilcot Report, 2016).

Public servants both at the centre and the periphery of government have argued for a space within public bureaucracies that is autonomous from politicians, where strategic communication priorities are derived from a notion of an impartial 'public good', and where normative considerations apply, such as objectivity, equity, fairness, accountability, and, ultimately, due process. This paper brings together these discreet voices to consider *impartiality* as a contested public value and living practice throughout the public sector. How should *impartiality* be conceived in the light of today's mediatised governments?

PN 047: A halting tango: Government-journalist relations in a hybrid media landscape

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A broad literature has examined government-journalist relations, as a symbiosis and contest between two mutually dependent elite actors (i.e. Davis, 2009; Koch, Obermaier & Riesmeyer, 2017; Lloyd & Toogood, 2014; Manning, 2001). In recent years, a substantial body of research has established that public sector organizations have professionalized and prioritized communication (Sanders & Canel, 2013) - systematically monitoring the news, prioritizing news management over other tasks, adapting to generic news formats and frames and increasingly working proactively to set the media agenda (Pallas, Fredriksson & Wedlin 2016; Salomonsen, Frandsen & Johansen 2016; Schillemans 2015, Thorbjørnsrud, Figenschou & Ihlen 2014). At the same time, news organizations globally face financial struggles, eroding business models (i.e. Picard, 2016) and increased competition from global tech giants – what have been labelled a news crisis. The paper asks: *How do these opposite developments impact on government-journalist relations?*

Based on institutional ethnography in the Norwegian government and in-depth interviews with 35 reporters, communication experts and political executives in government, the study illuminates how political journalism has become more pre-planned; more dependent on exclusive pitches from official sources; and how specialized reporters have become fewer and more preoccupied by rolling news reporting outside their beat. Studying the everyday practices and dilemmas of government communication from the inside, it finds that rather than an upper hand, the crisis in journalism represent numerous challenges to established government communication practices and routines: Reporters rarely cover events after office hours or in the field; they cannot prioritize press conferences and policy briefs; often lack insights into government institutions and policy; and prioritize emotional and personal narratives which governments struggle to meet. The paper analyzes how the rapid changes in current hybrid media landscape impact on communication strategies and priorities in government institutions. The methodological approach and back-stage access enables a comprehensive analysis of the interactions and negotiations between communication officials and selected reporters engaged in a tight, halting relationship, which potentially influence government communication policy, the public service ethos of government agencies and editorial independence.

OSC03 - Communication and public administration

PP 241: Unity in diversity: Fostering understanding among multi-ethnic citizens in Malaysia's nation-building process

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In Southeast Asia, "nation-building has been a constant part of the political agenda" (Derichs & Heberer, 2006, p.1) since these states became independent. For these post-colonial countries, unity signifies modernity and nation-building is considered as a prerequisite to stability. Unity however, remains a challenge in the nation-building processes for these societies, owing to their multi-ethnic and multi-religious landscape. As highlighted by Jönsson (2010), the integration process is more challenging in Southeast Asia compared to Europe due to its history and the socio-economic, political and cultural differences that are more prominent in this region.

In ensuring stability, unity is promoted by governments through various affirmative action policies, which act as communicative instruments to encourage integration and understanding among citizens. Using Malaysia as a case study, this paper investigates government communication efforts to understand how nation-building policies are communicated to the public. By applying the dialogic engagement concept (Taylor & Kent, 2014) this paper examines the Malaysian government's efforts in communicating and promoting the national unity and integration agenda to its citizens. The specific objectives of this paper are:

1) To investigate the representation of national unity in Malaysia,

2) To examine how successive Malaysian governments have strategically communicated and promoted national unity in key policy documents (NAPs),

3) To analyse how elite government officials understand and articulate the discourse of national unity. Qualitative content analysis was conducted on ten Malaysia national action plans (NAPs) (1971-2016) in order to understand the patterns of similarities and differences in the government's national unity agenda over time. Fifteen elite interviews were also conducted with the senior ranking government officials to explore their past and current communication efforts pertaining to nation building.

Initial findings from the NAPs suggest that the Malaysian government views developing unity between religiously and ethnically diverse citizens through fostering economic equality as the prerequisite to socio-political stability as well central to the task of constructing a national identity. Findings from the interviews indicate that despite the advancement in communication technologies government actors feel that face-to-face engagement initiatives between citizens are of central importance in the nation-building process. This study makes contribution to our knowledge of government strategic communication in a "plural society" which is in a state of "stable tension" (Shamsul, 2009).

PP 242: The boys in (new) blue? How German police departments use dialogic features on Facebook

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Social media have changed the way organizations communicate. They have become the most important tool to address relevant publics (Zerfass et al. 2017). Especially Facebook has emerged as the main platform to manage relationships as it is particularly suited for dialogical interaction (Dekay, 2012; Eriksson & Olsson, 2016; Wright & Hinson, 2017). Here, dialogic refers to the potential for dialogue, which is considered one of the most ethical forms of communication (Kent & Taylor, 1998; 2002). Interactivity encompasses functional aspects like an interface's features as well as contingency aspects like the interactants' response behavior (Sundar et al., 2003)

Consequently, social media such as Facebook are interactive communication environments where dialogue can be nurtured by dialogic interaction between an organization and its publics. The growing body of research in this field is mainly focused on the dialogic engagement of private companies (e.g. DiStaso & McCorkindale, 2013; Shin et al., 2015; Sundstrom & Levenshus, 2017), NPOs/NGOs (e.g. O'Neil, 2014; Waters et al., 2009), and advocacy groups (e.g. Bortree & Seltzer, 2009; Lee, 2014). State actors like police departments have been largely neglected. Thus, this study investigates how German police departments use dialogic features on Facebook on the functional (RQ1) and the contingency level (RQ2).

Moreover, scholars emphasize that interactive communication strategies are effective to build long-term relationships (e.g. Park & Cameron, 2014; Sisson, 2017; Sweetser & Kelleher, 2016). However, social media studies have largely ignored relational outcomes and mainly examined the output level by measuring the quantity of user interaction (e.g. Bortree & Seltzer, 2009; Kim et al., 2014; Shin et al., 2015). This study aims to examine the relation between the use of dialogic features and both the output (RQ3) and the outcome (RQ4) level of user interaction.

To answer the research questions a quantitative content analysis was conducted in October 2016. All German police departments having an official and active Facebook fan page were included ($N = 64$). Additionally, a random sample of up to 25 fan page posts for each department ($N = 1567$) as well as up to 10 comments for each post ($N = 6610$) and up to 10 answers to each comment ($N = 5502$) were included. The coded indicators for dialogic communication on the functional level (e.g. availability of contact data) and on the contingency level (e.g. share of responses) were finally aggregated to an index for each police department. The output level was measured by the number of fans, likes, shares, and comments. The valence of user comments was chosen as indicator for the outcome level.

The analysis shows that a major part disclosed contact data such as email contacts or telephone numbers. Only a minority offered the possibility for user posts. In their posts, the departments rarely called for participation and answered to user comments. The results reveal that the police departments don't fully exploit Facebook's potential for dialogic communication although there is a correlation between the use of dialogic features and the quantity of user interaction ($r = .43$, $p < .000$).

PP 243: Dance of agencies in the interaction between social worker and service user

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The dualism between structure and individual agent has been the long-lasting interest (and stumbling block) of organization studies. Leaning on the CCO-approach this study sees communication as constitutive force which shapes the functions of the organization, and the identities of the organization and its members. Therefore, communicative processes constitute the structure-agent relations which calls for research examining the phenomenon from the social interaction perspective.

Social work provides an interesting field for studying this phenomenon since it takes place at the interface of organizational structures (public sector organization) and agents (social workers and service users). This setting is especially intriguing because despite of its good intentions, social work repeatedly is criticized for omissions and mistreatments. Paradoxically, the structure that is supposed to support wellbeing somehow translates into a system that generates injustice and otherness. Furthermore, the relationship between social worker and service user is by nature asymmetric e.g. regarding the decision-making power and the level of optionality of the involvement.

The aim of this research is to shed light on how text and conversations produce and reproduce relations between different agencies and between agencies and the organization. The research focuses on the dialectic of resistance and accommodation between the agencies. Agency refers to an actor who has capacity to make a difference in a certain context. Attention is also paid to ventriloquism as a form of transferring agency by speaking in the name of someone or something else.

These issues are addressed by answering the following research questions:

What kind of agencies are constituted in the interaction between social workers and service users?

What kind of communicative episodes enable or constrain agency in the interaction between social workers and service users?

The data consist of 1) observations of customer panels and 2) interviews of social workers and disabled service users. The data are analyzed using discursive textual analysis.

The findings suggest that social workers tend to use ventriloquism in their text and talk while communicating with service users. They plead to the regulations and norms giving thus the voice and power of making difference to a nonhuman agency and thereby turn themselves into "puppets". At the same time the service users tend to present themselves voiceless objects which have no power in the situation. It seems that while the social workers give the voice to the nonhuman agency (regulations) they appear to the service users as inhuman agencies who do not care about individual's real situation. Ventriloquism seems to create objectifying which triggers negative response in the service users, increases tensions and deepens the experience of otherness.

This study provides new understanding, but also points out the need for further investigation, regarding what kind of communicative episodes trigger empowerment and constructive agency in the social service users and social workers, and what kind of communicative episodes lead to experience of exclusion and passivity or agency that takes deconstructive forms.

PP 244: Communication experts in public bureaucracies: Strategic links between the spheres of politics and administration?

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Communication experts are a new breed in public bureaucracies. Their presence is a natural response the minister's need of professional help. Online news outlets and social media has created 24/7 news cycles (Fenton 2010), spurring politicians constantly to respond strategically. Studies have shown how communication experts have grown in numbers (Thorbjørnsrud, Figenschou & Ihlen 2014; Sanders, Crespo & Holtz-Bacha 2011; Wonneberger & Jacobs 2016). What they do and their impact on civil servants, however, remains largely unexplored.

The Weberian divide between politics and administration remains an ideal. Politics and administration are closely intertwined, although to various degrees in different countries (Lee and Raadschelders 2011).

Traditionally, Anglo-Saxon and Nordic countries have had a neutral civil service. However, studies have found evidence of politicization even here, where civil servants increasingly act in manners that threaten their impartiality (Aucoin 2012; Hustedt & Salomonsen 2014).

The main aim of this paper is to study the impact of non-partisan communication experts on civil servants. Two main propositions are developed in more detail. The first concerns how communication experts can increase the political responsiveness, by involving civil servants in strategic communication aimed at promoting the minister. The other relates to how communication experts rather shield the civil servants from political tasks, leaving them to do their (Weberian) job of developing policy. Responding to the call for studies addressing how media has affected the 'relationships between ministers, policy specialists and communications advisers' (Garland et al. 2017: 14), the research question posed is: *do communication experts drive or prevent politicization in bureaucracies?*

The paper draws on a survey to communications experts and civil servants in Norwegian ministries, and in-depth interviews with communication experts, the political leadership, and civil servants within one ministry. We find that communication experts are deeply integrated in the political leadership, and work closely with civil servants in order for the minister and ministry to communicate strategically. Our findings suggest that communication experts should be viewed as translators, linking the spheres of politics and administration.

PP 245: Challenges for e-administration in contact with elderly

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The need to propose active policies that encourage the independence of older people is due to the progressive aging of Spanish society. The Internet allows the development of administrative procedures, process and online purchases, but its use is not widespread among the elderly. The scientific bibliography on the matter has not been particularly extensive. Some authors as Ebbers, Pieterson, and Noordman (2008) propose communication strategies for e-administration and Colesca and Dobrica, (2008) confirm the limited use of e-government by senior citizens. This paper continues a research based on focus group with older people. The results indicate acceptance of electronic resources for simple and routine tasks due to the speed and convenience they offer, which simultaneously promotes the independence and empowerment of older people. However, there is a series of factors which have a negative effect on their use, and these must be dealt with in order to favour greater digital inclusion of this age demographic (Abad-Alcalá, Llorente-Barroso, Sánchez-Valle, Viñarás-Abad & Pretel-Jiménez, 2017).

The aim of this proposal is to explain if Administration is included online strategies to target older people. Using a qualitative methodology, based on Delphi method, the first stage was achieved using an open-ended questionnaire. The research team sent this questionnaire to four Administration councils, local and regional, including question about the importance of older people inside de communication strategy of Administration.

The main results indicate Internet allow older people an opportunity to be in contact with Administration. Many of the respondents had strong opinions on the matter. They think older people increase their internet uses because new generation will be elderly in next years. The interviewees state to be implementing actions to increase the use of e-administration and online devices. The main barriers are the fear caused by technology and the difficulties of handling the electronic devices. Everyone states the importance to implement communication services and to facilitate the digital literacy to reduce the generation gap.

OSC04 - Centres and peripheries

PP 308: Reshaping the discursive practices of office work: Communicating the meaning of digital change from the managerial centre to the periphery

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The world of work has undergone significant changes under the influence of digitalization and a multiplicity of socio-economic reforms in recent decades. Online and offline spaces for office work have been restructured as worker's relationships to the time/space of work have come to be mediated through various information technologies and re-organizations of office spaces and routines. The discourse pushing and legitimating such changes is usually shaped and distributed in the managerial centres of public and private organizations where mission statements, strategic plans, workshops and seminars concerning digitalization and new ways of working get conceptualized. The associated documents provide the discursive building blocks for a preferred decoding of managerial change related to so-called new ways of working.

This paper presents the results of a critical discourse analysis of documents and in-depth interviews (N=29) about the digital reorganization of office work collected in five public and private organizations. We offer an analysis of the processes through which managerial discourses about new ways of working get reproduced and/or contested at the centres and peripheries of public and private organizations. The norms, values, identities and contexts articulated in these data have been qualitatively coded with the help of the software package NVIVO. The resulting codes allow us to identify the discursive building blocks actors in public and private organizations draw upon when making sense of themselves, their colleagues, their practices and the contexts through which they move.

We focus specifically on the way(s) norms, values, identities, power-infused social relationships and contexts of digital change acquire meaning in the discourse of different categories of office workers such as Change Managers, IT personnel, union representatives, Team Leaders and/or Team members. Doing so, we provide an empirically grounded analysis of the ways in which institutional discourses travel and meet with resistance and get transformed by different social actors along the way. We will show how official managerial discourse(s) meet with resistance and critique across different levels of organizational structure resulting in hybrid discourses that testify to internal organizational conflicts and struggles over meaning. Our analyses show that office workers articulate the way they make sense of new ways of doing office work in rather different - and sometimes conflicting - ways. They all make use of shared signifiers such as 'autonomy', but the meanings of these signifiers shift along with the values, identities and contexts they are being articulated with. There are also strong indications that the different understandings of changes in office culture are indicative of ideological and power-related tensions in the organization and in society at large. This project is funded by BELSPO (Belgian Science Policy Office).

PP 309: Central for millennials, peripheral for marketers: What makes Snapchat special?

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Snapchat is a mystery to many marketers. With 173 million users in 2017, Snapchat is one of the most popular messenger services worldwide. Nevertheless, with an advertising revenue forecast of $770 million, Snapchat's market share of the U.S. digital ad market is less than one percent (Baysinger 2017). One reason why advertisers are still hesitant is the fact that not a few of them do not understand the communication logic of Snapchat (Castillo 2017). The gap between Snapchats' popularity among users and media knowledge among marketers leads us to the research question: *What is the users' definition of Snapchat usage and what does this mean for marketing?* Concretely, we reveal the mental representation of Snapchat usage to better understand how Snapchat differs from other social media apps, and how these differences may affect marketing. Therefore, we will provide a comprehensive outline of the mental frame – defined here as the user's definition of the Snapchat usage situation – that specifies the parameters of knowledge content, discriminates between different types of information and indicates how various pieces of information relate to one another. We refer to the goal-framing theory (Lindenberg 2000) and conduct a fundamental analysis of Snapchat users' knowledge structures by using the brand concept map method (John et al. 2006). 96 individual concept maps were aggregated to a single consensus map which depicts Snapchat users' knowledge structure and represents their collective mental definition of Snapchat usage. The study was supplemented by questions on the determination of the association network value (ANV) and its validity, the involvement, privacy concerns, the frequency of Snapchat usage and personal data. The results show that Snapchat usage is clearly hedonically framed and consists of 14 interrelated associations on three hierarchy levels. At the highest hierarchy level five associations (Fleetingness/Being up to date/Passing time/Spontaneity/Fun) can be identified. The association fun that occupies the centre of Snapchat usage and that is determined by spontaneity and the comedy of the situation is it what makes it so challenging for marketers to plan using Snapchat as a long-term communication instrument. In contrast, normative aims (Privacy/Authenticity/Freedom from evaluation/Less self-presentation) are less central. In Snapchat the aim is less to present a perfectly stage-managed self, but rather to take advantage of the opportunity to live out a socially uninhibited self. For marketing – which is usually about building a firm brand image – this game with identity represents a new challenge.

PP 310: The ambiguity of strategic communication: Voicing the employee

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This paper seeks to generate a broader and more inclusive comprehension of how organizational members understand and participate in the outcome of what is called *strategic communication* by going deeper into organizational settings. This approach reflects and challenges the focus of much contemporary research

where the point of departure is hinged on a managerial perspective. Contemporary approaches to organizations´ intentional communication are theoretically multifaceted, and where, for example, social theories have gained prominence. Nevertheless, a managerial perspective is often centralized with the focus put on decision-makers and organizational leaders, or communication managers. The purpose of this paper is to elaborate the empirical scope by putting attention to the employees working with communication in what can be considered organizational peripheries. This micro perspective is beneficial to understand the complexities of how strategic communication "is done". A neo-institutional perspective is adopted, and in particular the translation approach to simultaneously address the institutional conditions and context, and the localized understandings (translations) of strategic communication. As decisions and plans rarely turn out as expected – hinting at the complex and messy organizational processes of communication - it is sensible to re-direct the attention to employees that normally are overseen, or even disregarded, in the managerial approaches.

The role of social media in two Swedish universities act as a case for this study. By acknowledging the constructivist roots of neo-institutional theory, the methodological inspiration draws on ethnography. The approach is a form of shadowing where the active social media accounts representing the university as a whole, its departments and faculties, or official administrative roles (excluding researchers and university management) were continuously identified. The employees that in different capacities were related to the accounts where included in the studied. The fieldwork consisted of two time-periods of three months at each university where observations and interviews were performed.

The findings suggest a set of postures among the employees to describe their roles and activities in relation to how strategic communication is done. Institutionalized ideas and norms of strategic communication inform actions and activities, but employees also act from professional, localized conditions, and personal experiences and ambitions. Centrally made decision and attempts to control and coordinate communication resonate with the employees, but the results reveal both a lack of understanding and agreement, but mainly the significance of how varied interpretations contradict instrumental views of communication. Hence, the findings point to the ambiguity of strategic communication and the inescapable reinterpretations and localized outcomes.

OSC05 - PR and strategic communication: revisiting theory and practice

PP 406: Putting margins into the center: How communication management in a digitized world crequires new tools and skills

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1. Introduction
In the digital age, the boundaries between established media channels are becoming increasingly unclear; at the same time, the demands on communication managers' skills and the tools necessary for work in communications management are changing. This proposed paper focuses on the question how "Core" and "margins" of professional fields as well as of the academic discipline have to defined anew and how "peripheries" of a working context are suddenly becoming "centres". Implications for professionals in this field are also presented.

2. Theoretical framework
The research status in the area at hand is diverse. The intereffication model presents the complex overall relationship between the journalistic sub-systems of journalism and public relations (cf. Bentele & Fechner, 2015, 319-323). One important study into the necessary core skills of communication managers is the research of Ragas & Culp (2014), alongside the study by Gruning, Gruning & Dozier (2002), which deals with excellent PR and the effective organization thereof. One gap can be identified in the research, especially when one examines both strands of research together and asking for cores and margins of the field in this context.

3. Methodology
This paper presents previously unpublished results of three quite large German research projects in a secondary analysis: a study based on an online questionnaire of about 750 communicators regarding the most significant core skills needed in their job (2015), one online survey among nearly 2.500 journalists (2016) and an indepth-survey conducted by telephone and in person with 100 journalists (2015). In order to answer the primary research question, the authors combined mainly previously unpublished results of these studies.

4. Selected Results
Initial results show that PR technical skills are again back as the most important competence area for communication managers, especially when it comes to changing with a disruptive environment. Results of

the studies on Journalists show that the internet is the most important research source for German-speaking journalists. Evaluations of the use of press releases show that the journalists surveyed still make use of press releases received via email and editorial systems. The further evaluation and combination of the data shows to what extent the technical skills of the communication professionals need to be adapted to meet the demands raised by the changing research behaviour of journalists and others. The combination of the two research strangs can lead to the development of various scenarios for professional practice. Future demands regarding abilities as well as tools of communication managers will be presented.

5. Conclusion

For a long time, a lot of digital competencies used to be more in margins of the communication profession then in the core. Since some years, former peripheries are getting more and more in the center of this professional field. However, the study has show that also the former center of classical media work still have a high importance. In-depth research of the further changes of this context have to undertaken – for the sake of the working context as well as for the development of the academic discipline of communication management research.

PP 407: The fall of media relations as the main tactic of public relations: A case study of communication agencies in Portugal and Brazil

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Despite having been the embryo of the public relations industry, media relations was always predominant in the creation of communication strategies and always represented the area with the highest volume of business. For this reason, in public relations companies, media relations has always been the department with the largest number of practitioners and the area of greatest profitability for this sector and for the clients. It has largely been consensual among academics and professionals that the relationship with the media was always determinant in any strategy of communication. And was so throughout the twentieth century.

With the arrival of social media and with the consequent crisis in the traditional model of journalism, traditional media seems to have ceased to be an effective tool for 'manufacturing consent'. Audiences of print newspapers began to decline to historically low levels, access to online journalistic content was hijacked by Facebook and Twitter, and public opinion is formed through mobile devices. Thus, if journalism entered in crisis, if there was a loss of readers/spectators of traditional journalistic content and if the traditional media lacks influence, we can also deduce that media relations may have decayed its importance as the main tactic employed for public communication strategies.

The main objective of this article is to gain an understanding as to whether media relations has, in fact, lost its preponderance in strategic communication and in the alignment of public relations campaigns. Above all, we seek to understand this paradigm shift within the context of the performance, organization and management results of eight of the largest strategic communication and public relations companies in Portugal and Brazil. We used qualitative research methods, in particular *interviews* and the *analysis of the contents of* Annual Management Reports of these companies in two distinct periods: 1) in 2006 — before the Facebook boom; 2) another in 2016 — already with the predominance of social networks. In these two years, in addition to qualitative data, we essentially compared: i) Number of clients per area/department; ii) business volume by area/department; iii) Number of human resources assigned to each area / department; iv) date of creation of the social media department.

As a result, we confirmed the expected creation and proliferation of social media departments and even the hiring of technicians with multimedia training — some interviewees mention some similarity with the hiring of cameramen and image editors in the 1970s and 1980s; there is an acceleration in the decline of the number of media relations departments, however, these are still the most preponderant departments (6 out of 8 agencies surveyed) and are the second most profitable areas after public affairs. It should also be noted that the public relations industry has continued to grow and increase its profitability.

OSC06 - Changing PR environments

PP 462: The impact of transformative media ecologies on public relations practice and teaching

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The development of whole new media industries and the simultaneous blurring of lines between mass and interpersonal communication have resulted in major shifts in public relations practice. As the communication

landscape has moved to embrace hybrid forms of what have been called 'mass-personal' and 'mass self-communication', and the public relations industry increasingly outnumbers journalists, PR has found both challenges and opportunities within this new media environment. Part of this shift has been the need to revise how we think about this new media ecology, changing how we might consider the traditional role of 'media relations' and the new role of 'social and digital networking' as separate practices, under separate job descriptions and teaching areas. The paper argues that the increasingly porous media boundaries require a 'whole-of-media' approach rather than a bifurcated one. It proposes that PR needs to follow media studies lead in using an 'all-media' approach to understanding media in order to better reflect the way society now uses and engages with it (Turner 2016). It draws on modelling from a new media book by the author that examines how the transformative and disruptive media environment has impacted on the public relations industry and how future practice and teaching needs to consider a whole-of-media approach (Johnston & Rowney 2018). It presents the findings of an exploratory study into how media is currently taught within PR university programs in Australia in order to determine how current teaching practices are adapting to and managing the changing media environment.

PP 463: European public relations and lobbying in the United States: A longitudinal and comparative study

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The Foreign Agents Registration Act (FARA), enacted in 1938, is a United States law that requires persons acting as agents of foreign countries in a "political or quasi-political capacity" to make periodic public disclosure of their relationship with the foreign government and information about related activities and finances. That Act was passed because of fears that Germany's Nazi government was using Americans to manipulate public opinion in the United States (Cutlip, 1994). The main objective of FARA is for the American public and legislators to be able to recognize sources of information that affect public opinion, policy, and laws.

Public relations, media relations, and lobbying are the main activities registered in FARA by countries all around the world. Theses activities are aiming to promote, among others, tourism, industry and trade and can be practice on behalf of governments, political parties, or organizations. The registrations statements show that governments hire well known PR agencies or consultants, and that different means are used to distribute their propaganda among the American people, namely, newsletters, releases, pamphlets, magazines, books, motion pictures, radio and TV.

The main purpose of this article is to understand this "great Niagara of PR" (Moloney, 2006) in regard to the U.S. public relations efforts of 15 European countries, as documented from 1957 to 1995 of Foreign Agent Registration Act listings. The 15 European countries correspond to the group of countries that constituted the EU in 1995, last year of analysis. Following a quantitative content analysis approach, public relations activities, organizations represented, and public relations budgets are classified by countries and years. With this longitudinal and comparative analysis, the study inquires what public relations roles and PR agencies were dominant in FARA listings for the 15 EU countries during each decade of study and how they differ in different periods of the history of the European Union.

A comprehensive analysis on FARA was first developed in Manheim's (1994) book titled "Strategic public diplomacy and American foreign policy". Some public relations scholars also used the FARA record for empirical studies (Johnson, 2005; Zhang, 2003; Lee, 2006) but none have focused in the EU state members context. With this paper we aim to fill this gap by showing how different European countries execute public relations activities in the U.S. before and after joining the European Union.

PP 464: Central greenwashing and peripheral greenwashing: How the locus of greenwashing influences investment decisions.

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In the last few years, concern about the role of organizations regarding environmental issues has drastically increased. In this context, companies have sometimes instrumentally adopted CSR as a means to increase profits and create value (e.g. Russo & Harrison, 2005; Porter & Kramer, 2011). Indeed, businesses often manage green communication that is intentionally false to project a responsible image and attain pragmatic legitimacy (Golant & Sillince, 2007). This act of misleading is referred in literature as *greenwashing*.

An accusation of greenwashing has several repercussions for the accused company. It deteriorates brand reputation and trust (Duan and Jie, 2013), increases consumer scepticism (Delmas and Burbano, 2011),

reduces purchase intentions (Swaen and Vanhamme 2004, 2005) and encourages brand avoidance (Rindell et al., 2013).

Delmas and Burbano (2011) suggest that greenwashing not only is detrimental for consumer confidence, but also can erode investor's confidence in environmentally friendly firms. The extant literature suggests that private investors also look for information about CSR (Cellier et al., 2016) but little is known about the consequences of greenwashing on private investments.

In some cases, the greenwashing scandal arises from the bad management of the supply chain: in 2010 Apple was accused of greenwashing because of the suicides scandal of Foxconn, one of its suppliers. Although Apple was not directly involved in the scandal, the company was negatively affected by the greenwashing accusation, at the point that Steve Jobs felt obliged to make several official statements and a number of interviews to protect the image of the company. This example shows how corporate communication, and in particular greenwashing, is affected by the relationship between the centre (the firm) and its suppliers (the peripheries). Therefore, when the scandal happens at the supply chain level, the greenwashing effects on business operations seem to be affected by how stakeholders perceived the relationship between the firm and its suppliers.

To test how the degree of the company involvement into greenwashing affects the willingness to invest, we conducted a study. Following attribution theory, we postulate that when a company is directly involved into greenwashing (*central greenwashing*), stakeholders perceive greater ethical violation compared to both *peripheral greenwashing* (when a company that declares to be CSR committed is accused of greenwashing because of the supplier's misconduct) and *vicarious greenwashing* (when the misconduct and the relative accusation regard a supplier but the company does not claim to be sustainable), and consequently are less willing to invest on the accused company.

The results of the experiment suggest that greenwashing decreases stakeholders' investment when the company is directly involved in greenwashing, but is less detrimental for investments when the company is involved because of a supplier behaviour.

Such findings expand the current knowledge on the consequences of greenwashing, so far mostly investigated from the consumer side. In addition, it shows how the locus of greenwashing affects willingness to invest when a company is accused of greenwashing.

OSC07 - CSR, sustainability and ethics

PP 551: Speaking truth to power? An analysis of CEO open letters

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Introduction: This study examines the growing prominence and frequency of open letters as a manifestation of CEO activism. While open letters have been used in the past as a way for businesses to explain their decisions, actions, and responses following a crisis, for instance (e.g., Toyota recall in 2010)[i], the past year has seen a dramatic increase in CEO open letters targeted at Donald J. Trump and his policies as President of the United States. This study posits that such open letters symbolize a (new) form of CEO activism. Chatterji and Toffel (2018) note that the political volatility in the United States has "provoked frustration and outrage, inspiring business leaders like Tim Cook of Apple, Howard Schultz of Starbucks, and Marc Benioff of Salesforce—among many others—to passionately advocate for a range of causes" and to take a stand on "issues beyond business."[ii]

Conceptual framework: This study draws on scholarship on leadership communication in the context of corporate citizenship and social responsibility (CSR). Specifically, the study is grounded in the recent focus—both academic and non-academic—on the use of open letters as a manifestation of CEO activism on societal issues including anti-discrimination, race relations, gender equity, etcetera.

Methodology: Although open letters can have different purposes and audiences, this study thematically analyzes CEO open letters directly addressed to Trump and/or related to a Trump policy, announcement, or initiative. For example, several CEOs signed an open letter to Trump denouncing his decision to withdraw from the Paris Climate Accord and a dozen others urged Trump to preserve the Deferred Action for Childhood Arrivals (DACA) program. Both individual or joint CEO letters addressed to Trump or pertaining to his policies are included. The timeframe for analysis is 2016-17.

Results and conclusions: The research is a work-in-progress. Based on an initial sample, we expect the analysis to illuminate the following: societal issues that are most salient in the open letters; justification(s) for the letters; tone of voice; rhetorical strategies used; and the narrative positions assigned to different stakeholders. Preliminary results suggest that even though the letters are attributable to company CEOs, few, if any, are written in first person, using 'I'. Most all letters assume an organizational (as opposed to an individual) stance prompting questions about authorship and the entwined relationship between the

individual (CEO) and the organization. Practical and conceptual implications of a growing form of leadership communication are discussed.

[i] An open letter to Toyota customers. (2010, Feb 2). Retrieved December 27, 2018 from https://www.24houranswers.com/files/a0/u9/XvCKBrl3Me9nFv3oJ6OP.pdf.

[ii] Chatterji, A. K. & Toffel, M. W. (2018). The new CEO activists. Harvard Business Review, 96(1), 90-97.

PP 552: A new narrative about sustainability or a sustainable narrative? An analysis of the Swedish government's use of Agenda 2030 for reporting on state owned enterprises performance.

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Sustainability reporting is a popular business strategy adopted by different types of organisations. In the organizations' annual reports sustainability performance is presented for various stakeholders to report on actual performance. However, the purpose and execution of sustainability reports has been criticized for being superficial, a form of greenwashing and it serves as an example of isomorphism.

The Swedish state has signed the UN Summit September 25, 2015 i.e. 17 global goals for sustainability as part of Agenda 2030. The political work of the government to achieve the goals takes places at various levels and instances. The Swedish state is a significant owner of companies. The Department of Enterprise and Innovation compiles the results for the state-owned companies each year, creating a consolidated account of the SOEs, which is presented to the Parliament. The document is a meeting point and place of negotiation for economic values and political values. Our interest is directed to how the 17 global goals for sustainability are used in the consolidated accounts. The following questions guide the study: Which traces and influences from Agenda 2030 can be detected in the foreword of the Minister for Enterprise and Innovation, the introduction and the common description of sustainability targets, financial targets and social targets in the consolidated accounts? How are the three types of targets motivated in the consolidated accounts of 2014 respectively 2016 and 2017? The study contributes with new insights on how sustainability values are formulated and created discursively, how different political and economic perspectives are negotiated and how different modes of are used to legitimize values.

This study adopts a discourse approach. Discourse is understood as socially constructed knowledge that shapes, regulates and enables human experience (Foucault 2011:70), that is that discourses are developed and reproduced in specific social contexts. The consolidated accounts can be understood as public political documents produced for strategic purposes as the government presents results and thereby defines the economic and political reality. In order to study sustainability reporting by the state and how Agenda 2030 is used a discourse legitimation approach is used (van Leeuwen 2008). Moreover, legitimation is also made by different modes of communication i.e. in text, numbers, images and layout. Therefore, legitimization is also analysed from a multimodal perspective.

The data analysed consist of the consolidated accounts from three years, i.e. the year before Agenda 2030 was adopted – 2014 – as well as the consolidated accounts the years after the adoption, that is 2016 and 2017.

The results show how the discourse of sustainability has changed, how the focus has shifted and how the different modes of communication serve to emphasise aspects of sustainability. The narrative of sustainability is discussed as well as isomorphism.

PP 553: The narrative identity of "sustainable" and ethical banks: A discourse and semiotic analysis

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This article presents a discursive and semiotic analysis of the discourses and narratives proposed by two European banks whose identity is strongly linked to ethics and to social and environmental responsibility. We focus on the Crédit Coopératif (France) and the Triodos bank (Netherlands, Belgium and other countries). These banks have a hybrid communicational identity. This means that profitability and business are linked and/or functional to ethical goals. These visions of the bank's identity are not far from the theories of the economist Karl Polanyi (2001) on the submersion of economy into society: these banks' discursive identity positions them as actors of a new form of submersion of the market into society, in which market and money are functional to society, and not vice-versa.

This research focuses on the discursive presence of the bank as a narrative subject or "hero". We are inspired by theories on narrative identities like the one by Paul Ricoeur (1984, 1985, 1988), translated to the field of corporate communication (Johansen 2012). Discourses of ethical banks try to propose a unified narrative. Our analysis is aimed at understanding how this narrative is constructed, in particular from the

point of view of the management of potentially opposed values (sustainability and ethics on the one hand, profitability and earning on the other hand). We want to understand how the narrative is built to make the portrait of the bank as a factor of conciliation of different "orders" (Boltanski & Thévenot 2006), like the market and civic ones.

The approach of this paper is interpretive and inductive. We rely on a corpus of texts from the corporate websites of the two banks and the last official activity reports; we also base on a semi-directive interview of the director of communication at Triodos Bank. The discourse analysis is mobilized to understand the argumentative and rhetorical dimension of identity-building. The semiotic analysis will be based on the contributions of the poststructuralist tradition, to analyse the multimodal devices present in the texts, which contribute to the identity-building (Floch 2001, Everaert-Desmedt 2007). The category of *ethos* apprehended as a "constitutive dimension of discourse" (Amossy, 2010) will be mobilized in discursive and visual terms. We will delve into the discursive and multimodal modalities of the establishment of a "hybrid ethos", capable of combining different registers of values to define a *sui generis* identity.

PP 554: The ethical borderline? An intercultural comparison of codes of conduct / ethics.

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Based on the notion that organizations cannot exist without their communicatively created cultures (Schein 1990), this study aims to explore the ethical dimension of organizational cultures. Schwartz (2013) has identified three key elements of an ethical organizational culture: (1) a set of core ethical values, (2) a formal ethics program, and (3) the continuous presence of ethical leadership. Written policies like codes of conduct/ethics (CoC) are part of the formal ethics program and should be based on the mutually negotiated core values (Schwartz 2013). The main goal of this research was to analyze which concepts of ethical behavior are discussed in large companies' CoC and whether the emphasis given to the concepts differs between cultural clusters.

CoC of 300 companies listed in *Forbes* Global 2000 (2017), that are publicly available on the firms' websites, were analyzed by means of quantitative content analysis. Drawing on Gupta et al. (2002), companies were classified into three cultural clusters (Anglo, Germanic/Nordic Europe, Confucian Asia). The developed codebook comprises 57 variables.

Results reveal that CoC of companies in the Anglo cluster comprise significantly more pages than those of companies in the G/N Europe or Asia cluster ($M_a = 28.59$, $M_e = 20.11$, $M_a = 10.59$; $F(2,280) = 26.079$, $p < 0.05$). The main analyses focus on analyzing the occurrence of specific terms (e.g., ethics) and concepts (e.g, sanctions). It shows that the term 'ethics' is mentioned most often – in relation to the number of pages – in Asian CoC than in those by European firms ($M_a = 1.25$, $M_e = 0.55$; $F(2,283) = 6.435$, $p < 0.01$), and also more often than in the CoC of firms from the Anglo cluster ($M_a = 0.90$), yet the difference is not significant. However, sanctions like 'termination of employment' are mentioned significantly less in CoC of Asian companies than in the codes of companies headquartered in the European and Anglo clusters ($X(2, N = 300) = 31.786$, $p < 0.001$, $CI = .326$). Also, encouragement for reporting observed misconduct is significantly less frequent in CoC of Asian firms compared to those by firms from the G/N European or Anglo clusters ($X(2, N = 300) = 13.930$, $p < 0.01$, $CI = .215$).

This brief glimpse into the findings of the study shows that there are considerable cultural differences regarding the form and the content of the CoC. Possible explanations for the observed differences, like Asian firms' tendency to avoid mentioning possible sanctions in case of misconduct and to encourage employees less frequently to report observed transgressions, comprise cultural differences like individualism vs. collectivism, as well as low- vs. high-context communication.

OSC08 - Digital communication strategies

PP 594: Influencers, lurkers and emotions in the debate over health issues: A network and sentiment analysis of the #HealthForAll Twitter conversation

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Celebrating its 70th anniversary in 2018, World Health Organization invites various stakeholders (from government ministries, parliamentary health committees, civil society organizations to media and individuals) to stimulate conversations and contribute to a dialogue towards health policies by using the #HealthForAll hashtag.

We will apply a network approach to identify the major groups which used the #HealthForAll hashtag and to classify the information sources within these groups. This study will also examine the emotional tones and the message types in the various stakeholders' #HealthForAll tweets.

Theoretical framework. The holistic stakeholder mapping model (Sedereviciute & Valentini, 2011) blends the three attributes of SSM (Stakeholder Salience Model), power, legitimacy, and urgency with SNA (Social Network Analysis) measures, such as closeness, degree, and betweenness. K. Sedereviciute and Ch. Valentini (2011) provide a typology of stakeholders: unconcerned lurkers, concerned lurkers, unconcerned influencers, concerned influencers. This typology will be used in order to determine the dominance of #HealthForAll Twitter users either as influencers or as lurkers.

Since emotions play a significant role in persuading stakeholders to take a pro-health behavior and avoid a risky behavior (Dillard & Nabi, 2006; Dillard & Peck, 2000), we will employ sentiment analysis in our study. This approach and its focus on emotion recognition are complemented by *opinion mining* and its focus on polarity detection (Cambria et al., 2013). In the case of global organizations, the dominance of Twitter, along other text-based social media platforms, enables communicators to use sentiment analysis as a fairly viable substitute for field polling and physical questionnaires (O'Connor et al, 2010) in order to identify global trends and sentiments that can subsequently be integrated into complex communication programs.

The five Health Belief Model constructs (perceived threat, perceived benefits, perceived barriers, cues to action, self-efficacy - Rosenstock, 1966; Rosenstock et al., 1988; Diddi & Lundy, 2017) will be used to explain and predict health behaviors promoted by various stakeholders in their tweets.

Methodology. We will apply network cluster analysis (NodeXL Pro) to identify the groups of users who interact and communicate about the *Health For All* topic and the most connected users in each group. The sample will include the #HealthForAll tweets between April 1, 2018 to April 8, 2018. This span of time was selected since World Health Day will be celebrated on April 7, 2018. Sentiment analysis can provide a deeper understanding of how global, national, local organizations and individuals are marginal or central to the HealthForAll issue promoted by the World Health Organization.

Possible findings. The findings of the study may reveal that (a) the stakeholders' emotions and information messages are closely related to the publics'geographical location and the socio-political context; (b) positive emotions are associated to health issues framed as benefits, cues to action and high-efficacy whereas negative emotions are related to health issues framed as risks and barriers.

PP 595: From reporting to preporting? Predictive algorithms and their potential to contribute to 'shared strategic communication'

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Strategic communication is on one hand an instrumental necessity to fulfil an organisations' mission. On the other hand, the disciplines of strategic communication like Public Relations and Marketing are under scrutiny in the public eye because they are seen as being manipulative and misleading. This impression is supported by the fact that PR professionals outnumber journalists four to one[i]. That puts organisational strategic communication in a dilemma. The effect is a loss of trust in strategic communication. At the same time this effect is fuelled by digital technologies: The various forms of digital media and communication channels in social networks, blogs and messengers increase the amount of fake news that are misleading and misusing their audiences. But it can be argued that digital technologies also make organisations and business more effective. This means that digital technologies are on one side part of the dilemma but on the other they contain possibilities to overcome it. That makes digital technologies a two-edged sword that needs to be balanced properly to make businesses responsible.

One approach recently introduced specifically targeted at strategic communication is 'shared strategic communication'[ii] leaned on Porter & Kramer's (2011) concept of creating shared value (CSV)[iii]. This approach is serving both the organisation and society. It is creating shared value in economic terms for the organisation and in social terms for the society. In this paper we propose in line with the approach of 'shared strategic communication' the advancement of corporate communication and more specifically the advancement of corporate reporting. This advancement introduces digital technologies like predictive algorithms and big data into current reporting practices. We conceptually develop based on digitally business reporting data (financial and non-financial) *pre*porting. *Pre*porting introduces automated standardized *pre*ports on all available corporate data in real-time. Preporting is shifting the focus of disclosing what happened (*re*-port) to what will (likely) happen (*pre*-port). *Pre*porting is based on *present* data using technological advancements with *predictive* capabilities. That enables standardisation and automation of preports in real-time or as concise forecast reports, here labelled as *Pre*ports. *Pre*porting indicates in which way the corporation is likely to head. The underlying idea is the utilization of a predictive algorithm as established in predictive policing or earthquake forecast in a common data repository for all corporate data based on XBRL.

We argue that the concept of preporting can be seen in line with the two dimensions of shared strategic communication. Existing reporting data analysed with predictive algorithms is helping the organisation to fulfil its purpose by reducing risk, reputation damage, preventing scandals and contributing to the economic bottom line. Secondly preporting is helping the organisation by predicting likely future risks reducing harm to the environment and to society.

[i] https://www.theguardian.com/media/greenslade/2014/apr/14/marketingandpr-usa

[ii] Lock, I., Seele, P., & Heath, R. L. (2016). Where Grass Has No Roots: The Concept of "Shared Strategic Communication". International Journal of Strategic Communication, 1–14.

[iii] Porter, M. E., & Kramer, M. R. (2011). Creating shared value: how to reinvent capitalism - and unleash a wave of innovation and growth. Harvard Business Review, 89(1-2).

PP 596: Digital stories of corporate volunteering and their role for internal communication and employer branding

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Corporate volunteering is "an important vehicle for delivering care and compassion to causes and communities in need" (Grant, 2012:589). The programs can take various forms. Campbell's Soup Company and Exxon Mobil match their employees volunteering with corporate donations, the latter considering the volunteering hours of company retirees, spouses, dependent children, and even surviving spouses of deceased employees (Scott, 2012).

Identified by Bussell and Forbes (2008) as the fastest-growing area of volunteering in North America and Western Europe, corporate volunteering is being adopted more readily by organisations and their employees as it is often perceived as a more important form of corporate social responsibility (compared to philanthropic contributions for instance - JA Worldwide, 2009) (Paço and Nave, 2013; Peloza, Hudson & Hassay, 2009).

Based on the implementation of a digital storytelling pilot study aimed to record the stories of people who have volunteered as part of corporate programs, this paper discusses how first-person digital stories can contribute to internal communication and employer branding. In doing so, the paper presents at large the methodological setup and study design - which included individual online briefings on digital storytelling, digital story-telling creation, and an exit interview assessing the participants' experience with digital storytelling as well as linking their corporate volunteering with their corporate citizenship behavior - and discusses the findings and implications of the study. It emphasizes on the value of first-person narratives in identifying the transformatory stories for the participants - such as making a contribution to other's success and life journeys - while also enhancing their digital skills. Reflecting on the value of corporate volunteering, this paper shows that corporate volunteering had a direct impact both on the participant's loyalty towards the organization and on their likelihood to advocate on behalf of the organization. Finally, the paper proposes a toolkit for effective evaluation of corporate volunteering programs using digital storytelling.

PP 597: From the dissemination of information to the dialogue: The communication management of companies on Facebook

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Introduction

Social networks are changing the communication of companies with their stakeholders and they are becoming increasingly integrated into the programs of Communication and Public Relations of companies to increase the visibility, disseminate content and promote the dialogue. The proper use of social networks (especially Facebook) can make it easier for companies to improve their corporate reputation and obtain greater trust and commitment from their stakeholders. However, different studies indicate that companies maintain a unidirectional communication model in social networks, focusing on the dissemination of information rather than promoting dialogue with their stakeholders. Thus, this research aims to analyse how the main worldwide companies manage their communication on Facebook.

Methodology

For this research, the companies of the annual ranking of Most Reputable Companies Worldwide (Global RepTrak®100) created by the Reputation Institute was taken. Around 4.000 posts published in 2015 and 2016 were analysed and a content analysis for the posts published on Facebook pages of these companies was implemented. For this research, 3 categories of analysis were identified: presence and activity, information resources and interaction. Data were collected with an online platform. It was designed an Excel template, in which all the data collected from the sample were loaded and coded.

Results and conclusions

The results indicate that the worldwide companies have a good presence (75%) and publish content with a minimally adequate frequency on Facebook (almost 1 post per day). Companies are mainly using graphic resources to disseminate their publications on Facebook, especially texts (97%) and images (70%). Interactive and audio-visual resources are being largely wasted, although they are considered valuable elements for communication in social networks. Finally, the results of the engagement indicate that the volume of interaction generated from the content disseminated by companies is high (at least 4,000 interactions per post per company). However, the interaction rate detected per fans is low (3.5%).

Thus, the worldwide companies recognize the importance of being present in an active and permanent way on Facebook, but they have a unidirectional communication approach. Companies are missing the opportunities offered by Facebook to establish a dialogue with their stakeholders. In this sense, companies should change the focus of their communication from "one way" to "two way". Their attention can not only be oriented towards disseminating information and persuading stakeholders about the practices of companies but should focus mainly on facilitating the dialogue and interaction among the organizations and its stakeholders.

Social implications

This research has contributed to developing an integrated methodology that allows analysing the corporate communication on Facebook. From an academic point of view, this study may help to analyse other organizations in different countries and regions and to facilitate the comparative assessments. From a professional point of view, the results can contribute in order to detect strengths and weaknesses of corporate communication management in social media. In this way, they could improve their organization practices.

PP 598: The CEOs digital communication management on Twitter

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Introduction

Social media (SM) has become an important field of communication management. These channels were detected by companies as a good opportunity to develop and improve the leadership of top management, especially for CEOs. To get in touch in real time with the stakeholder, Twitter is considered a key communication tool because of its dialogical characteristic. The presence of CEOs in this platform helps to improve the CEOs reputation and shows a human side of the leader. Therefore, the purpose of this research is to analyze if CEOs have presence in social media and how they are using Twitter as a communication tool.

Methodology

To select the CEOs, two rankings that categorized the 500 largest businesses were considered: Fortune Global 500 (for global companies) and América Economía (for Latin American companies). A total of 14,153 tweets were analyzed (4421 from the Global CEOs and 9732 from the Latin American CEOs). The period selected was July – December, 2016. It has been designed three different categories of analysis: presence, activity and interaction. It has been used a digital tool to collect data from Twitter. An Excel template was designed to classify and coded the information obtained.

Results and conclusions

The presence of CEOs in SM is relatively low. On Twitter, only 26,5% of CEOs has an account. Around 40% of Global CEOs have presence in this platform against 17% of Latin American ones. Results show that 30% of accounts are quasi-inactive (less than 1 tweet per week), and 92% of active accounts have a very low intensity of activity (less than 25 tweets per week). Almost 10% of CEOs are performing well. Latin American CEOs (AV = 12,5 posts) have done a better work publishing more than 2,5 times than Global CEOs (AV = 4,7 posts) in the analyzed period. About the interaction, the total rate does not arrive at one interaction (Favorites plus Retweets) every 20 tweets (almost 0.05 interactions per tweet), and the favorites' interaction represents almost the 60% of the total interaction rate.

The tendency to have a Twitter account is growing slowly between CEOs. Nevertheless, is necessary to point out that Latin American CEOs are a bit more active than the Global CEOs, but the second ones have better interaction results. In contrast, the integrated analysis of presence, activity and interaction reflect that Twitter is not being used by CEOs as a dialogical tool. It is mostly used as a one-way tool to disseminate their own points of view.

Social Implications

This research presents a specific methodology convenient for analyzing the presence, activity, and interaction of any Twitter account. From an academic point of view, this work can be used by other researchers to analyze other samples of CEOs or managers. From a professional perspective, the results of this research can also contribute to identified some strengths and weaknesses of the CEO's digital communication strategies and to help in improving their communication management.

OSC09 - Advertising and branding

PP 683: Audience duplication and co-branding strategies

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Duplication data has been traditionally used by media planners to make decisions affecting advertising reach and frequency (Goodhardt & Ehrenberg, 1969). Headen, Klompmaker & Rust, 1979). Although duplication audience analysis has a long tradition, few efforts have been made in analysing duplication data in digital audiences (Mukerjee, Majó-Vázquez & González-Bailón, 2018). This research aims to link duplication data with co-branding strategies in social networks.

Co-branding is a long-term strategic alliance between two brands with the objective to identify and associate a new product with values from the two brands (Helmig, Huber, & Leeflang, 2008). Co-branding strategies have been applied to a wide range of brands related to consumer goods, durables and services (Helmig, Huber, & Leeflang, 2008). However, it is not the case that any brand can join with any other brand arbitrarily. Cobranding is a strategic decision in which the two product categories and the two brands should fit with each other (Balabanis & Mitchell, 2014). Brand-fit is the congruence between the values of the two brands, so that the consumers associate the two brands' values with each other and have positive attitudes towards cobranding (Ahn & Sung, 2012). Congruity of the two brand partners is defined as the complementarity of certain salient attribute in the cobranding strategy (Kalafatis, Remizova, Riley, & Singh, 2012).

In this paper, we propose the duplication of retweets as a measure for congruity between brands. Co-retweeting behavior has been used for recommendations (Finn & Mustafaraj, 2013) or for calculating the distances between political parties (Guerrero-Solé & López-González, 2017). We use a collection of tweets and retweets of more than 50 accounts of kids' brands to analyse what is the amount of retweeters shared between them. Thus, we create a network of connections between these brands based on the measure of the overlaps of their communities of retweeters and followers. Doing so, we compare the differences between both overlaps for active (retweet) and passive (follow) users. We also propose an index based on both overlaps. Results are finally used to propose co-branding strategies between the closest kids' brands in the network.

PP 684: From the margins to the center and back: Tracking brand's solidarity campaigns in 2017 Portugal fires

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Mapping and tracking brand's solidarity campaigns triggered by the fire catastrophe in Portugal, in 2017, is the focus of this communication, in which we will try to understand brand's motivations and objectives, feedback to donors and stakeholders as well as the campaigns impact in the affected area.

In 2017 Portugal experienced a calamity year due to two fire waves (july and october) that claimed over 100 deaths, an inestimable amount of material damage and the massive destruction of the most important forest area of the country, in some districts up to 98%.The affected area is mainly situated in the central interior region, a rural underdeveloped, depopulated or aging population region, recurrently forgotten or underrepresented, stuck in the periphery of the political decision-making centers.In the aftermath of the fires, multiple solidarity actions emerged from civil society, companies and brands in favor of the victims, aiming unprecedented attention to this marginalized area and constituting an interesting subject to participatory research as a contribute to social change (Hall, 1992).

Concurrently the country has witnessed a number of scandals related to inadequate or unclear use of funds obtained through solidarity campaigns, raising questions of transparency, credibility, accountability and governance and creating a climate of widespread suspicion in line with previous research (Castells, 2007; Gibelman & Gelman, 2001, Lewis, 2005; McGann & Johnstone, 2005). This fact makes relevant the need to investigate whether the brands that promoted solidarity actions felt the need to give feedback on the results and the impact of these actions to their publics.

Methodology involves, in a first approach, 1) media content analysis for a specific period related with the two fire waves (July and October 2017); special or themed issues; specialized media (Meios & Publicidade, Marketeer, Imagem de Marca) and 2) tracking brands with a relevant role, namely mentions to campaigns in reference media; secondly, 3) typifying brands and causes; and finally 4) in depth analysis in a multiple case study, where selected brands and campaigns will be followed up through online presence mapping and interviews.

We intend to verify if the brands that promoted solidarity campaigns related to the fires played an effective role in shifting attention from the margins to the center at least media wise, and if they had a relevant impact on the conditions of the affected communities.

PP 685: The process of debranding: Case study of the Portuguese bank "Caixa Geral de Depósitos"

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The following investigation intends to contribute to a better understanding of the Debranding concept and how it should help the internal and external image of a certain organization. The great design that this work aims to fulfill, is to present a holistic reflection on the phenomenon of Debranding. The starting point was the Portuguese Caixa Geral de Depósitos organization; more specifically, the Direction of Communication and Brand, with the main subject being the Debranding of the CGD brand. With this theme, new challenges arise to the company, such as the simplification of its identity for further acknowledgment of the brand. The investigation intends to study the reasons that lead to the process of the General Deposit Box. Debranding and the communication practices used to publish the new image, which will influence the possibility of success in this transformation. The methodology used, after study of selected bibliography, was exploratory interview and direct observation. The selected subject in the present investigation is relevant to the area of Communication Sciences and Marketing, not only for being scarcely explored in the terms of the Debranding, but also for the present phase of the specific market, due to the alterations after the financial crisis, which implies a great centrality to these matters. The perspective of brand / organization upon this concept is essentially focused on the drivers of change, with the intention to strength its values and identity, keeping it coherent with the competitor's positioning and capitalising upon the competitive advantage the brand disposes, also creating closer bonds with the consumers, both in present and future time. This fact becomes relevant given the results obtained in the development of this research, which revealed that it is in fact the debranding in the construction of the internal an external image of a company, when this brand has notoriety and reputation.

PP 686: The added value of sustainability rating pictograms

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Purpose:
The purpose of this research was to investigate cues of online advertisements that inform about quality attributes of sustainable hotels. The study examined the influence of sustainability certifications on consumers' interest to obtain further information in addition to customer Ratings.
Theory:
Due to increased online booking, the effectiveness of short information is highly important. Sellers provide an overall impression of all hotel guests' online reviews by a summarized customer rating (Gavilan, Avello, & Martinez-Navarro, 2018). Beside the customer rating, which is the most persuasive information, sustainability is an increasingly important attribute for tourists (Hardy & Beeton, 2009). Often online advertisements show labels to certify the social, environmental and ecological responsibility of tourist offerings (Bickart & Ruth, 2012). However, the actual effectiveness of labels is questioned (e.g., Dendle, 2014), because consumers cannot distinguish between the different levels of sustainability represented by the various labels. It might be more persuasive and effective presenting different sustainability levels by rating pictograms.
Methods:
This is the first study testing the impact of customer ratings and two different sustainability certifications on consumers' interest to obtain further information. We conducted a 3 (customer rating: poor vs. mediocre vs. good) x 3 (sustainability level: low vs. middle vs. high) x 2 (certification type: label vs. rating pictogram) mixed experiment. Based on real hotel advertisements, which were manipulated and pretested in order to obtain internal validity, we created hotel ads that included customer ratings (within factor) and sustainability certifications (within factor). One experimental group viewed ads with the certification shown as labels, while the other group viewed rating pictograms (between factor). To achieve a high level of external validity, a selection task was integrated ensuring that the experimental stimulus was based on the beforehand preferences. The participants ($N = 684$) were randomly assigned to one of the two experimental groups. Afterwards, they completed the questionnaire, which included three items regarding their interest to obtain further information about the offer (Matthes' (2005) scale was adjusted and used).
Results:

A repeated measures analysis of variance (ANOVA) showed that the more positive the customer rating was, the more the interest for further information increased. The interaction effect of sustainability level and certification type was also significant: Participants expressed different amounts of interest if the sustainability level was certified by rating pictograms, but not if labels did certify it. Moreover, we found an additive effect for customer ratings and sustainability rating pictograms, but not for customer ratings and labels.
Conclusion:
This study clarifies that rating pictograms should be preferred over labels for certifying sustainability. Even though consumers' interest in receiving more details about an offer is primarily based on a summarized numerical customer rating, sustainability attributes are increasingly important to consumers. Cues that mark the sustainability effort of hotels additionally affect the booking decision, if this information is comprehensible. Hence, it is indispensable to use rating pictograms as an efficient cue provided as first information to a potential consumer.

OSC10 - Corporate communication

PP 743: Establishing a dialogue between the supervisory board and investors: Empirical insights

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Public relations research is paying ever more attention to the communicator role of the CEO. Little attention, however, has been paid to the chairman of the board of directors – despite the critical role the chairman tends to play in issues of corporate governance and shareholder relations. In Europe, there are two distinct corporate governance systems: a unified administrative board (known as one-tier system, i.e. the Anglo-American model), or a separation between the management board and the supervisory board (known as two-tier system, e.g. applied in Germany). Within the two-tier system, the supervisory board is solely charged with observing and controlling the management board (Tüngler, 2000). Representative and communicative tasks tend to be the exclusive domain of the management board.
However, given the internationalization of capital markets, investors hailing from markets with a unified board system increasingly request direct communication with the chairman of the board when investing in German corporations. This poses significant challenges to corporate communications officers who, lacking experience and precedents, struggle to adhere to investor demands while respecting local law. In 2017, the German Corporate Governance Codex adopted a recommendation calling for more communication between the supervisory board and investors (Regierungskommission DCGK 2017). This development provides an opportunity for public relations research to observe and analyze the institutionalization of a new communicator role and its dynamic integration into established communications practices.
We apply a neo-institutional perspective to identify how German corporations experience and react to investors' calls for dialogue with the supervisory board, and to analyze corporate communications' struggle with adapting to an evolving regulatory environment by establishing new processes and routines. This paper is based on an empirical study among representatives of the Investor Relations (IR) departments of 51 German Prime Standard companies. In a quantitative online survey, IR officers were asked about the implementation of a dialogue between the supervisory board and investors.
According to respondents, this dialogue predominantly takes the form of personal interactions, such as one-on-one-meetings (56.9%). Public communication, for example via the financial press, remains rather scarce (27.5%). The participating communications professionals tend to be somewhat alarmed by the fact that in their investor dialogues, chairmen of supervisory boards address issues that used to be the exclusive domain of the management board, such as corporate development or strategy. At the same time, IR officers experience a shift in their responsibilities as they begin to prepare and consult the supervisory board on its new communication responsibilities. Thereby, the study reveals not only the evolution of a new corporate communicator, in the form of the chairman of the board, but also a shift in the established role and routines of the communications function.

PP 744: The communicative constitution of corporate branding

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Despite substantial marketing driven instrumental and administrative orientation towards corporate branding, critical organization scholars have paid little attention to the process of using corporate branding to support organizational identity change. This is a notable gab given an increased corporate brand and vision driven approach to management. In order to contribute to the filling of this gap, we build on the CCO (Communication Constitutes Organization) approach and apply it to study corporate branding as a strategic

tool for organizational identity change. The CCO perspective is based on the notion that, instead of merely expressing, communication generates organizational realities. The CCO perspective indicates a shift away from the traditional transmission model of communication to a constitutive model and a shift away from the cycle of production, dissemination, and reception to a view of organizational realities as communicated into being.

The primary question in the constitutive model is thus: 'How does communication constitute the realities of organizational life?'. In this paper, we focus on corporate brand related talks, texts and actions in order to empirically explore the efforts and experiences of organizational actors over time. In line with the CCO perspective, we seek to understand the following: *How do the corporate brand related talks, texts and actions constitute and reshape the use of this tool over time?*

This work is part of a longitudinal case study on a strategic corporate branding project in a transnational company. The emphasis is on two important periods of the project: the launch and the end. Our empirical data consists of both CB related, internal and external documentary and archival material, as well as personal interviews among upper and middle managers of the case company.

Our analysis shows how the efforts and experiences of organizational actors shaped the use of the branding tool over time. During the launch, communication seemed to animate the organizational actors towards an organizational identity change by informing, advising, committing and requesting them to use the tool - whereas towards the end of the project, the discursive co-formulation seemed to disalign people from identity change related activities by contradicting, contesting, bemoaning and finally banning the use of corporate branding, especially in relation to internal organizational identity change.

Overall, our paper offers three contributions. First, we contribute to the nascent field of organizational and management research on corporate branding by shedding light on the way organizational actors relate to and engage with the brand. Second, by showing how the use of corporate branding as a strategy tool is communicated into being and how the discursively constituted meaning of the tool changes over time, we contribute to the research in the realm of CCO (Communication Constitutes Organization). Finally, our study and the understanding of the use of strategy tools has also managerial implications and it hopefully helps organizations to understand the underlying dynamics and effectiveness of the use of strategy tools.

PP 745: Torn between employees' and management's interests? A quantitative survey of employee magazines' editors

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Even in times of ongoing digitalization, employee magazines still play an important role for companies when it comes to inform, motivate, or instruct employees (Kitchen & Daly, 2002; Yaxley & Ruck, 2015). Studies predominantly focus on the content and strategic functions of employee magazines (Bischl, 2016; Sparks, 1997; Welch 2015). So far, hardly any research addresses the editors of these magazines, who could be subject to contradictory expectations (Clampitt et al., 1986) yielded by the company's management on the one hand (demanding rather positive presentation of the company) and employees as the readers on the other hand (expecting objective coverage on critical issues). These divergent demands give rise to potential conflicts of interest – should editors act as representatives of the managements or should they stand up for the interests of the employees (Koch et al., 2018)? The present study investigates how editors of employee magazines perceive their role in this outlined area of conflict.

With reference to social role theory we pose three research questions. First, we ask whether the editors perceive different expectations from management and employees regarding their reporting (RQ1). Since diverging expectations with regard to one single role may lead to intra-role conflicts (Biddle, 1979; Goode, 1960), we further ask how conflictual the editors perceive their position between management and employees (RQ2). Conflictual perceptions might also depend on the self-concept of the editors, which is constantly shaped by personal objectives and perceived expectations of social environments (Burns, 1979). Hence, we examine whether the professional self-concept of the editors is rather journalistic or PR-focused (RQ3).

To answer these research questions, we conducted a quantitative online survey in December 2016. We drew a random sample of employee magazines listed in the database of the German National Library and used the imprints to collect names and e-mail addresses of the editors. Our final sample comprises 197 participants (Mage = 41.17, SD = 10.43; 65% female.).

Our questionnaire included four subsections measuring (1) perceived functions of an employee magazine, (2) the self-concept of the editors, (3) perceived expectations of the management and the employees as well as (4) perceived intra-role conflicts.

Results show significant differences in the perception of expectations from management and employees, e.g. concerning the expectation of objective and transparent reporting (t(196) = 12.59, $p < .001$) or the representation of the managements interests (t(196) = -7.50, $p < .001$). Further results show perceived role conflicts that emerge from the attempt to counterbalance different expectations. A substantial percentage

of the participants has the feeling of being forced to make compromises and is under the impression to "fall between the stools". A vast majority states that they rather fulfil demands of the management and consequently describe their self-concept as more PR-orientated. Accordingly, editors predominantly perceive employee magazines as a tool to communicate corporate changes to the employees and to convey a positive attitude towards the company. Giving a voice to the employees or criticizing maladministration is perceived as less important.

PP 746: Corporate Communication in sports organisations: Navigating among peripheries

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The research question that this paper will be addressing may be summarised as an interrogation about the role that the communication professionals are called to fulfill in the sports federations in Portugal. Do the communication professionals have operational and strategic responsibilities in the portuguese sports federations? How do these organisations understand the concept of "strategic communication"? Is institutional or corporate communications still understood as a function that belongs exclusively to the realm of the private companies? Under the umbrella concept of strategic responsibilities we've considered aspects as the definition of the communication priorities in a strategic and planned way or the mapping and management of the stakeholders. Questions as the existence of a media relations or a risk and crisis communication plan were also addressed. Under the idea of a more operational approach we've considered aspects that have to do with events and actions that are dealt in a merely responsive or casuistical way.

The research was conducted according to an interpretivist approach to investigation. After a documental analysis that offered the researchers some descriptive data, all the 56 federations were contacted both by phone and mail. From the 52 federations that the researchers were able to contact only 32 did agree to be interviewed for this study. In order to produce the data, semi-structured interviews were conducted in all the sports federations respondents by a researcher, and the data collected analysed with the help of a qualitative text/content analysis software, NVivo. Even though the main realm of the research was not concerned with questions of center or peripheries, the results can be read, precisely with the lenses of this dichotomie.

When speaking about center and peripheries due to its geographical, historical or urbanistic roots we usually have a visual idea (maybe not as up to date as we may think due to the digital globalised world) of the political and economical heart of the big cities, surrounded by its peripheries that metaphorically represent also all those that do not belong to the realm of the strategic decision realms. Here, when analysing sports federations, we came to the margins of what is the non for profit sector, and we were confronted by hasard, in our results, by this dichotomy. The communication activities, can be said to be in the margins of the worries and preoccupations of these organisations. The study that will be presented here highlights the lack of a consistent work in the communication area as well as the total absence of any kind of a strategic thinking in the majority of these federations. The communication professionals seem to be seen only as performing operational tasks that do not belong to the realm of the strategic thinking of these organisations. Among the organisations themselves we can read them as concentric circles with football in the center and the federations that represent the olympic sports, with expression in our public schools, at the next levels. The majority of federations that didn't have anyone available to speak with were from non-olympic sports.

PP 747: "Spherical storytelling": The challenges and potentials of Virtual Reality experiences for strategic communication

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This paper examines how the "spherical storytelling" enabled by Virtual Reality (VR) can be used in the field of strategic communication. Using the tourism domain as an application field, we analyse how content-storytelling is strategically designed and displayed in VR experiences and how the spherical-storytelling affects consumer responses towards the presented audio-visual content.

Storytelling is increasingly used for strategic communication efforts, be it in political, organisational, or in brand communication. Compared to "traditional" digital storytelling, which is generally characterised by a static two dimensional (2D) navigation, spherical storytelling uses VR settings and thus holds new potential due to its 360 degrees spherical navigation (Lauria & Morie, 2015). For example, in VR settings users are placed at the centre of the experience. They decide where to look and what to look at, compared to a 2D video where a subject generally follows the narration of the designed contents.

VR experiences are characterized by a complex narration particularly rich in sensory details. As in the Media Richness Theory (Daft & Lengel, 1986), the richer the media is in sensory detail, the greater is the experience of presence or the feeling of "being there". A greater level of presence, in turn, also increases memory recall and may affect the attitude towards the content displayed.

One of the challenges raised by spherical storytelling is exactly that subjects can choose the focus of the narration. A user might miss crucial elements of the story by looking in a particular direction that was not desired or anticipated by the content creators. Understanding what kind of content and format should be placed where, in what manner, and at what time during a VR experience represents not only a challenge for the VR designer, but also an important goal for communicators interested in using such technology to convey messages and propose new and valuable experiences.

This study thus aims at investigating which aspects of spherical storytelling appear to be more effective for strategic communication. We present results of an experiment about a Swiss tourism destination. 30 prospective tourists were exposed to a VR experience. In the research setting, pre- and post-test questionnaires were used. An additional follow-up questionnaire was administered via email approximately a month after the experience. Results identified which spherical-storytelling aspects appeared to be more effective for strategic communication, namely, format of the VR scene (3D reconstruction, 360 degree photo or video), theme presented, size, rotation, speed, and sound of animated objects and the related level of interaction with the viewer. We identified those elements of spherical storytelling that remained most vivid in the users' recall and those that affected behavioural intentions in response to exposure (examining e.g., intention to visit and purchase intention towards the places featured in the VR experience; engagement in word-of-mouth promotion of the destination; and overall, what has been learnt and remembered from the accessed contents). From this study, careful generalizations are drawn for the field of strategic communication, providing reflections on the relationships between spherical storytelling using VR and consumer responses.

OSC PS - Poster Session

PS 44: Not what you say, but how you say it. Effects of managerial communication on employee-organization relationships

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Effective internal communication helps to build and maintain positive relationships between an organization and its employees (Ledingham & Bruning, 1998; Ni, 2007). Therefore, it is a key factor for organizational success (Men & Stacks, 2014; Mishra et al., 2014; Yeomans, 2014). The various communication processes within every organization can be characterized either as vertical (between people/units on different hierarchical levels) or as horizontal communication (between people/units on the same hierarchical level; Welch & Jackson, 2007). This paper focuses on vertical communication, more precisely on interpersonal communication between employees and their direct supervisors. Supervisors are the most important source for organization-related information through guiding, instructing, motivating, monitoring, and giving feedback (Huck & Mast, 2008; Larkin & Larkin, 1994). Therefore, supervisors function as linchpin in internal communication and help or hinder constructing quality employee-organization relationships (EOR; Therkelsen & Fiebich, 2004).

Managerial behavior and communication affect employees' perception of their organization as well as the team's performance (e.g., Kang & Sung, 2017; Men, 2014, 2015). However, the question how different communication styles affect EOR has hardly been investigated yet. De Vries et al. (2011) define communication styles as "the characteristic way a person sends verbal, nonverbal, and para-verbal signals in social interactions denoting (a) who he or she is or wants to be, (b) how he or she tends to relate to people with whom he or she interacts, and (c) in what way his or her messages usually be interpreted" (p. 179). The authors develop a Communication Style Inventory (CSI) describing six different ways of communication: expressive, precise, verbally aggressive, questioning, emotional, and manipulative.

To analyze how these different communication styles affect the EOR, we conducted a quantitative online survey with 1.159 employees of different companies and organizations recruited via an online access panel. We applied a short scale of the CSI (de Vries et al., 2011), which was validated by the original authors. Each of the 24 items included represents one facet of the six communication styles. In addition, respondents rated the perceived quality of their relationship with their organization in terms of trust, satisfaction, commitment, and control mutuality, each on five-point Likert-scales (Hon & Grunig, 1999).

To test the effects of mangers' communication styles on employees' perceived EOR, we conducted four multiple regression analyses (each of them with one EOR dimension as dependent variable). Results show that supervisor communication explains up to 34 percent in the variance in employees' perceived EOR quality. Effects are largely consistent for all four EOR dimensions; in particular, verbal aggressiveness and

impression manipulativeness are relevant predictors for a decrease in EOR quality, while questioning improves employees' trust, satisfaction, commitment, and control mutuality.

Our findings emphasize the importance of supervisors in internal communication. In particular, the data shows that the EOR largely depends on supervisor's communication style, underlining managers' function as link between employee and organization and their role as organizational representatives. The explanatory power of supervisor communication in employees' perception of EOR quality also illustrates the need for internal communication management to brief supervisors more extensively.

PS 45: Sustainable universities and corporate social responsibility. Universities as development promoters of desertified places

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With the aging trend of the european population, namely in Portugal, the number of students attending higher education is expected to decline, at least in the age group considered a priority public for this type of training. This Threat invites universities to reinvent their communication practices (Alvesson, M. (2013); Cheney & Christensen (2006); Coombs & Holladay (2007); Falkheimer, Simonsson, Zerfass & Verhoeven, 2016), improving their image capital. The promotion of activities to protect the environment but also the development of the community(Freeman, R. E. (1984) in which the university is inserted can be one of the ways to inaugurate this new way of communicating (Cheney, Christensen & Ganesh (2011) that includes sustainability and reputation (Drucker, (1955); Barratt-Pugh, Bahn & Gakere (2013)).

This work relates to the future concepts of universities (Christensen, L. T. (2002); Alonso-Almeida, Marimon, Rodriguez-Pomeda, (2014)) corporate branding, reputation(van Riel & Fombrun, (2007) and sustainability and focuses on the case at the University of Beira Interior, a university with 7 thousand students, located in Portugal. University of Beira Interior focuses on strategic communication in higher education, an area often neglected by rectors and academics who believe that the quality of teaching will be sufficient to attract students and that the use of strategic communication in universities turns these credible organizations into mere products in the hand of marketers (Ansoff, H. I. (1965); Brønn, P. S. (2014).

The actions of the University of Beira Interior, carried out in 2017 included the planting of one tree for each new student (the place where the university is located was affected by the fires of last summer) and the recovery of abandoned buildings (part of the historical and industrial patrimony characteristic of the considered "portuguese Manchester", turning abandoned places in museums, faculties and residences for students.

PS 46: The end of symmetry: The power of machine stakeholders in public discourse.

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Strategic communication research has a strong research tradition on relationships between two parties that are mutually beneficial (Coombs & Holliday 2015), without necessarily considering the facilitators of these relationships – the intermediaries. Given the power of today's platform giants, we propose a shift in attention towards the role of intermediaries and to treat them as another primary stakeholder, just like the media or government.

As intermediaries, we understand platforms such as Facebook, Twitter or Google which provide the infrastructure for discourse between an organization and its stakeholders. To shed light on the role of intermediaries in strategic communication, we investigate theoretically: What is the role of intermediaries in today's relationships between organizations and their stakeholders? Journalism research has already acknowledged the importance of these intermediaries not as neutral platforms but influential actors, calling Facebook the most important newsroom in the world (Bell & Owen, 2017).

We go further in arguing that platforms are not only media outlets, but even more powerful stakeholders: strategic communication today comes as mediated communication, rendering online platforms enablers and facilitators of dialogue and interaction with stakeholders. Platforms define *what* to post; *how* the message looks as well as *which* formats can be used and *to whom* the message is delivered with *what effect.* Corporations have to rely on these intermediaries because of the platforms' wide reach, ubiquity, and market power. Thus, intermediaries become machine stakeholders themselves. Therefore, we suggest the term "machine stakeholder" to be used for these actors in strategic communication.

Machine stakeholders act as generators of big data, collectors of large amounts of user data, and utilize them for their own purposes (Zwitter, 2014) creating an age of surveillance capitalism (Zuboff, 2015). Thus, strategic communication researchers need to include the role of platforms into their conceptual frameworks of stakeholder opinion formation and relationship building.

Consequences for strategic communication in brief are:

1. Governance

Intermediaries are difficult to hold responsible for their role in public opinion formation as they were never designed for such a role. Further, algorithmic accountability of machine stakeholders remains unsolved to large extents.

2. Adaptation of content to channel

In order to fit the characteristics and user expectations, public relations messages have to be adapted to the standards of the platform.

3. Loss of control

More than before, there is a loss of control for public relations practitioners because of intransparent data use and blocking of content by the intermediaries.

4. Uneven playing field

Intermediaries define what content is visible and which is not. Thus, symmetry in the communication is not given, and the discourse is not open to all stakeholders.

PS 47: Clarifying the role of empathy in professional communication

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This poster recounts our current study describing the role of empathy (skill) in the professional communication context, including the specific behaviors and cognitive/affective strategies used in professional situations. Results from 35+ interviews with high ranking communication professionals is presented, highlighting how empathy (shill) played a role in successful projects and projects which were not successful in reaching their communication goals. Results highlight if and how the presence/lack of empathy skills played a role in a project's success or failure. The outcome of this study is used to inform curricular developments for Bachelor and Master level professional Communication programs.

PS 48: A sociomaterial approach to strategic communication

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Scholars and practitioners of strategic communication alike would agree that new media make a difference for how strategic communication is conceived, implemented and received. There is in fact a rapidly growing body of literature that engages with how new media influences both the theoretical underpinnings of and practical implications for the field. However, most of the literature, put jarringly, fail to take new media seriously - even though they engage with the question of how to deal with new new media, they rarely engage with them beyond as either determining factors for organizational activities, or as tools to consider when carrying out strategic actions.

In this paper however, I will argue that scholars and practitioners of strategic communication could draw advantage from engaging more with the sociomateriality perspective in the field of organization studies (e.g. Orlikowski and Scott, 2008). In this work, the technologies and social processes involved in organizational action are presented as 'constitutively entangled', meaning both humans and technologies play a part in determining the (possible) actions of an organization. The perspective has travelled systematically into the strategy field (see e.g. Jarzabkowski 2005) as well as into the field of management (see Dameron et al., 2015). However, few scholars in the field of strategic communication have adopted it. To this end, I present a sociomaterial approach to strategic communication – an approach focused on two distinct, yet interrelated concepts – affordances and agency.

An affordance can be defined as "the possibility of agentic action in relation to an object" (Hutchby, 2001, p. 444). In combination with affordances, it is vital to also consider agency, meaning the act of realising possibilities of action, as an affordance itself does not bring us closer to understanding how new media impacts strategic communication. In our case, this means that we cannot only consider which possibilities new media provides us, but also which and how we make used of them. The latter might seem obvious to most readers, since this is visibly present in current literature, but the point here is that these actions should not be understood separate from the concrete technology, since agency does not rest with the individual, but rather is the result of relations (Emirbayer, 1997). As such, understanding which possibilities of behaviour are present in relation to a concrete technology, is vital in order to understand the concrete behaviour itself.

Thus, in this paper I present a theoretical framework for how to take new media seriously, as well as present a research agenda for future studies.

PS 49: "Hiding our faces to be seen": Strategies of visibility of activism

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When in the early nineties Subcomandante Marcos pseudonym for the representative of the EZLN (Spanish acronym of Zapatist Army of National Liberation) dropped the words, he was not inventing anything. HThe strategy of hiding behind a mask is a political statement against individualism and eventually against capitalism, a form of stating a selfless form of collective being that can connect the secret and hidden identities of comic superheroes with Goya's "The third of May 1808" painting.

In digital times of compulsive selfies and of biometric facial recognition software, and of facial-unlock personal communicative devices, the mask is at least a tool for protest as has been the "facial weaponisation suite" responding to regressive phrenological insinuations of linking homosexuality and facial structure; the colourful hats of Pussy Riot have also become a form of protests in themselves for freedom of expression and against repressive policies in Russia; or Guy Fawkes' mask, or the black suit headless man, have become indicators of technologically enabled protest associated to the global hacking organisation Anonymous.

This paper explores how this gesture of masking, hiding, and facial-covering is not only a liberation response to a form of oppression or a political statement against some unlawful action; but that it also works as a strategy of visibility. Following the research of Eesley, DeCelles and Lenox (2015) focusing on activist types and tactics and Bennet (2003), about global activism and networked politics, we explore the strategic communication component behind the visibility in these protests. As Ciszek states "activism is a form of strategic communication" (2017, p.702). The research carried out by Heredia (2017) analysing how peasant groups in Peru make better use of communication than the larger corporations they protest against, demonstrates how visibility is a recurrent strategy for protests, combined with resistance and alternative purposes.

Combining digital methods of data collection and a series of quantitative and qualitative techniques for its analysis, this paper brings together recent forms of "masked activism" around the world. We elaborate a typology that helps developing a tool for the understanding of the strategies and actions happening in activism and social movements. Because, this is the premise, organisations need to articulate mechanisms of identity, of recognition, and of interaction both internally and externally. The question deriving from this principle would be then to what extent those actions and strategies are ideologically grounded, this is, can these strategies and actions differ from left-wing to right-wing movements? And in particular, what does the mask do, in each case?

Exploring these aspects should enable further research on social movements and political activism from the strategic and communicative organisation.

PS 50: Observing public relations practitioners' roles: An alternative methodological approach to study professional routines and behavioral patterns.

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Since the late 1970s, public relations research has been studying roles of public relations practitioners. Two dominant roles repeatedly emerge: communication technician and communication manager. While managers make decisions, identify and solve problems and keep an eye on the overall strategy, technicians have specialized tasks and are primarily responsible for providing materials and implementation (Broom & Dozier, 1986; Grunig & Grunig, 2008). Although these two roles appear in many studies, it is often criticized that the distinction is too sub-complex (e. g. Moss et al., 2000, Leichty & Springston, 1996). In various studies, roles that play an advisory role within the organisation (e. g. Vieira Jr. & Grantham, 2014; Grunig & Grunig, 2008; Moss, Newman, & DeSanto, 2005) appear. Almost all of the works conclude that practitioners hardly ever play only one single role, but switch between roles. This is consistent with assumptions of dynamic role theory (Turner, 1962): Individuals actively shape their own role and adapt it to the context. Previous studies have in common that the data were collected through surveys. This is certainly a suitable procedure to gain insight into the actions of individuals, but it also has disadvantages: It is almost impossible to recognize and reflect on one's own role in all its facets. In addition, social desirability plays an important role: Practitioners are aware that managers occupy the supposedly 'better' role. In order to avoid these effects and to assess the role behavior as detailed as possible, we conducted an observation of practitioners. As comparable studies are rare (e. g. Nothhaft, 2011) it is a first exploratory step in this direction. The aim of the study is to gather initial findings on which roles known from theory and previous studies can be observed in everyday work and how well an observation is suitable for answering this question. In the course of a graduate's seminar, we observed eight practitioners (five female) from companies of different sizes. The practitioners are located on different hierarchy levels. Two students each

accompanied one person for two days, observing at 5-minute intervals. Beside roles, they observed possible influencing factors such as interaction partners, location and action context. The observation was documented by means of a standardized observation sheet and supplemented by diary entries. The role of the technician is actually frequent with the observed practitioners: 20.2 percent of the observed time they exercise this role. However, they are almost as frequent in the role of the planner (19.4 %), who is located closer to the managerial role. Practitioners also regularly act as speakers (12.9 % internal and 8,2 % external) and as internal consultants (11.5 %). The individual role sets of the practitioners are diverse and depend on their hierarchy level and the type of their employing organization. The results show, among other things, that practitioners often switch quickly between roles, even in a single interaction. Overall, the findings provide interesting insights into the professional roles of public relations practitioners. The method of observation has proven suitable for observing roles.

Philosophy of Communication

PP 443: Communication theory reconsidered. Epistemological considerations on the uses of theory in current communication research.

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The theories, along with the objects of study and the research methods, play a demarcation criterion in every scientific field. For communication research this role of the theories is equally determinant, especially if we consider that it is a multidisciplinary field which refers to a changing object of study. The theoretical debate in the field of communication has always been recurrent as it concerns the purpose of research activity. Since its origins in the 30s and the later positivist dispute, this debate has been developed in a triple dimension that appeals to the institutionalisation and professionalisation of research, the intellectual organisation of the field, as well as the knowledge interests of scientific activity. Because of these implications, the consequences of this debate would have affected the epistemological status of the field of communication itself, defining the dominant theoretical-methodological paradigms of each period.

This study aims to analyse the role played by the theories in current communication research, considering the possible links between the uses of theory developed by empirical investigations and the institutional, social and economic context in which this research activity is performed. The analysis of the context is focused on the study of (i) the cultural, communicative and technological globalisation, (ii) the transformations of the media system in neoliberal economies, (iii) the new institutional frameworks of the research activity, which highlights the role of scientific associations, peer-reviewed journals and research centres as disseminators of scientific knowledge and as means for the professional projection of researchers. On the other hand, data regarding the uses of the theory are taken from previous studies based on a meta-research of major peer-reviewed journals, in which instrumental and descriptive uses of theory have been detected.

Therefore, this work attempts at understanding if the globalisation and standardisation of the objects studied by communication research (audiences, media systems, digital culture, etc.) in a context defined by a neoliberal globalisation and by an academic work-ethic based on the professional status encouraged by the institutional framework of science (journal standings, top universities rankings, competitive funding calls…), would promote a social research model focused on descriptive studies. In this regard, a typical functionalist tendency is detected in current communication research: the loss of the value of the theory in favour of the primacy of the objects of study and of their operative dimension based on replicative, accumulative and comparative research procedures. Hence, theoretical activity would be related to instrumental functions, such as the organisation of the field, the formulation of hypotheses for the empirical advance by replication and refutation, or the inductive generalisation of results. So, knowledge interests such as hermeneutical understanding or emancipatory interests would be relegated to a marginal second level.

PP 444: Turing Machines and the constructivist view of communication

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The transmission view of communication has been attacked and criticized ad nauseam in recent decades. It has been argued against this view that it completely ignores the active interpretive role of the recipients of messages, that it leaves no room for the effect of context on communication, that it reduces the great variety of communication processes into a single form, and on and on. And still, although it has been beaten long and hard, the transmission horse is not dead yet—it continues to serve as the default conception of communication, that is presented to first year undergraduate students and presupposed (albeit often implicitly) by many mature communication scholars.

One of the distinctive features of the transmission view, that is arguably responsible in part for its continued success and persistence, is its simplicity. In particular, this view is captured by a very simple formal-cum-graphical model, which is borrowed from Shannon's mathematical theory of information. (The components of the model are familiar: The information source, coder, information channel, decoder and information recipient.) The main alternatives to this conception of communication—in particular, constructivist conceptions of communication—do not have such an elegant and concise presentation.

My objective in this paper is to remedy this situation—that is, to articulate a simple formal rendering of communication that can help capture and develop constructivist orientations. I do not propose to create the required model all on my own. Rather, I will appeal to a formal construction that is the cornerstone of contemporary computability theory—Alan Turing's definition of abstract computing machines (later known as Turing Machines). It turns out that Turing machines can be applied to human computation in way that is

radically different from current association between computation and human cognition. This alternative association is proposed by Turing himself in his 1936 seminal paper, where he defines for the first time his computing machines, and it depicts symbolic computational processes as publicly accessible. This view of computation, in turn, can be extrapolated into a formal model of communication as joint symbolic processing—a model that can be used to capture and develop the constructivist conception of communication.

The structure of this paper will therefore be as follows. In the first section I present a brief yet precise account of what Turing machines are. (It is part of the ingenuousness of this notion that it can be accurately presented in a few lines to the completely uninitiated.) In the second section I review the currently standard way in which symbolic computation is associated with human cognition, and how this association naturally coheres with the transmission view of communication. (See Author[----a] for elaboration.) Then, in the third and main part of the paper, I present the alternative application of Turing machines to human computation, I show how this application can be extrapolated into a model of the constructivist outlook on communication, and I begin exploring the fruits of this new model.

PP 445: Epistemological presuppositions in communication theory

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Different issues arise concerning the polemics surrounding theories of communication, among which are the various uses of both the expressions 'theory' and 'communication.' Thus, one may not mean the same when one uses 'theory' in the context of a discipline in the humanities, say literary criticism, as when one uses it in the context of, say, the study of arthropods. It seems reasonable to think that if these different practices were made clear, controversies should die out or, at least, diminish, and yet, despite the efforts for clarification, they appear to thrive. What are these controversies about? Do they concern merely nominal issues or are they about some deeper disagreements?

These sorts of disputes have a philosophical penchant. Sometimes, for instance, the answers are put in terms of the existence of ontological differences among the different positions (Craig, 2013); other times, in terms of the existence of differences in the frames in which the proposals are inserted (Craig, 2015). In this paper, we will try to advance a series of, we hope, not too controversial philosophical claims in order to help clarify the subject matter of the disputes. They will concern what we take to be some of the central discrepancies between the different disputants, namely: a global metaphysical discrepancy concerning what exists; a more particular discrepancy concerning which aspects of reality are accessible to empirical conjectural knowledge; and a third discrepancy concerning the role of theoretical activity in human experience.

In our view, communicative phenomena are part of an objective reality and have a nomic structure that grants the possibility of their study from an empirical perspective. On the other hand, communication theorists may abide by finalities and use, in an exercise of practical reasoning, their knowledge of communicational phenomena to contribute to the design of social institutions and practices which facilitate access to these objectives, as occurs in any applied science. It seems to us that the sorting of the mentioned finalities, however, goes beyond what would seem to be reasonably expectable from a theory of communication, and corresponds, rather, to disciplines such as political philosophy.

PP 446: The humanist limits of communication theory: R. Craig's metamodel and F. Kittler's media theory

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The rise of media-centric approaches in contemporary communication studies invites scholars to rethink theoretical and meta-theoretical perspectives, such as Robert Craig's constitutive metamodel.
Craig's metamodel was criticized for the all-inclusiveness and the absence of demarcation criteria. In this paper I will explore the possible limits of this metamodel examining one of the most radical media-centric theories – so-called German media theory (focusing on the works of its key figure Friedrich Kittler) – and its possibilities to take part in Craig's dialogical – dialectical field of communication studies.

The mainstream communication studies have always considered media as an independent realm, clearly separable from its users as well as from the transmitted contents. Kittler, however, is a radical media-centric theorist arguing that media are anthropological and cultural a priori, whereas humans are merely appendages of media technologies.

I will reconstruct Kittler's media theory as communication theory, following Craig's suggestion that "the proposed tradition must comprise a substantial body of thought that contributes a unique, practically consequential conceptualization of communication, significantly different from all other traditions, and that it

must be incorporated into the matrix of the field by specifying its distinctive view of communication problems, metadiscursive vocabulary, commonplace beliefs it affirms or challenges, and topoi for argumentation vis-à-vis other traditions."

The essential elements of this reconstruction would be these:

·Communication theorized as material process of the technological interaction.

·Problems of communication theorized as virtually absent, unless there is a human intervention into technological processes.

·Metadiscursive vocabulary: technology, information, selection, storage, processing, discourse systems.

·Plausible when appeals to metadiscursive commonplaces such as: technologization of everyday life, influence of technology on culture.

·Interesting when challenges metadiscursive commonplaces such as: human communicative agency, media are means of communication.

At a first glance Kittler's media theory might seem to be a form of Craig's cybernetic tradition; however, the difference lies in Kittler's emphasis on the primacy of technology and reducing of communicative processes to their technological aspects.

Thus the essential reproaches against all Craig's traditions from the perspective of Kittler's media theory would be its inherent humanism (which is retained even in cybernetics), whereas all the Craig's traditions on their turn (surely, every tradition in its own way), would argue that the main problem of this theory is its explicit anti-humanism.

Therefore, the limits of Craig's notion of communication theory as a dialogical – dialectical field are drawn by his humanist attitude, valuing the solution of (essentially human) communicative problems over purely technological media-centric perspective on the social world.

PP 447: Making sense of Craig

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The main effort in Craig's original article "Communication Theory as a Field" (Craig 1999) is the setting up of a matrix, a metamodel, which we can use as a tool for discussing the relations and interrelations between the seven initially identified communication theoretical traditions, viz., the rhetorical, the semiotic, the phenomenological, the cybernetic, the sociopsychological, the sociocultural, and the critical theory.

In 2009, however, Craig seems slightly dismayed because the field that he has defined does not seem to take to his metamodel (Craig 2009) and use it for theoretical and practical discussions of the communication field. In 2007 Craig integrates Russill's suggestion of an eighth tradition (pragmatism) in the matrix (Craig 2007), and in 2015 (Craig 2015) he seems more confident that people have started using the vocabulary on offer in the metamodel.

When I first read Craig (Craig 1999) I was happy because finally I had found out how to sensibly talk about communication theory. Also, I thought, I had found out what communication studies is. But as I delved further into the text and into other related texts (Craig 2009, 2005, 2001, 2015; Myers 2001; Russill 2005, 2007), I found out that it is not that simple. Craig does not have the final say in what communication studies is (neither does he claim to have it), and even if his article is an insightful and awe-inspiring piece of work, it is no more than a sensible way in which we can begin to discuss communication theory.

Therefore, I decided to find out what I could use Craig's insights for and basically decided that Craig's original article is the perfect basis for a discussion of what communication theory is and how various approaches to communication theory can be used to piece together analytical approaches tailored to different analytical needs.

My argument is that whereas the metamodel is a very illustrative and informative way of visualising differences and similarities between the various traditions, it might not be the most ideal way of discussing those differences and similarities.

The reason for this discrepancy between visualisation and explanatory power, lies in the notion that it is not until we see the traditions in action that we can really appreciate their differences and thus need to discuss them, and that means that any meta-discussions of communication theory will take place where and when they are needed as situated discussions relating themselves to the analyses at hand and therefore the analytical tools needed.

What I aim to show in my presentation is how a modular approach to communication analysis makes it possible to formalise situated and informed discussions of the interrelationships between the different approaches belonging to different traditions, and thus to make these discussions based in the analytical needs the analyst may have. My approach is based in Craig's identification of the seven traditions and inspired and informed by modular linguistics (Nølke 1993) and Louise Phillips' IMFADIA model (Phillips 2011).

PHC02 - Publics, spaces, cultures

PP 516: The aura of face-to-face communication

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Why do people still talk in person? For thousands of years, humans had no other means of communication than their bodies and simple tools. Today, we have a plethora of ways of staying in contact with each other across space and time. And yet, people will not stop interacting face-to-face, flying around the world to meet colleagues, and inviting friends and family over at regular intervals. The allure of face-to-face interaction has presented a key theoretical challenge since the founding of communication research (Peters 1999), most recently in juxtaposition to computer-mediated communication. In this paper, we revisit the special quality of face-to-face communication with reference to its *aura*.

The concept of aura has a long history in religious writings, but was rearticulated for contemporary communication and cultural studies by the German philosopher, Walter Benjamin. In his 1936 classic, *The Work of Art in the Age of Mechanical Reproduction*, Benjamin (1977) suggested that the aesthetic quality of an original work of art – its aura – derives from its authentic and unique "presence in time and space." If you want to experience *the* Mona Lisa, you have to visit the Louvre. At the same time, Benjamin highlighted the democratizing potential of mechanical reproduction: Many more people were now in a position to share in, or oppose, received representations of reality, as individuals and collectives.

Both of Benjamin's points translate to the digital media environment. On the one hand, face-to-face interaction remains unique, being the only form of human communication in which all participants are united in time and space, relying on multiple verbal and nonverbal modalities and a shared physical context. On the other hand, such interaction is constrained and ephemeral. Only so many people can participate before communication differentiates – or disintegrates – into multi-step flows. Likewise, what is said and done, disappears into thin air (Peters, 1999). The paper outlines a typology of different kinds and degrees of aura that informants associate with different media, including other people as media. Empirically, it builds on a qualitative study of political communication, which identified a continued preference for face-to-face interaction about the news of the day, but which also noted the importance for such encounters of linking to additional information online, and of retracing previous encounters in messaging or email.

All human beings "carry an aura, as informed by their biographies and shared histories" (Jensen 2010: 68), which helps to explain how and why they still turn and talk to each other about the social and cultural conditions they share.

PP 517: Imagined publics

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In many areas of media and communication research, the notion of "an imagined audience" is present as a notion describing the understanding or picture, that a communicator has of the people they are communicating to or with (e.g. Ang 1991). Research also points out, that the picture we hold of the other will influence what we are communicating and how we communicate it (Pool& Schulman 1959). Whereas research on media texts tells us about *what* is communicated and *how*, and research on media practice tells us about *who* is communicating, research on 'imagined audiences' can tell us more about the connection between the what, how and who. But how do we go about analyzing these "imagined audiences"?

This paper suggests the concept of "imagined publics" as a heuristic, interdisciplinary framework for studying "imagined audiences" which draws on insights from social philosophy, rhetorics, cultural studies, history and media- and communication studies. The project takes its point of departure in Jürgen Habermas' normative theory about the public sphere (1981, 1991) and more recent articulation stressing the prominence of both culture and politics: "The concept of a cultural public sphere refers to the articulation of politics, public and personal, as a contested terrain through affective (aesthetic and emotional) modes of communication" (McGuire 2005: 435). Benedict Anderson notion of 'imagined communities' is a parallel way of thinking about the close relationship between culture and politics and between different forms of communication and public discourse (Anderson 1991). Anderson sees the emergence of 'print capitalism' as a crucial element in the construction of the national communities as an emotional, political as well as a consuming public. Michael Warner distinguishes between three conceptualizations of 'publics'; an abstract generalization of a public, a concrete audience, and *the kind of public that comes into being only in relation to texts and their circulation*" (op.cit). The idea of an implicit audience has also been central in rhetorical theory on audiences, initiated by Edwin Black and his concept of 'second persona' by which he suggests analyzing a text's substantial claims and stylistic tokens in order to point to the construction of an

ideal reader (Black 1970). Thinking of an audience as a textual construction also comes in a more radical version with Maurice Charland who argues that sometimes an audience do not exist prior to the discourse, but is called into existence through the discourse (Charland 1987). The same line of thinking is present in media- and communication studies, where a distinction can be drawn between measured audiences and constructed audiences (Ettema & Whitney 1994, DeWerth-Pallmeyer 1997). Ien Ang has shown, how the imagined audiences are "institutional enabling" (Ang 1991:35) shaping cultural practices both in- and outside media organizations, and thus we can expect journalists from different media and different sections/beats to have different 'reader-images' (Willig 2010). This paper suggests an analytical framework for studying 'Imagined, cultural publics' drawing on these insights and exemplifies the analytical framework with empirical studies from Denmark.

PP 518: The relevance of Jane Addams for the concept of public in a transforming city

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Unforeseen numbers of suddenly arriving refugees recently changed the demographic, linguistic, cultural and religious characters of many cities and communities across Europe. My presentation takes the vantage point that such occasions do change also the established conceptualizations of public realm and therefore reveal prospects for conceptual re-interpretations of public. The presentation discusses this prospect by highlighting the thoughts of a less well-known member of the Chicago School, Jane Addams.
The explosive expansion of urban Chicago and the overwhelming social and political problems of the city formed the context for the scientific and reformist action of the Chicago School scholars. Jane Addams was a radical political thinker who lived among the poorest immigrants. While her scholarly companions and friends, such as John Dewey and G.H. Mead enjoy an appreciated presence in the corpus of media and communication studies, the contribution by Jane Addams remains in the shadows.
The massive migration to Chicago formed a new public condition to the newcomers as well as the settled residents. The emerging public space was characteristically urban and cosmopolitan and lacked features that we connect to the concept of public. People one would meet in the city space did not necessarily speak an understandable language, nor share cultural symbols and meanings in terms of religion and other forms of culture (Cayton 2008). Political liberty and critical rational public discourse (Kant 1784/1996) were utopian in the city where political corruption was prevalent and the basic infrastructure and social security were undeveloped. The boundary between private and public did blur as many everyday operations travelled gradually from the realm of private households into municipal services of the metropolis.
Jane Addams saw, in this transformation of a city, a prospect of new politics and cosmopolitan citizenship (Sarvasy 2009). My presentation reconstructs her relevance for the concept of public. I clarify which characteristics Addams emphasizes in city space, and what kind of agency she identifies as politically significant. I argue Jane Addams suggests a concept of public that centres on spontaneous encounters with strangers. Further, I argue she helps to see that in a city of transformation the public realm is being formed anew by agents that the classical definitions have not identified as members of the public.

PP 519: Impossibility of communication in the Romantic concept of the nation.

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This paper examines the Latvian concepts of 'linguistic integration' and cultural socialization envisaging language and culture as the sine qua non of inclusion of ethnic minorities in the civil society. Policy documents apply cultural socialization to ethnic Latvians as well arguing that the interiorization of cultural traits of character would make of persons good citizens. Theoretical discussion of these two concepts by scholars of linguistics and philosophy suggests the affinity of linguistic integration and cultural socialization to Romantic holistic concept of homogenous cultural nation. The monist view on society impedes the negotiation of difference which is to be attenuated before individuals enter the public sphere.
French and British Enlightenment held that reason and experience were the foundations of subjectivity; according to the German Romantics subjectivity dwells in language and culture. Contemporary Latvian policy-makers deny individual autonomy as a capacity of persons to reflect critically upon their subjective experience of reality. Instead of negotiating their plural interests citizens are expected to interiorize the prefabricated discursive constructs of reality.
In Latvian linguistics and philosophy there is a strong trend to identify expression-forms with content-forms. Following Herder and von Humboldt these scholars argue that the signs have evolved in the process of natural development of the ethnic group living in certain geographical conditions, and necessarily these signs designate the reality experienced by the subjects. Thus members of a nation cannot share their subjective experience with others because language does not provide signs expressing their plural views.

PP 520: Virtual travel visual media as iterations of media novelty

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The circulation of technical images was accompanied, from its inception, by discourses on travel and tourism as eminently visual experiences (Mirzoeff, 2016). Parallel to international tourist flows and personal travel photo albums, stereo travel collections emerged as opportunities of immersion (Grau, 2003) in remote and exotic locations and other places of interest, pointing to a crisis of the modern worldview and a profound change in cultures of travel (Stakelon, 2010; Hayes, 2009).

For a few centuries by then, European visual culture had been marked by magical and illusory explorations of scientific and technical advancements. However, the end of the nineteenth century is marked by the appearance of a different kind of magical or wondrous reception of science and technics, in which novelty and amazement are, in themselves, both means and ends (Gunning, 2003), generating very precise systems and grammars of amazement, surprise and terror—some of those still functioning today. Following current research on visual media archaeology, I propose to analyse virtual travel media as phenomena that 1) depend, on their early stages, on the aforementioned economy of amazement, and 2) resist consolidation as long-term, widely-used media. I propose a non-progressive genealogy or anarchaeology (Zielinski, 2006) of immersive media of travel, problematizing the opposition between technology innovation and new media. The first case study is stereoscopic media and travel series production and commercialization. The second case study will concern paradigmatic travel shows in turn-of-the-century Parisian Universal Expositions (Huhtamo, 2013). Finally, an analysis of digital technologies of virtual travel will be conducted, with special attention to navigation and spatial visualization systems (Nakamura, 2002; Parks, 2002). In sum, this research focus on these situation-images – immersive presentations of miniaturized visions of the world that allow for simulation of travel to distant places – in order to produce a critique of culturally transient aesthetical experiences of virtual travel.

PHC03 - Truth, politics, and media discourse

PP 581: Visibility and attention: Two sides of the same coin?

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Although the respective bodies of literature on mediated visibility and (economies of) attention have grown considerably recently, the mutual relationship between these key concepts remains largely untheorized. One possible explanation is that visibility and attention seem to be understood as two sides of the same coin, leading many scholars to focus only on one side and ignore or take for granted the other. The aim of this paper, therefore, is to critically examine the relationship between visibility and attention and to discuss its implications for the politics of visibility.

The argument that will be presented is threefold. First, I will argue that mediated visibility and attention are often confused or even used interchangeably because of their messy and overlapping epistemology. Is one a celebrity because of high levels of mediated visibility or because of the audiences' attention one receives? Ontologically, however, these concepts should be clearly separated. Drawing on Bucher, Brighenti and others, I propose to define visibility and attention in relational terms and as performative. Visibility, then, is a relational observability and presence of an object or subject, while attention is the performance of observing an object or subject. Because these relationships are mediated, we have to take into account the influence of technological affordances and technicity on what and how something is visible or receiving/ generating attention. Furthermore, their relationship is complex and can be inverse: because of the limited individual and aggregated volume of attention, more visibility does not necessarily lead to more attention, while invisibility can lead to more attention when visibility is expected, for example.

Second, I will argue that after the emergence of digital media, we can observe a relative cultural shift from visibility to attention. In the mass media age, for example, the number of media outlets and competition for attention was much more limited than it is today. Attention could to some extent be presumed, reach and distribution were the dominant measures. With the refined metrics and analytics offered by internet-based and digital technologies, however, what really matters now is not distribution but the actual consumption, individual clicks and level of engagement in terms of likes, comments and shares – in other words, attention.

Third, this has implications for politics and I will argue that politics of visibility to some extent at least need to be complemented by politics of attention. Following the above and in line with debates about giving voice to the periphery versus listening (e.g. Dreher), mere visibility does not matter if nobody is paying attention. Politics of visibility that focus on representation or transparency need to be complemented by politics of attention that focus on the infrastructures and technological operations that condition (publics of) attention

and on the question who is and should be paying attention. Combined, these politics then are the precondition for a more vibrant politics of recognition (Honneth) and for diversity and equity of engagement, which will be discussed as the implications of this paper.

PP 582: Communication, society and self-referentiality: The paradoxical character of communication in the regulation of behavior and social stability

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This paper submits that communication is essentially self-referential and that self-reference is the ontology of the social phenomenon. We aim to show that communication, theorized at the light of a human self-referential ontology, can explain central aspects of diverse human activities. We will exemplify by applying our approach to mass media, the Rule of Law, parliamentary democracy, and the economic model of perfect competition. This will illustrate the foundational nature of self-referential communication for society. The news, compliance with the law, profit generation, are self-referential mechanisms of a self-observing society, based on communication and aiming at its own preservation. News, illegalities, losses or anomalous profits are distinctions of particular subsystems of society. Communication, revealing these differences, leads to paradoxical results for the stabilization of society. In the context of evolution, the more illegalities today, the less illegalities tomorrow; the more anomalous profits today, the less anomalous profits tomorrow.

Self-reference constitutes experience and reality. The same self-referential logic can be applied to all subsystems of society. At stake is a self-referential process of society, of self-observation and self-conduction. Through the simplification of reality carried out by these distinctions, a paradoxical logic contributes to the stability of society and its preservation. In the long run, the more news of scandals, the less news of scandals. The more distinctions in the subsystems, the better the functioning of society as a whole, that is, the more likely it is to survive.

This paper presents a development of theory, coupled with some phenomenological analysis, in order to build up a self-reference account of communication. We aim to show that our approach can appropriately describe central aspects of human action. The bodies of theory on which we mostly rely are Niklas Luhmann's (1927-1998) *Die Gesellschaft der Gesellschaft* (2012, 2006 [1997]), account of society and communication; Martin Heidegger's (1889-1976) *Sein und Zeit* (1962 [1927]), phenomenology of humanness; and Humberto Maturana (1928-) and Francisco Varela's (1946-2001) (1980, 1992) theory of autopoiesis. Both Heidegger and Luhmann reject the subject/object dichotomy; human recursion and reflexivity make it impossible. Descriptions and what is described are not separated. Luhmann abandoned the notion of the subject, replacing it by a self-referential, closed, autopoietic system. Heidegger quit the notion of 'man', replacing it by a verb, a mode of being he names *Dasein,* being-there. He considers that human self-referentiality, the way in which we exist*,* is human essence. This led Heidegger to introduce a new phenomenological practice, the accounting of one's own nature while proceeding the investigation. In this way, ontology turned hermeneutic, that is, self-referential.

In this paper, pushing for a coming together of early Heidegger's and systems theory, namely its self-referential stream, we claim that the self-referentiality of life and the self-consciousness of humans are key features of human communication. We will argue that communication is self-referential at any of the levels in which it occurs. We will claim as well that communication fundamentally aims at life extension – first, from a species' standpoint, then from an individual one.

PP 583: Lie and politics in the post-truth era: Fake-news, disinformation and "alternative-facts"

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In Truth and Politics, the German philosopher Hannah Arendt wrote about the ascend and triumph of the "complete" and "definitive" lie that results from modern media manipulation techniques, where the mass media play a determining role. In an age marked by the artificial and ingeniously produced public word, the media devices manufacture the actuality and texture of the journalistic discourse ends up being shaped and often deformed by a process of "selection of angles", of "filtering" and " framework "that converts the facts, pseudo-facts and" alternative facts "into a news narrative where the fictional is transformed into actuality and, in fact, into reality. In the post-truth era, we have witnessed a certain erosion of factuality, where the concepts of lie, truth, "alternative-facts," manipulation, and disinformation are extraordinarily present. In fact, is quite incontestable that fake news have always exist, but in recent years these phenomena seem to have gained rising attention in public debate about Democracy and communication. It is also incontestable that politicians have always lied, but in the current media context, lying in politics resists in a different way from confrontation with the facts. Feelings, not facts are what matter in an "atomised world". Thus the following

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essay is an attempt to think the phenomena of lies in politics and disinformation at a time when information entropy, the proliferation of distorted visions of reality, the excess of information that circulates and is shared in digital social networks, many sometimes false and widespread in order to deceive or confuse the minds of the subjects, poses new challenges, not only to the agents of the media system, but also to the citizens themselves.

PP 584: Three paradigms of journalistic discourse

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Journalism can be viewed as a social practice which yields journalistic discourse. Regardless of the media used, journalism seems to maintain certain principles, values and procedures (e.g, Kovach & Rosenstiel, 2014). The principles and values that comprise or produce journalistic discourse can be viewed as a paradigm (Thomas & Hindman, 2015). The paradigm in this approach is used to refer to and functions as a set of guiding principles, values and relations within a certain social practice or the backdrop of discourse. Contemporary journalistic discourse is quite diverse, however, reflecting, at times, incongruous values. In this research I posit there may be several paradigms of journalistic discourse and explore and analyze the features of three such paradigms: political, commercial and public. These three paradigms usually converge and coalesce in contemporary media, but some paradigms may be dominant or more prevalent in specific media and social contexts, while others in other media and/or social contexts. So, rather than identifying and analyzing particular media and socio-cultural features (Hallin & Mancini, 2004; Brüggemann, Engesser, Büchel, Humprecht & Castro, 2014) it seems pertinent to identify significant paradigmatic features which can be used in the analysis of journalistic discourses in various social and cultural contexts.
In this approach news is also viewed as archetypal journalistic genre. In view of such role of news, the three paradigms highlight three types of news: news as an instrument of power (political), news/consumer as a commodity (commercial) and news as a public good (public). Discursively speaking, the political paradigm empowers the government or the political elite, the commercial paradigm empowers the corporation and the public paradigm gives the power to the citizen. Among other things, the paper aims at proposing a common set of values or complementary sets of values that can be applied in eliciting different journalistic paradigms (Bogdanić, 2016) and dealing with other dilemmas this approach poses.

PHC04 - Epistemologies and ontologies of communication

PP 653: The art of linking: Footnote as medium as theory

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What footnotes are for? What is the real function of a footnote? Why do all scholars in humanities and in social sciences use footnotes, but no inspection on the function they have in the economy of the written argument are full given! Footnotes are used as a form of a mechanical task that a scientific endeavor should have. Are footnotes a rhetorical procedure or a kind of decorum, decency, or dignity that an author claims for himself while writing? There an example of how footnotes were understood in *world republic of letter* and was inscribed in History as buzz-sentence which everybody seems to understand, but no one can fully explain. This sentence appeared in 1929 by the hand of A.N. Whitehead and: as follow: «The safest general characterization of the European philosophical tradition is that it consists of a series of footnotes to Plato». The German Historian L. v. Ranke, modify a sentence from Thucydides about his method of doing History and makes this transformation a *dictum* for his own research in making History: "simple show how it really was'. History making was completely modified by Ranke reflections on his method of referencing and with the building an apparatus that support the narrative. References, footnotes are a difficult and strong technical effort that engage the historian, the subject, in the making of an historical discourse between a tight grid of references, building with it a strong network of proofs that make evidence upon what is being described: the external *facta* which the argument and the chosen profs make reference to.
But, if we take seriously, Kittler assertions, despite the language in which it was made, we came to a clear conclusion that there is no condition of possibilities of any *History of Communication Media*, as he states. Assemblage of selections of readings, quotes, statements, references have mere ludic goals and nothing else more. *History of media* is there a mere metaphor that can be only bring forth by the unconscious technical dexterity of every scholar which is acquainted with mechanical university procedures. The genitive in German *Media Theory* is both objective and subjective. The General Subject (*Gattungssubjekt*), as used in Kittler's text, becomes with no flesh, but a mechanical *dispositif*. For a complete account of this *dispositions*, the art of footnote, the art of documents assemblage, the art of history making, so cheered to Kittler, needs and account of, or at least a brief keek, on Luddite (*Maschinenstürmer*) movement and ideas

to understand them. Paraphrasing pop culture, according to Kittler *gustus*, we should in this particular take Fred 'Sonic' Smith *dictum* in MC5, live play of *Kick out the Jams*: 'it take 5 seconds, 5 seconds to realize whether you're going to be the problem, whether you're going to be the solution': if we are producing representations, ideations, whether you are only assembling to find hidden machine-meaning. With the first, we still have hermeneutic, with the second only serependity and mathematical combinatory meanings which excludes truth in a historical sense.

PP 654: Human wisdom in social media's context

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As a user of the internet we are facing the overwhelming amount of information. How can we select the right information? What kind of ethical and epistemological mistakes do we make in the virtual sphere? Our analysis will concern mainly the phenomenon of the social media, especially the activity on Facebook. Facebook give us two major tools: News Feed and Timeline. The first one is comparable to the storyline of a sequel. Whoever joins a social media page and connects to acquaintances, initiates interactions to be mirrored in their own News Feed. I daresay such persons create their virtual life-world, which is personal, social and public at the same time. It is personal, since it presents us various aspects of such person's life. It is social, since it implements the interaction between the individual on the one hand and the circle of friends on the other hand. It is public, since no matter the various settings, it is mainly intended for being visible in either a narrower or a broader circle. The Timeline is the other tool which makes possible to view the activity of the subject. Therefore, we can see the construction of the virtual life-world and the subsequent constitution of the virtual self. The notion of the virtual is to show that we have to reorient the pattern of thinking about the world and the self. This reorientation can be sensed with the help of the following questions:
1. What connection is there between virtually and naturally given life-world? Meaning: what kind of validity has the lived experience represented in social media?
2. What impact does the individual have upon influencing the life-world? Meaning: what tools are available to us through social media and which results do they produce?
3. What kind of meaning context can there be noticed behind social interaction? How is it possible to evaluate the actions taken on Facebook (like, share, comment) or the disinterest (the most information in our News Feed enter in this category)?
Our answers will introduce the notion of relevance (which should alter the dichotomy of virtual and real), the notion of intersubjectivity (which transgress the dichotomy of individual and societal) and the notion of meaning (which would overstep the dichotomy of right and wrong). The result is the possibility of a social media "model" which is able to differentiate the relevant from the irrelevant news, via the confirmation or invalidation of a community by understanding of the content's meaning.
The aim of our study is to draught the limits of the "ideal" social media which give us a "perfect" virtual life-world. This purpose is accomplished by the definition of the knowledge background, by the collective verification of information's truth and by the understanding of meaning's creation.

PHC PS - Poster Session

PS 51: Futures@50+50: Communicative wisdom in 2068 - a dialogue

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The journal Futures was founded in 1968 to provide a forum for discussion about futures, futurity and futurology. in 2018, 50 years after publication, the journal will create a series of dialogues about "futures of wisdom", taking 2068 as a common imaginative horizon. What might be considered responsible and wise in 2068, and why?
The form of the dialogues will be that of structured reports on actual conversations. These will be edited accounts of dialogues between people as described below. Each report will describe the context of the debate, actors, guiding questions, debate flow, summing up by participants and the rapporteur's conclusions as to the contribution to the questions.
The theme is inspired by Max Tegmark's (2017) call for debate on the Futures of Life, with explicit reference to artificial intelligence, gods and 'apocalypse'. Dominant paradigms affect the sense of self and community, of responsibility, of wisdom and of the future. They shape and are shaped by history, art and culture. Examples include:
Religious doctrine and power
Political ideologies

Scientific enlightenment of natural and social worlds

Economics as organising principle and its consequences

Technology based growth in resource availability, use and depletion

Anthropocentric awareness of ecological significance and our stuttering response

Each of these dominant ways in which human and non-human lives are shaped is created by and bounded by human intelligence, power and capability. What will wisdom look like? Where is it found? What would be wisest for humanity and for life more generally? What should be normative? In imagined worlds of 2068 and their explicit dominant paradigm(s), what is virtuous? What forms of institution, governance and social practices would be best for humanity and human flourishing? How should we live? What could possibly go wrong?

Against this background I propose to organize a dialogue on the future of wisdom in communication. What are the normative dimensions of the profound changes in communication that are likely to happen over the next fifty years? What can an imaginative dialogue about the future of communication tell us about the forces, tensions, dilemmas and opportunities of communication today? What will be the same, what will be different? How can we become wise about communication now, and in the future? What could wisdom mean, when applied to communication? What is required of us? What is at stake?

I would like to stage a dialogue, record it and publish it as part of the Futures@50+50 onlline platform. If the section can accommodate a separate slot of ca. one / one-and-a-half hour for this, it would be possible. It can fall outside of the paper/panel programme, or it could be a panel session if there is space for that. I am happy to discuss any alternatives. I would invite a group of people to participate in the dialogue.

POL01 - Media fragmentation and political polarization

PP 001: Endangering the common meeting ground? How personalized online information sources influence the fragmentation of the public agenda

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As the internet's importance for news consumption grows (Newman et al., 2017), so do worries about its effect on the fragmentation of society (Webster & Ksiazek, 2012). Of particular interest are homophily-driven platforms like Facebook or Twitter, whose algorithms rely heavily on social ties of users (Bozdag, 2013). Critics assume that a user who has been roped into a "filter bubble" (Pariser, 2011) will not be confronted with issues beyond individual preferences anymore. Such tendencies on the individual level might narrow the common meeting ground on the societal level, resulting in drifting perceptions of social reality. At the extreme, even social cohesion can be endangered (Iyengar & Hahn, 2009). Recent research has raised reasonable doubts about this scenario (Borgesius et al. 2016, Haim et al. 2017). Despite the prevalent arguments about threats arising from specific logics, the characteristic impact of different information sources has so far not been at the focus of empirical investigations.

The current study investigates whether the usage of different online and offline news sources limits the perceived diversity of political issues, thus endangering the common meeting ground. Proceeding from the fragmentation theory, we hypothesize that using (a) online news sources in general, (b) Facebook and (c) Twitter reduce the diversity of the political issues perceived as important by individuals (H1: individual issue diversity), the focus on the current top-issue (H2: focusing), and the overlap with the issue agendas of other users (H3: issue overlap).

We test these hypotheses using a daily online diary. Over the course of 14 days, 329 participants (recruited through an online access; panel quota sample representative for the German online population) received a daily survey polling for the two most important political issues of the day from their personal perspective (n=8,930 issue mentions). For each issue mention, participants reported the topic-specific importance of different news sources (offline media, one-to-one discussions and a range of online sources including SNS, search engines and media sites).

Results show that contrary to prevalent assumptions, neither the usage of the internet in general nor the usage of the homophily-driven sources per se have a fragmenting effect. The individual issue diversity is increased significantly by the use of online sources in general and offline media, but decreases through Facebook use and particularly one-to-one discussions, while Twitter has no effect (H1a, H1c rejected, H1b confirmed). The focus on top-issues is increased by offline media and decreased by one-to-one discussions. Online sources, Facebook and Twitter have no effect here (H2a, H2b, H2c rejected). The issue overlap increases through online sources and offline media, but decreases through one-to-one discussions and Facebook, while Twitter has, again, no effect (H1a, H1c rejected, H1b confirmed). All in all, offline media have the strongest integrating effect which underlines the societal importance of journalism, while one-to-one discussions entail the highest risk of fragmenting. Results for online sources are mixed, but at all, they rather promote than endanger the common meeting ground which makes the concerns described above appear somewhat exaggerated.

PP 002: Media diversity and political polarization – a two-country study about the refugee debate in Germany and Switzerland

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Theory. Migration is a controversial topic with potential to divide society. Since political polarization is seen as a present threat for Western democracies, it got much attention in research (Abramowitz & Saunders, 2005; Fiorina, 2010; Iyengar, 2016; Levendusky & Malhotra, 2016). Though, we know little about manifestations beyond the US (for exception see Yang et al., 2016). We want to investigate how perceived media diversity in the refugee debate leads to affective and perceived political polarization (Lelkes, 2016). We assume that a more diverse media reporting decreases public political polarization whereas homogeneous and simultaneously one-sided coverage hardens fronts amongst in- and out-groups.

To test our hypotheses, we choose two similar countries (Switzerland and Germany) but with diverging media reporting on a contested political issue. Media in Germany are more often been accused of conducting one-sided coverage (Krüger, 2016). Especially about the refugee debate, political coverage was predominantly positive (Haller, 2017). In Switzerland, media discuss issues more controversially and commit

more attention to pole parties from both sides of the political spectrum (Landerer, 2014). This difference in diversity of viewpoints and voices speaking in favour and against refugee intake offers the ideal setting to test our hypothesis.

Method. We conducted an online survey (data collection is ongoing: 75% complete, N = 1'200) amongst adult population in Germany and Switzerland. Political polarization is assessed through a multi-construct measure consisting of affective (Iyengar, Sood, & Lelkes, 2012) and perceived political polarization (Lelkes, 2016). We model media diversity through the perceived similarity between the reporting of the most frequently used media outlets and participants' opinion on the refugee debate. Assuming that media diversity not only displays itself as actual diversity of viewpoints but also that a majority of people recognize their opinions within a political debate. We control for political extremity to avoid bias of a screwed distribution due to attitude effects within the two populations.

Results. Our preliminary results indicate that affective political polarization ($F(1, 849) = 80.9$, $p < .001$, $\eta2 = .087$) and perceived political polarization ($F(1, 1050) = 49.95$, $p < .001$, $\eta2 = .025$) are higher in Germany than in Switzerland. In accordance with our assumptions, Swiss perceive their most frequently used media sources more similar to their own opinion ($F(4, 805) = 4.114$, $p < .05$, $\eta2 = .009$) than Germans. We also find a main effect of perceived media diversity ($F(4, 785) = 5.834$, $p < .001$, $\eta2 = .029$) on affective political polarization as well as a country effect ($F(1, 785) = 39.547$, $p < .001$, $\eta2 = .048$). The same pattern can be found for perceived political polarization.

Conclusions: Our results lead us to the conclusion that a narrow reporting leads to affective and perceived political polarization whereas diversity has a decreasing effect. Narrow reporting implies that parts of society do not recognize their own opinion in the news. Furthermore, other parts of society do not get in touch with diverging attitudes. Diverse reporting instead could support open-mindedness and tolerance toward other views.

PP 003: Polarizing digital discourse: A cross-national analysis of Facebook comments on political reporting

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The growing polarization among political elites and the public is arguably being reflected in public discourse (Kenski, Filer, & Conway-Silva, 2018; Layman, Carsey, & Horowitz, 2006). In particular, online discourse often contains negativity, incivility and anti-politics (Ceron, 2015; Muddiman & Stroud, 2017). A common concern is that exposure to this kind of rhetoric increases perceptions of polarization and, in turn, shapes expectations of public deliberation (Hwang, Kim, & Huh, 2014; Stroud, 2011). As a way to expand their audiences news organizations have launched Facebook pages (Rowe, 2015) as currently more than one third of adults in the U.S. are consuming news on the social media site (Reuters, 2017). However, empirical evidence regarding the increasing political polarization and declining deliberative quality of online discussions is inconclusive, and most studies are focused only on the U.S. (Oz, Zheng, & Chen, 2017; Rowe, 2015; Wang & Silva, 2018).

To provide a comparative perspective, we analyze Facebook user comments on pages from different types of news outlets and analyze the U.S. and Germany, two countries with different levels of political polarization (Munzert & Bauer, 2013). We hypothesize that negative and anti-political sentiments are more prevalent on Facebook pages of hyper-partisan news outlets and on Facebook pages in the U.S.

In order to test our hypotheses we collected 244,562 user comments posted within one week in February 2017. We sampled two up-market news outlets (*New York Times* and *Süddeutsche Zeitung*), two mass-market news outlets (*USA Today* and *WAZ*), and two hyper-partisan news outlets (*Breitbart* and *Kopp*) in each country. We used supervised sentiment analysis (SSA) (Hopkins & King, 2010). In a first step, two trained human coders coded a subsample of the comments and created a training set. In the second step, an algorithm employed the information provided by manual coding and performed an automated statistical analysis to assess whether a comment retained an anti-political content. Anti-politics was present when a commenter discredited politics, political parties or politicians.

Our preliminary results reveal important differences between the two countries. In the U.S., reporting on President Trump's politics (negative, neutral, or positive) triggered more comments in favor of Trump (across all news outlets including the *New York Times*). In contrast, comments on German Facebook pages were more balanced, containing lower levels of negativity. In particular, comments were more outlet-specific and anti-political comments were more balanced depending on the media outlet.

Based on our findings, we conclude that the social media environment fosters negative, anti-political sentiments in users' comments. Moreover, the massive diffusion of non-moderated, one-sided user comments can create a biased account of the opinion climate within society and may lead to a spiral of silence. This situation seems to be particularly prevalent in the polarized information environment of the U.S.

Thus, our findings have implications for the debate on social media as a public sphere for deliberate democracy.

PP 004: Polarization on the social web and the intervening effect of education. a study on the effects of algorithmic media using the example of approval of Merkel's "We can do this!"

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Research Interest

While politics has become increasingly polarized in Western democracies, the rise of the Internet, especially of social media, is claimed by politicians and scholars to be one main cause (e.g., Herwartz 2016, Pariser 2011, Sunstein 2001, 2007, Habermas 2008).

Strong empirical evidence suggests that individual selection of media content may foster polarization (e.g. Stroud 2010, Knobloch-Westerwick & Meng 2011, Tsfati & Chotiner 2016). There are good reasons to assume that polarizing effects are reinforced by news use via social networks as algorithms promote consonant selection and homophilous sorting (augmented selectivity).

However, studies comparing polarization among users of different types of media are scarce and results are ambiguous. Flaxman, Goel, and Rao (2014) found that news use via search engines or social networks goes along with higher polarization. Tewksbury and Rittenberg (2012) confirm a correlation between algorithmic news media use and party political and issue-related polarization. However, other studies find no correlation of internet or social media use with polarization (e.g. Harris, Morgan & Gibbs 2014) or even a negative one (e.g. Barberá 2015).

Therefore, our study answers the following research questions pertaining to Germany:

RQ1: Does social media use correlate with issue-specific polarization?

RQ2: Which intervening variables interfere into the relationship between social media use and polarization?

Method

Results are based on a representative telephone survey of the German-speaking population from the age of 14 years in spring 2016. Participants were contacted by random digit dialing. The sample consists of landline (2/3) and cellphone (1/3). In total 672 usable interviews were conducted (response rate 18%). Polarization of opinions was measured concerning the issue of immigration to Germany, which is suited to examine polarization effects as the issue is covered profoundly in media coverage and on the social web. Respondents' opinion was measured via the agreement to Chancellor Angela Merkel's popular slogan "We can do this!" (Wittrock & Elmer, 2016) on a 7-point scale. Variance and share of extreme opinions both served as indicators for polarization. Intensity of social media use was grouped into non-users, light and heavy users.

Results

Our results reveal a higher share of extreme opinions among heavy social media users (38.8%) compared to light (33.3%) or non-users (31.1%). Looking at intervening variables, we find that use of social networks and polarization only correlate among the lower educated. For those with a high school degree the reverse shows: social web use goes along with lower levels of polarization. The findings are especially robust against multivariate control of a broad set of intervening variables in a multiple logistic regression (Nagelkerkes R^2=0.16; the model correctly classifies 72 percent of 631 cases).

For this reason, and additionally substantiated by theoretical reasoning beyond the scope of this abstract, we conclude that the contingent correlation between social media use and polarization can largely be explained by augmented selectivity and thus by social media use as the independent variable. To a lesser degree the correlation also seems to be caused by a reverse mechanism whereby more extreme users tend to use social media more extensively.

PP 005: Beyond left and right: Reconstructing political polarization in Twitter discussions on inter-ethnic conflicts in Germany, the USA, and Russia

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Today, social polarization is believed to be growing (Homola et al., 2016), both along traditional and newer cleavage lines (Duca & Saving, 2017). The interplay between traditional political cleavages and the new issues emerging in public arenas demands re-assessment of how political divisions may look today. For this goal, inter-ethnic clashes with similar conflict structures and public reactions may constitute a good comparative background. Recent research shows that, for political and issue-based discussions, patterns of user clusterization may differ significantly, but cross-cultural evidence of how users polarize in issue-

oriented discussions is close to non-existent. Also, many of the studies on group fragmentation in social media result into binary user divergence, but the question is, whether the pictures limited to two major clusters mirror the real complexity of group divisions in a proper way.

Our study aims at detecting user polarization based on attitudes towards political actors and social groups expressed on Twitter in Germany, the USA, and Russia within discussions on inter-ethnic conflicts. These countries have recently been the top three of the world's immigration attractors (by UN estimates, 2013-2016) and have all witnessed violent inter-ethnic clashes that reached world Twitter trending topics.

We have developed a mixed-method approach to detecting user grouping that includes web crawling for data collection, expert coding of tweets, multi-dimensional scaling, construction of word frequency vocabularies, application of vocabularies to tweet collections, and graph visualization. Our results show that the groups detected are far from conventional left/right, and more than two polar nebulae of political talk may co-exist in the discussion. In addition, we show that Twitter polarization studies might find a common reference point between the echo chambering and 'opinion crossroads' strands of research, as discussion core and periphery are evidently different in their echo chambering role, and thus both echo chambers and opinion crossroads may co-exist in a discussion. Our data supports the argument that Twitter communication is more complicated than the imaginary cocooned talk in echo chambers (Barberá, 2014; Barberá et al., 2015), especially for issues that are not of direct political nature.

POL02 - Exploring the use of social media in election campaigns

PP 006: The people's medium? Campaigning via Facebook during the German general election campaign 2017

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Facebook offers political parties an alternative to traditional media channels when campaigning for elections, allowing them to bypass journalists to inform and mobilize great numbers of partisans and citizens. This opportunity for parties also harbors risks for public discourses. Especially, the right-wing populist AfD in Germany has argued that they use Facebook because traditional media do not report positive enough about their policy goals, candidates and campaign rallies (Berbuir & Lewandowsky, 2015).

This paper aims to answer the questions if parties use Facebook differently to inform and mobilize voters and if the new right-wing populist AfD used Facebook more successfully than the traditional German parties with regard to the reach of their messages. To address this research questions, 1.568 Facebook posts of all parliamentary parties in Germany as well as their top candidates published during the four weeks prior to the general federal election 2017 were downloaded using the program Facepager and content-analyzed (Keyling & Jünger, 2018). Additionally to the automatically saved criteria by the Facepager a manual content analysis (20 student coders in a methods course) researched e.g. how Facebook was used to mobilize or to what extent parties used Facebook for negative campaigning. All categories presented reach good or very good reliability scores reaching from $CR_{Holsti} = 0,89$ / $CR_{Krippendorff's Alpha} = 0,73$ to $CR_{Holsti} = 0,95$ / $CR_{Krippendorff's Alpha} = 0,75$. The most active account during the four weeks prior to the election was that of the CDU (158 posts), directly followed by the AfD (156 posts). Generally, parties were a little bit more active (816 posts) than individual top candidates (752 posts). Although Facebook is a SNS that is widely used to stay in touch with old school mates or friends and thus has a very personal touch, the site was not used as a personal network of individual politicians by the campaigners (boyd & Ellison, 2007). Messages directed at partisans for mobilization were used to a different degree. While the SPD mostly sought to mobilize Facebook friends to vote (53 per cent, 20 percentage points more often than next following party), the AfD was most active when asking for online-participation (e.g. commenting or sharing posts, 29 percent, more than 10 percentage points more than the next following party). Regarding negative campaigning, our results show that the two parties at the ends of a one-dimensional political spectrum posted the greatest amount of negative messages against political opponents. The far-left Linkspartei mostly attacked party groups like a (possible) coalition of CDU/CSU and SPD or CDU/CSU and FDP. The far-right AfD mostly attacked Chancellor Angela Merkel directly. The intensity of attacks from the AfD was significantly higher than those of attacks by other parties. The party used four times more strong attacks (12 per cent) than the next following Linkspartei (3 per cent). Further results regarding the communication strategies will be presented and discussed in the presentation.

PP 007: Without the media, with the media or against the media? The role of news media content on parties' Facebook pages during the 2017 election in Germany

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In hybrid media systems, social media cannot be understood in isolation from professional news media. On social networks such as Facebook, there is ample content from news media. To what extent news media content is used in the communication of political parties on social networks is therefore a question of high relevance. By analyzing the case of the 2017 election in Germany, we ask: (1) to what extent do parties refer to the news media on their Facebook pages and (2) how they comment on this news material? In short, we ask if parties work "without the media", "with the media" or "against the media" in their Facebook communication

It might seem tempting for political parties to refer to news media content on their own Facebook pages because it is a relatively easy and cheap way to generate content for their own channels. Also, parties could use news content to advertise their top candidates (e.g. referring to a TV interview on the main channel), to support their own positions or they could use news content to criticize news media. However, relying on news material might work against a party's strategy of sending out direct, controlled messages. Which strategy prevails?

In our study we analyzed the Facebook pages of the seven largest parties in Germany. We included the main Facebook pages of these parties during the election campaign from June 1, 2017 to September 23, 2017. All in all, we analyzed 2055 posts. We downloaded the posts in the R studio environment using the package Rfacebook and enregistered the overall engagement (sum of all likes, reaction, shares and comments) for the posts. With a manual content analysis, we captured the different types of references to news media in the single posts. We therefore are able to show how many posts contain news media references and which engagement was reached with these posts.

Our preliminary results show clear differences in the amount of references to the news media and in the types of references between the parties. The right-wing populist party Alternative für Deutschland (AfD) can be identified as special case. It refers to news media much more than any other party and mentions news media or its content in half of its Facebook post. The AfD is the only party which not merely uses news material to advertise its top candidates but instead deals with the content of news coverage. An OLS regression model also reveals a specific pattern regarding user reactions: while most parties do not trigger higher Facebook engagement when using media references, the AfD does.

In sum, the AfD paradoxically uses content from established media to support its own positions but also often uses content from established media to scandalize them. In our paper, we offer a synthesis of the current theoretical perspectives on how to deal with this populist communication paradox.

PP 008: Visual political storytelling across platforms: The Van der Bellen campaign and the 2016 Austrian presidential elections

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The almost a year-long campaign that had led to Alexander Van der Bellen's election as Austria's federal president can be considered Austria's first political campaign that systematically made use of digital tools and consistently delivered a campaign story across multiple platforms and formats. This paper focuses on the development of the campaign's main storyline on Facebook, Twitter, and Instagram. During the whole campaign cycle, Van der Bellen prominently featured the notion of 'Heimat' ('homeland'), but turned it into an open and inclusive concept based on the principle of togetherness in order to challenge the exclusive campaign messaging of his right-wing contestant Norbert Hofer. Established with the start of the campaign, the 'Heimat'-story was closely bound to the biography of the candidate, the refugee story of his family, and the Tyrolean Alps as visual metaphor for a new home and the conception of belonging.

This paper understands (visual) political storytelling as a new and powerful tool for marketized political communication and candidate branding. Recent research on visual storytelling suggests that "[s]ocial media enables a type of long-form storytelling with few limitations on content controlled by the candidate" (Page/Duffy 2016, 3). Methodologically, this paper draws on a combination of (visual) content analysis and trans-media story-tracking in order to reconstruct the evolvement of the storyline across multiple platforms and formats. The corpus of analysis consists of several posts of Van der Bellen's campaign referring to the 'Heimat'-story. Special emphasis is put on the analysis of various forms of visual content (e.g., photos, memes, GIFs, animations, videos) and their use of the affective potential of visuals in order to deliver the campaign message. Using an interpretative framework that focuses on the development of plot, character, and setting, we reconstruct the evolvement of Van der Bellen's 'Heimat'-story from the beginning in January 2016 until the end in December 2016.

Theoretically, we ground our research in literature on strategic political communication and candidate branding (e.g., Scammell 2015), political storytelling research (e.g., Page/Duffy 2016), hybrid political online communication research (e.g., Chadwick, 2013), and visual analysis with special emphasis on the

connection between visual content production and strategic image management (e.g., Parry, 2015). This paper seeks to contribute to the understanding of hybrid campaign communication, the specific affordances and genres of specific campaign channels, and the rise of trans-media storytelling strategies in political communication.

PP 009: Social media, new political organisations and mixed-method approach: the case of Barcelona en Comú 2015 electoral communication

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This study analyses the electoral communication on Twitter of the coalition Barcelona en Comú from 8th to 22nd of May 2015. The main purpose is to understand the way new political forces, which appeared in a digital environment use digital networks. The case study (Yin, 2009) Barcelona en Comú emerged in June 2014. The Spanish social movements were born out of the economic crisis (della Porta & Mattoni, 2014; Casero et al., 2017) as The Platform of Mortgage Victims or Indignados movement (Royo, 2014) introduced a different language and a variety of actions (Sampedro & Sánchez-Duarte, 2011; Felsher & Montañés, 2014; Casero et al, 2017). The social movements against austerity (della Porta & Mattoni, 2014) set a political opportunity for new parties (Mosca, 2014).

Political communication is related to the theoretical concept of mediatisation of politics (Strömbäck, 2008; Couldry & Hepp, 2013; Landerer, 2013; Mazzoleni, 2017). However, a review of the concept is necessary (Mazzoleni, 2008). Social media and mass media have some different characteristics that "makes them distinct engines of the digital public sphere where players engage in dialogical tugs-of-war in the power game" (Mazzoleni, 2017: 142). The new media are social spaces where "everyday space in the digital era is not just mediated but 'networked', that is, its action-possibilities are structured by hierarchical and differentiating work of informational networks" (Couldry & Hepp, 2017: 99). Political parties are able to spread and manage their political programme without mass media despite the power of social media remains on social networks too (Fenton & Barassi, 2011).

This work includes a mixed-method approach (Edwards, 2010) based on three levels of analysis. We use Social Network Analysis for the tweets disseminated by the six political parties that formed the electoral coalition Barcelona en Comú. According to Elisa Bellotti, "network science starts from the observation of actors entangled in meaningful relations in contextualized environments" (2015: 3). We analysed 1,253 tweets disseminated by the parties Barcelona en Comú, Iniciativa per Catalunya Verds, Esquerra Unida i Alternativa, Podem, Procés Constituent and Equo. The SNA draws two main groups on Twitter during the 2015 council electoral campaign. A group of users who set the electoral message and a group of users who disseminated the message (Borgatti, 2005; Borgatti, Everet & Johnson, 2013; Pérez-Altable-2015). We use qualitative content analysis (Bardin, 2002; Colle, 2011; Krippendorff, 2013) with the aim "to supplement its procedures for mapping and measuring networks with more qualitatively sensitive forms of analysis" (Edwards & Crossley, 2009: 40). We analysed the message spread by the official Twitter accounts of the six parties and by politicians such us @Adacolau, @Laiaortiz, @G_Pisarello, @Janetsanz or @Jaumeasens.

Finally, we used seven semi-structural interviews to know the design of communication strategies and to compare the conclusions obtained by SNA and CT. The interviews were made to BeC, ICV, EUiA, Podem, PC and Equo's community managers during 2015 council election and to the communication commission member @3eses because his relevant communication role played during the electoral campaign as SNA and content analysis show.

PP 010: #BiasedBBC? Reaction/interaction between mainstream and social media in coverage of the corporation during the 2015 UK general election

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All broadcasters in the United Kingdom are legally required to report impartially – unlike the UK press or broadcasters in other countries. The BBC, as the public service broadcaster funded by the licence fee, comes under greater scrutiny than its fellow broadcasters, and is frequently under attack for alleged bias. While politicians, think tanks and the press frequently complain that the BBC is biased towards the Left (Hope, 2014; Latham, 2013), studies of broadcast content suggest that the BBC tends to reproduce a conservative, Eurosceptic, pro-business news agenda, that is also reflected in the print media (Wahl-Jorgensen et al, 2013; Berry, 2013; Brandenburg, 2006). Meanwhile, surveys of public opinion over many years have consistently shown that many of the public see the BBC as identifying with the establishment (Ayton & Tumber, 2001)

Arguments over media bias intensify around elections. This paper set out to look at not whether the BBC was *actually* biased, but whether it was *accused* of being so, and who framed the BBC's coverage in these terms. With the growth in social media since the 2010 election, we wanted to explore who was making these claims, and whether the mainstream media was driving these claims, or whether social media was taking the lead.

The paper uses claims-making theory and methodology. Claims-making draws on communications approaches and methods to use the function of the media's news selection processes in order to recover information about the 'political climate' (Statham & Tumber, 2013: 739). It studies publicly visible claims in order to examine the political contestation between a broad range of actors, including the media itself.

The paper consists of an empirical investigation of the claims about BBC bias made on UK print and online media in the six weeks before and after the 2015 general election, and comparing that with claims made on Twitter about BBC political bias. During the 77-day period between 1 April 2015 and 15 June 2015 a total of 185 articles were retrieved from the websites of UK national newspapers and broadcasters, 80 articles from UK national newspapers and a total of 23,109 tweets, of which a random sample of 300 tweets was identified, as well as 168 of the most retweeted tweets.

The paper looks at the nature of the bias claims and their frequency, the identity of those individuals/organizations making such claims and the apparent impact of those claims in terms of media reactions, in order to drill down into how attacks on the BBC were formulated and perpetuated. It looks at the synchronicity between accusations of bias in the print media and social media and focuses on three particular events: Nigel Farage's outburst on the 'Challengers' debate (16 April); the Leaders' 'Question Time' debates (30 April) and BBC News chief James Harding's speech (2 June) debate and the appointment when claims around BBC bias peaked.

POL03 - Authoritarian populism and new populist media personalities as agitators

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Recent terms that have been used to capture the rising political trends in Europe as well as in America revolve around "nationalism" "racism" and mostly "populism" with some defining prefixes such as "right-wing", "extreme right". Although there is no agreement on the definition of populism (a style, a strategy, or an ideology?), the concept of the people has a central position in different definitions. We use populism in a similar vein to Laclau's (2005) understanding as it is not an ideology and "the people" is an empty signifier structuring a discourse yet also taking Stravrakakis' (2004) critique to the heart: avoidance of employing the term populism to all political discourses and a need for reserving it for the discourses on the antagonism between the elite and the people. However, as Benjamin De Cleen and Nico Carpentier argue (2010: 180), "it is not the signifier ''the people'' in itself that is crucial, but the updown dimension" (De Cleen & Carpentier, 2010).

In the midst of these recent material and discursive processes, we made an unusual turn to the 1940s to dig for theoretical and empirical elaborations. Much unusual is to refer to the works of the Frankfurt School that has long been located on the side of elitism in the debates over populism vs. elitism. Our purpose is to strip "pure" elitism label from older critical works and to add the "authoritarian" dimension to the recent debate over populism whether in line with or against "authoritarian populism" coined by S. Hall (1985) to describe Thatcherism.

The main question posed is whether currently popular terms should remind us the world of the 1940s and the aftermath with all the conceptual tools of the time or do they point to an entirely new current that creates new polarizations? If one reconsiders the analyses of radio talks by Adorno (2000, orig. 1943) and Lowenthal and Guterman (1949) in the 1940s America, can s/he now find parallels with the use of the new media by new media personalities in the US, UK, Poland and Turkey?

This panel consists of a theoretical discussion and four case studies. Theoretical discussion is mainly based on the books by Adorno (2000, orig. 1943) and by Lowenthal and Guterman (1949) for authoritarianism. The recent debate over the term populism is also considered. For the cases, the analyses of the posts by four figures from four countries will be presented: (1) a Mexican-American Nicholas Fuentes from the US; (2) a British-Irish, right-wing political blogger Paul Delaire Staines from the UK; (3) a former Catholic priest and a blogger Jacek Międlar from Poland and (4) a political columnist Cem Küçük from Turkey.

PN 001: Persistence orrReturn of the "Prophets of Deceit"?

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This presentation draws on early research on authoritarianism and anti-Semitism, especially the themes and techniques/devices/tricks that I derive from the analyses of the radio addresses of "prophets of deceit" by Lowenthal and Guterman (1949) and Adorno (originally 1943 -2000). These are: (1) ambiguous self-portrait/self-characterization; (2) emphasis on home, "endogamic community" (nation, religion)/"unity" trick; (3) problem -"social malaise": hostile world, either-or world, conspiracy, threat; (4) lists of enemies (Reds/communists, bankers/plutocrats, corrupt government/President-baiting, Jews, foreigner-refugees); (5) ambiguous portraits of the enemy (ruthless yet helpless, parasite, luxurious, etc.); and (6) solution: stimulation of envy, hate, aggression, call for violence, defeat/extermination of the enemy.
Being aware of the fact that Nazi experience is unique and such analyses were the result of historically specific conditions. Eight decades later of this experience that led to a "total war" or great destruction and that the Frankfurt Institute of Social Research had to flee from Europe to the US, what can be said about the world, nations and power? About media and truth? In this respect, I'll refer to Poulantzas' (1978) "authoritarian statism" and S. Hall's (1985) "authoritarian populism" along with the resurgence of the term "populism" to clarify what "authoritarian populism" can mean today. Moreover, the Second World War and use of radio for propaganda were the issues of the 1940s. Now we live in a world of media multiplication and integrated circuits, in an age of social media which requires the revisiting of the role of news media, the journalists as professionals and/or media personalities, the problem of sources and fake news.
In short, the question is if one reconsiders the assumptions and findings of early socio-psychological research and analyses of radio talks by Adorno (2000) and Lowenthal and Guterman (1949), can s/he now find parallels with the use of the new media by the populist media personalities in the US, UK, Poland and Turkey?

PN 002: The rise of authoritarian populism and a new portrait of an American agitator

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It was 1949 when Leo Lowenthal and Norbert Guterman's farseeing book Prophets of Deceit was published. They analyse the writings, radio talks and conference texts of pro-fascist, anti-communist, anti-Semitic local community leaders and political figures of that period in the United States and they designated them as agitators. Max Horkheimer and Samuel H. Flowerman argue that "the agitator molds already existing prejudices and tendencies into overt doctrines" in their foreword to the book (1949: vii). Nearly 70 years after the publication of the book, we have witnessed the rise of authoritarian populism and the emergence of new agitators. Nicholas J. Fuentes, as a new media personality, who labels all non-white people, immigrants and Muslims, along with Jews and communists as potential enemies of white Christian America by using existing prejudices, seems to fit into the definition of the agitator.
He repeatedly expresses his racist and Islamophobic views on his show called America First on his Youtube channel and his Twitter and Facebook pages. He was most probably inspired by Trump's speeches for the title of his show, America First. America First, was also the name of the Party which was founded by Gerald L. K. Smith in 1944, whom Lowenthal and Guterman (1949) examined as an agitator in their book. Thus, this chapter will analyse Fuentes' posts on his Twitter and Facebook pages and Youtube channel to compare early research on authoritarianism and anti-Semitism with "new" discourse of the "false prophets" in online news and social media.

PN 003: Right-wing political blogging for "Retribution and Vendetta": Guido Fawke and authoritarian populism in the pre-Brexit era

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According to the Sweden based Timbro Authoritarian Populism Index 2017, authoritarian populism has surpassed liberalism and become the third most dominant ideology following Conservatism and social Democracy in European politics. Despite its long established libertarian and democratic traditions, Britain is also not immune from the impact of this rising tide. Authoritarian populism has always been a much contested term in political and cultural criticism since it was first coined by S. Hall to denounce Thatcherism of the 1980s which also marked the rise of neo-liberalism in the UK. The initial disagreement was whether Thatcherism and its authoritarian populist lexicon could be seen as a monolithic evil or was it actually a combination of different political and societal forces. Although this intellectual disagreement has never been settled, the term has continued to crop up in political as well as journalistic circles in Britain, most recently in the aftermath of the Brexit vote.
By deriving its analytical categories from Lowenthal and Guterman's analysis of American agitators published in 1949, this chapter analyses the content published on the Guido Fawke blog. The site is run by Paul Delaire Staines, a British-Irish, right-wing political blogger, who gained much of his reputation by his

sharp views and commentary on politics, although he 'hates' politics as he openly declared. The analysis aims at uncovering the ways in which the right-wing political blogging of Guido Fawke correspond to the American agitators of the 1940s and discusses what this congruence means for political and cultural criticism in pre-Brexit Britain today.

PN 004: For the great, independent and catholic Poland: The blog tales of messianic nationalism

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Jacek Międlar emerged as an outspoken nationalist leader at the anti-Muslim demonstrations organised in late 2015 and has since become a media personality. A former Catholic priest, before suspension he delivered an infamous sermon in which he called on Polish nationalists to stop being passive like 'Jews in the Egyptian servitude' and to defend Poland's national interest. Although not formally affiliated with the current ultraconservative and nationalist government, Międlar offers a fascinating case in that he embodies the entanglements between politics/state and religion/Church, characteristic of Polish messianic nationalism.

This chapter focuses on messianic nationalism expounded by Międlar in some 100 posts added to his personal blog in 2017. Messianic nationalism is framed as a response to 'cultural Marxism', a conspiracy attributed to the Frankfurt School. Devised to erode nation-states and render global populations vulnerable to Jewish control, cultural Marxism is orchestrated by Jews and carried out by proxy through the EU, 'leftism', Muslim migrants and the Catholic hierarchs. In realising its plan, cultural Marxism singles out as its main targets the inexorably Catholic Poland and Polish nationalists. In analysing tales of the endogamic community's 'martyrdom' recounted by Międlar, this chapter draws on the categories developed by Adorno and Lowenthal.

PN 005: Scratching the social malaise without seeking a cure for it: Political agitators and authoritarian populism in the so-called "New Turkey"

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Lowenthal and Guterman, in their commendable analysis of American agitators of the 1940s, refer to a medical analogy in order to depict the agitators' appeal to social malaise. The agitator constantly provokes his audience suffering from a itchy skin disease to keep scratching. He offers no solution to overcome the disease instead of a short-term relief which will eventually create much more reaction to scratch.

This strategy of "keep scratching" resurfaces as a distinctive character of today's authoritarian populism which at least will be evidently portrayed in Turkish case. From a vast media personalities strategically located in pro-government "pool media" in Turkey, I choose the columnist and TV programmer Cem Küçük, one of the most vehement supporters of the presidential regime.

He started his career at Yeni Şafak, the flagship newspaper of pro-Erdoğan media in 2012. In early 2015, he left Yeni Şafak controversially and started writing at another pro-Erdoğan newspaper, Star. In 2017, once again, not in silence, he moved his column to İhlas Media Group's newspaper, *Türkiye*. From the beginning of his career, he has also been appearing on his own TV shows at the news channels that are part of the same media groups he is affiliated with.

POL04 - Voters' participation, mobilization and attitudes in election campaigns and beyond

PP 088: Vote intention and dual screening in the UK and France: Evidence from 2017 elections

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A major theme of recent political communication research has been the increasing complexity of ways in which information reaches citizens. One domain in which this phenomenon has been demonstrated is in political information-gathering and discussion surrounding major political events, such as elections, conventions and debates. In particular, scholars have demonstrated the growing frequency with which citizens encounter these "media events" through multiple media at once (Chadwick, 2017), and especially a phenomenon that has been termed "second screening" (Barnidge, de Zuniga & Diehl, 2017) and "dual screening" (Chadwick, O'Loughlin & Vaccari, 2017). The possibilities of dual screening include not only the ability to gather information from a wider variety of sources than were previously available, but also to

communicate with others in a semi-public space; as a result, questions of how citizens come to their political decisions around these moments, and whether and how they persuade one another, have come to the fore.

In this paper, we aim to understand how practices of second screening relate to citizen decision-making in the context of recent elections in the UK and France. Drawing on data from representative sample surveys conducted in the two countries after their elections in 2017 (N = 1500 in each country), we explore persuasion and decision-change processes among voters. Knowing that debates (or, in the case of the UK, publicized candidate interviews) are important events in many voters' experiences of elections, we examine firstly, the decision to change vote intention, and secondly the factors leading citizens to make this choice. With respect to the latter, we are able to account for a variety of aspect of the hybrid communication environment, and are able to compare the influences of traditional media (television, newspaper, radio) and digital media consumption, and especially social media usage. We examine the effects of interactions with others through both the mediation of dual screening and interpersonal conversation during debates. Our preliminary results show consistently, across both countries, that use of a social media second screen increased respondents' likelihood of changing their vote intention to a degree that far exceeded the effects of other media use and interpersonal communication.

Results diverge when we examine the information encounters associated with change in vote intention for social media users. In the UK, coming into contact with a greater number of countervailing views appears to be weakly associated with likelihood of vote change, consistent with theories of heterogeneous political information exposure (Zaller, 1992). In France, however, the effect reverses at high levels of counterattitudinal information: those encountering large quantities of disagreement appear to retrench strongly to their prior electoral choice. This has important implications for how we think about "echo chambers" and online information: we suspect that at high levels of disagreement, individuals' willingness to seriously consider opposing views may in fact diminish (cf. Nyhan & Reifler, 2010). Instead, there may be a certain quantity of optimal attitude disagreement that best allows individuals to weigh their choice.

PP 089: The impact of cross-cutting exposure on turnout in referenda and general elections

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The advent of high-choice media environments has triggered research on selective exposure along ideological lines and the impact of this likeminded exposure on citizens' vote and polarization (Tsfati & Nir, 2017). However, little has been researched to date on the democratic implications of exposure to non-likeminded, or cross-cutting, information. The study of how cross-cutting information impacts citizens' political attitudes and behavior is a major task for at least two reasons. First, recent studies show that exposure to non-likeminded information is a widespread news consumption pattern (see e.g. Castro & Hopmann, 2017). Second, frequent cross-cutting exposure increases citizens' political awareness and their ability to reach consensus across lines of political difference (see e.g. Mutz, 2006).

In this paper, we investigate whether exposure to differing political views invigorates or depresses citizens' participation in two different electoral contexts: referendums and general elections. We hypothesize that in a general election, a balanced news media diet of pros and cons increases citizens' likelihood to go to the ballot box. One reason is that such a media diet can enhance information seeking and processing, and increase satisfaction with one's viewpoints, which subsequently are perceived as well-founded (Festinger, 1954). By contrast, we hypothesize that in a referendum, exposure to a balanced news diet will deter participation. Unlike general elections, referenda are binary in nature, and thus leave no "middle ground" options. Encountering a mix of views makes it harder to opt for a 'yes' or 'no' choice and can generate political ambivalence, lack of decisiveness, and, ultimately, unwillingness to cast a vote.

To test our hypotheses, we will use survey and experimental data from three different countries: Germany (N=609), Switzerland (N=600), and Norway (N=1000). For Germany and Switzerland, we will rely on a survey currently being fielded (March 2018), that contains information on individual news consumption, and voting behavior in a referendum and in an ordinary election, as well as questions tapping partisan preferences and perceived ideological stance of individuals' frequent media diets. We will also include equivalent questions in the twelfth round (to be fielded in May 2018) of the Norwegian Citizen Panel (NCP), which additionally will allow us to run an online experiment in a probability-based panel. In the experiment, we will expose individuals to either congruent or incongruent information. We expect exposure to diverse views in the media to increase individuals' likelihood to vote in a general election and decrease it in a referendum.

PP 090: How to mobilize young voters? Evaluating effects of information campaigns on democratic key variables during the 2017 Danish local election

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Being informed about developments during a political campaign and engaging with an upcoming election are important foundations for citizens' turnout and their formation of an informed vote decision on Election Day (Boomgarden & Schmittbeck, 2016). Especially for younger citizens, this entrance into the political arena can be challenging, because they are less experienced with the act of voting and have less established patterns of information gathering (Aalberg & Jenssen, 2007). However, for a healthy and stable democracy it is important that young citizens engage with upcoming elections right from the beginning of their political life, when democratic behavior can be formative for participation throughout a life cycle (Gerber, Green, & Shachar, 2003).

Socialization research describes political education in school and information received via media as two important entrance points for young citizens into the political system (de Vreese & Moeller, 2014; McLeod, 2000). Therefore, societal actors like educational institutions and media companies have an interest in smoothing the path for young voters when it comes to informing them about an upcoming election. Campaigns specially dedicated to the political mobilization of a new generation of voters can be one way to reach that goal.

This study investigates, how successful such information campaigns are in terms of increasing young citizens' engagement with and in an election. We do that, by evaluating a unique campaign, run before the Danish local election in 2017 in one specific county in the country of Denmark. On this island, all relevant media companies, high schools, and universities as well as vocational schools collaborated, by offering a social media presence specifically designed for young people, an educational program where a number of school lessons was dedicated to the upcoming election, and events with political candidates, taking place at the schools and universities. Our study investigates effects of these three types of 'interventions', i.e. social media use, school lessons and event participation on the democratic key variables of turnout, formation of a certain vote choice, political knowledge, interest and efficacy. To this end, a two-wave online-survey panel study among young citizens from the specific county was conducted (n=279). Respondents were sampled via their school and university teachers, whereas the sample was split between classes participating in extra school lessons or not. The facilitation of the panel design makes it possible to investigate, if changes in democratic key variables can be attributed to media use, school lessons or event participation. Results indicate rather small changes in turnout intention, political interest, and efficacy during the six weeks leading up to the election. However, we find that increased participation in the information campaign under investigation is – to a certain extent – responsible for an increase in political interest and efficacy among young citizens, while turnout and vote choice certainty remain unaffected. We furthermore find that the role of participation in school lectures and events about the upcoming election is more pronounced than the role of exposure to the campaign content on social media, whereas differences between platforms are discovered.

PP 091: Voters' attitudes towards televised election debates

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This paper presents findings from a survey study of voters' attitudes towards televised election debates in Norway. The study suggests that viewers are alienated by the assertiveness of the debates and that their frustration with the programs has a negative impact on their impressions of politicians.

Although the news media's gatekeeper function in election campaigns are definitely challenged by the new media ecology, televised election campaigns still hold a strong position as media events in many countries. Norway provides an interesting case for studies of political television debates. In Norway, as in Scandinavia in general, the public broadcasters have a very strong position, also in election campaigns. The Scandinavian style of debates includes representatives of all the political parties in parliament and a strong journalistic presence.

The final television debate in the 2017 Norwegian election had an audience of almost 0,9 million out of a total population of five millions. However, despite the strong position of the programs, the debates are struggling to reach younger viewers. Also, the debates are frequently criticizes for being too conflict-oriented, too concerned with entertainment, and not suitable for obtaining political information. Both the programs' unique position, and what might be signs of a weakened position, suggests that we need more information about how the debates are received and about the general publics' attitude towards them.

This paper presents findings from an online survey representative of the Norwegian population (N=4191), based on the Norwegian Citizen Panel.

The survey shows that people believe the debates to be important but only moderately influential. Young people and people without higher education have a tendency to think the debates more important to their own vote. These are, paradoxically, also the groups that are less likely to watch the debates. Furthermore, the survey shows that a majority of the potential viewers feels that the debates are too aggressive and hostile. This impression is found in all age groups and in all political camps.

The survey also includes an initial open question (N=1965), asking the respondents about what they associated with televised election debates. The paper presents the results from a thematic categorization and linguistic analysis of these responses.

The responses are overwhelmingly negative. The respondents are particularly critical towards assertiveness and hostility between politicians and between politicians and journalists.

The linguistic analysis of the responses shows that the people's attention is directed at the politicians rather than the journalists/debate-leaders or the program format. Typically, respondents complain that politicians "only argue", "cheat" or "lie". This suggests that negative experiences with broadcasted political debates induce negative attitudes towards politicians in general. Whilst the television debate format ideally should be a source of information and engagement, this study shows that for some voters it is a source of frustration and alienation from political discourse.

PP 092: A comparison of the influence of three different media cues on the climate of opinion perception

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The question how people perceive the public opinion regarding a political issue is widely analyzed especially since Noelle-Neumann (1974) formulated the theory of the spiral of silence. People tend to monitor their environment to get a feeling for the distribution of opinions (the climate of opinion) and to prevent social isolation by not conforming with the majority (Scheufele & Moy, 2000). Media coverage can serve as a source for information about the opinion of others. Media coverage can contain explicit cues regarding the public opinion, such as statistical information like survey data, and implicit cues, such as the slant of the arguments in media news, or the depiction of individual opinions of exemplars (Zerback, Koch, & Krämer, 2015).

Whereas prior research focuses on the influence of single media cues or on the comparison of two media cues (Gunther, 1998; Zerback, 2016; Shamir, 1995), our study is the first that compares the influence of three different media cues, such as statistical information, opinions of exemplars, and the slant of the media coverage. With the comparison of three cues we analyze two questions: First, we analyze which cue has the strongest effect on the perceived majority opinion. Second, the study aims to address the question of what happens when the cues are inconsistent with each other, i.e., when the cues suggest different majority opinions. In a 2(slant pro/contra issue) x 2(survey data pro/contra issue) x 2(exemplar opinions pro/contra issue) experimental between-subjects design, 238 participants (undergraduate students in Switzerland) were randomly assigned to one of the eight experimental conditions. In a laboratory setting, each participant read a news article about the possibility of egg freezing for women to postpone the pregnancy and motherhood due to career plan reasons. The tone of the article was either for or against egg freezing, the survey data (statistical information) graphically showed either a majority for or against egg freezing, and the presented exemplar opinions were in the majority pro or contra the issue.

Results show that the graphical depiction of survey data (statistical information) has by far the most influence on the perceived majority opinion ($F(1,228) = 131.26$, $p = .000$, $\eta = .37$), whereas the exemplar opinion shows only a weak, but significant effect ($F(1,228) = 6.64$, $p = .011$, $\eta = .03$) and slant does not significantly influence the climate of opinion perception ($F(1,228) = .78$, $p = .377$, $\eta = .00$). Nevertheless, the influence of the statistical information is reduced when both slant and exemplar opinions are inconsistent with the statistical information. Hence, when media coverage presents statistical information regarding the majority opinion, but both the line of argumentation in the news is against the majority opinion and the exemplars presented in the news show an opinion that is different from the majority in the survey, then the influence of statistical information on the perceived climate of opinion is significantly reduced.

POL05 - Strategies of social media use by political actors

PP 093: Give them what they (probably) want! How perceptions about user expectations affect politicians' social media activities

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Social media are often attributed the potential to strengthen democratic processes by bridging the gap between politicians and citizens (e.g., Coleman & Blumler, 2009). Whether this can be realized depends on how politicians use social media in their daily routines. First studies indicate that politicians are better evaluated by citizens when they use social media interactively instead of simply broadcasting information (e.g., Lee & Shin, 2012). However, previous research has paid little attention to explaining why politicians use social media in which ways. Furthermore, research has overlooked the importance of the demand-side, i.e. what users expect from politicians.

Our considerations are backed by the reciprocal effects approach, which describes the influence of (expected) media coverage on the protagonists of this coverage (Kepplinger, 2017), and by the norm of reciprocity, which states that people repay what other people have done to them (Fehr & Gächter, 2000). While the first approach implies that politicians have potential outcomes of their social media activities in mind, the second implies that politicians benefit when they fulfill the expectations of other social media users. However, most social media users do not express their expectations explicitly. Consequently, politicians can only assume what social media users expect from them. As politicians state that they are aware of what citizens expect from them (Lüders et al., 2014), their social media activities should be influenced by their perceptions about the expectations of social media users (H1).

Moreover, according to the equalization-normalization debate, the politicians' party determines how politicians use social media. Although the impact of party size varies between different social media channels (e.g., Quinlan et al., 2017), politicians from smaller parties tend to be more interactive social media users (e.g., Kalsnes, 2016). Thus, politicians from smaller parties should use social media more frequently for interactive activities than politicians from larger parties (H2).

A possible explanation for this difference is that politicians of different parties act based on different user expectations. As supporters of smaller parties use social media more frequently in an interactive way (Koiranen et al., 2017), politicians from smaller parties (compared to politicians from larger parties) should more strongly assume that social media users expect interactive activities from them (H3).

Finally, we ask whether these effects vary between political levels (RQ1) and between social media channels, specifically between Facebook and Twitter (RQ2).

In spring/summer 2016, surveys were conducted among German national (n=118; response rate=18.6%) and local parliamentarians (n=859; response rate=24.5%). Both samples were approximately representative of these groups.

Controlled linear regression analyses largely confirmed H1: politicians use social media more frequently interactive, the stronger they perceive that social media users expect this behavior from them. Further analyses largely confirmed H2 and H3 for local politicians, but not for national politicians. Moreover, politicians obey perceived user expectations to a greater extent on Facebook than on Twitter.

The results underline the importance of the (perceived) demand side for explaining politicians' social media communication and demonstrate how the equalization-normalization debate (and others) can benefit from the inclusion of perceptual processes.

PP 094: Crossing over? Parties and politicians on Twitter and Instagram

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Social media has become integrated into political communication - however, these diverse services do not feature the same affordances, audiences and users. This study explores how party leaders used an established social media platform – Twitter – and an emergent – Instagram – during the 2017 Norwegian parliamentary election.

Building on previous studies regarding how, why and when parties and politicians have employed social media, we expect to find differences between small and large parties. The first expectation relates to *timing* - as small parties and their leaders have lower 'media capital', making it difficult for them to access mainstream media, we expect such actors to be 'early adopters' of Instagram. In line with the often cited "normalization hypothesis", we expect large parties to 'catch up' later.

Our second expectation relates to *functionality*. While novel services like Instagram largely complement the communication arsenal of larger parties, for small parties, they may function as alternative communicative arenas for spreading their message and reaching their supporters.

A third expectation rises from the literature on *'celebrity politicians' and the 'performative turn'* in politics, as top politicians increasingly have moved into the limelight using techniques from popular culture and advertising to reach their voters - in particular the young. While Twitter over time has been established as an arena for the opinion leaders, Instagram could be described as an arena for the young and their idols. We expect politicians to act accordingly.

Based on the above, we pose the overarching research question: which publics did Norwegian party leaders interact with on Twitter and Instagram during the 2017 parliamentary elections? By gauging the

degrees to which the party leaders connect to different types of other users on two separate platforms, we will shed light on the differing prioritizations and strategies held by party leaders. Given our comparative approach, the study at hand will contribute to the field of political communication by gauging the types of groups that politicians prioritize to engage with on what must be considered as two different social media platforms.

Traffic data from the official Twitter and Instagram accounts were collected during the one-month intense campaign period leading up to election day on September 11[·], 2017. Data collections for Twitter was undertaken by means of the DMI-TCAT service, while Instagram data was gathered using the MagiMetrics service.

Our findings suggest that the communication structures on the two platforms are quite different - suggesting that they are home to different cultures of political communication. Still, we also find similarities: for both platforms, addressing the own party is prioritized. Our expectations concerning timing, functionality and celebrity politics are generally supported. There are, thus, two main contributions of this study: first, the empirical insights on differences and similarities gained from comparing two platforms. Second, it adds to the conceptualization and theory-building on how new communication technologies are integrated in political communications patterns - they have different functionalities for different political actors, depending on timing, affordances and contexts.

PP 095: The latest trends in multi-level political parties' digital communication. Models and typology for center and periphery actors

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Political parties are designing hybrid digital communication strategies to connect with the citizenry and the media. Amongst the leading trends, researchers are studying transmedia narratives, mobile communication, and storytelling, as well as the customization and automation of the communicative process. In this article, we examine how the parties translate their geographical and administrative circumstances to the digital landscape and how they apply new narratives and technologies to map out virtual communities and establish specific relationships with the citizenry. For this case study, we propose Spain, a decentralized state already considered experimental in other studies (Casero-Ripollés; Feenstra; Tormey, 2016) and which in 2017 faced a national political crisis when Catalonia declared its independence. We analyze the parties' digital communication at three organizational levels of interaction: a) the central level with nation-wide reach; b) the national parties' regional branches; c) the peripheral political parties. To measure the effect of location on the old and new parties' communication, we modified the Localcom index, designed and applied in one of the research groups to which the co-author belongs (http://centresderecerca.uab.cat/oic/content/indice-localcom-serie). We also performed a content analysis on the websites of all the parties with representation in Spanish parliament (*Cortes Generales*) or the country's 17 autonomous communities, as well as the discourse disseminated on other platforms.

The results highlight the emergence of new strategies and discourses in the parties' branches throughout Spain, in contrast with the more conservative positions of the parties' central branches located in Madrid. We detected little innovation in autonomous community-level political parties, despite having paid particular attention to the dynamics within pro-independence parties. Overall, the online strategies favor the automatic analysis of big data, the automation of customized messages for each individual citizen, and the search for new narratives, including cross-media, transmedia, and, to a lesser extent, immersive strategies. We found mobile communication, despite being one of the most anticipated trends in recent years, to be the least developed, except amongst the major parties' smaller branches.

Project that supports this paper: *News uses and preferences in the new media map in Spain: media models for mobile devices (*CSO2015-64662-C4-4-R). Ministerio de Economía and European Structural and Investment Funds FEDER and *XESCOM* (ED341D R2016/019).

PP 096: Visual self-presentation strategies of political leaders on social media platforms: A cross-national empirical study

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In light of the increasing mediatization of politics, the visual (self-) presentation of political leaders has become increasingly important in election campaigns. Numerous studies have shown that voters rely on visual cues when evaluating political leaders and making voting decisions. Therefore, political leaders try to create favorable impressions of themselves and employ visual frames to mobilize and convince voters. With the advent of social media platforms, such as Facebook, Instagram, and Twitter, political leaders have new

opportunities to promote themselves visually and to present their professional life as well as their private life to the electorate. Thus far, several studies have examined political leaders' self-presentation on social media platforms by focusing primarily on textual elements, while little attention has been paid to the analysis of visual elements. Furthermore, the few studies that have investigated visual elements are limited to a single country, particularly to the United States, as well as a single social media platform. Consequently, there is a lack of cross-national comparative studies analyzing visual self-presentation strategies of political leaders across different platforms during election campaigns. The present study aims to fill this research gap by applying Grabe and Bucy's (2009) visual framing approach that provides a useful framework for the analysis of visual self-presentation strategies. Against this backdrop, we address the following research questions:

RQ1: Which visual self-presentation strategies use political leaders on their official social media accounts?
RQ2: How do these visual self-presentation strategies differ across countries?
RQ3: How do these visual self-presentation strategies differ across social media platforms?

To answer the research questions, we carried out a quantitative content analysis of visual social media posts (N = 4,039) in the hot phase of the recent national election campaigns in nine Western countries (AT, CA, ES, FR, GER, IT, NO, UK, US). We selected those visual social media posts that were spread on the official Facebook, Instagram, and Twitter account of the top two candidates who ran for the office of head of government in the respective election. Data analysis is still ongoing and will be completed until the conference.

By using a large sample, this study contributes to the field of political communication research in several ways. Firstly, it provides important insights into the strategic use of visual elements on social media platforms by political leaders during election campaigns. Secondly, by taking a comparative perspective, it is possible to identify similarities and differences in political leaders' use of visual self-presentations strategies. Thirdly, the present study sheds light on how political leaders use different social media platforms in different ways to present themselves visually. Thus, it contributes to the cross-platform social media research in political campaigning. Finally, this study offers a framework for future research investigating the effects of visual self-presentation strategies on candidate evaluations and voting behavior.

PP 097: Last but not least: Social media usage by bottom-of-list candidates and its potential impact on mandate distribution

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In a list-based electoral system, if candidate 'A' gains more personal votes than the other candidates on their party's list, candidate 'A' becomes the party's elected representative. The list is usually prioritised by the party; however, given enough personal votes, candidates can 'jump the list' and be elected. As such, it is important to understand how these candidates, placed last on the list by their party for political reasons, have the potential to become the sole representative of their party in the legislative assembly.

Social media, e.g. Facebook, Twitter, Youtube and Instagram, are central tools in modern political campaigns and are democratic in that all candidates have simultaneous access to them, unlike television advertising. Thus it is possible for those candidates who are at the bottom of their party's list to leverage social media tools to reach their target audience on a par with the lead candidates. Our exploratory investigation focussed on the group of candidates who were most likely to have little to no professional assistance in developing and implementing a comprehensive social media political marketing communications strategy. Therefore, we focused on bottom-of-list candidates at the Aarhus municipal (local) elections of November 2017.

Social media proved to be largely under the control of the individual candidates, with some guidance provided by the party organisation in order to ensure internal consistency between candidates and across alternative communication media. Experience was mixed; whilst some candidates considered social media to be a private sphere and thus did not use it actively in their campaign, one candidate used their private Facebook page to interact with voters, and another embraced and experiemented with the potential of the media by setting up a dedicated facebook page which enabled 'boosting' and tracking tools to be used. A novel use of social media was one candidate's creation of a Tinder profile that was implicitly dedicated to their campaign. Twitter and Instagram were not used.

Capturing undecided and swing voters – inter-party competition – was seen by bottom-of-list candidates as being the responsibility of leading candidates and the party-run social media; for the bottom-of-list candidates, social media was seen as a way to gain more personal votes than the other candidates of their own party (intra-party competition). Interestingly, the candidates who consciously embraced social media in their campaigns went from last on their party's respective lists to being seconds for legislative mandates.

The implications of our findings for political managers are that candidates who for political reasons are last on their list must still be managed, as skilled use of social media can enable these politically down-prioritised candidates to challenge those whom the party selects.

POL06 - Populist communication strategies, coverage and effects (I)

PP 169: The effect of populist communication on social media popularity indicators: How political leaders use populist key messages on Facebook and Twitter

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The world is witnessing an upsurge of populism. To understand the rise of populism, it is helpful to investigate it from a political communication perspective (Stanyer, Salgado, & Strömbäck, 2017). Social media contributes to this development and research has shown that social media is a particularly well-suited channel for distributing populist messages (Ernst et al., 2017; Groshek & Engelbert, 2012; Stier et al., 2017). Despite growing research, it has remained unclear what type of audience reactions populist communication triggers on social media. Followers' reactions to Tweets or Facebook posts help political actors to reach wider audiences and perhaps even go viral with their social media communication (Bene, 2017; Vaccari & Valeriani, 2015). The aim of this paper is to investigate if populist communication triggers higher social media response (RQ1), examine differences between platforms (RQ2), and contrast 'populist' and 'non-populist' leaders (RQ3). Based on its high news value and compatibility with media logic (Mazzoleni, 2008), populist communication may stimulate audience response on social media and enhance the virality of political social media content. Building on earlier studies showing that Facebook has a stronger affinity to populist messages (Ernst et al., 2017), we expect this effect to be more pronounced on Facebook than on Twitter. Finally, we expect political leaders of parties that the literature regularly classifies as 'populist' to profit more from the effect of populist key messages on popularity indicators.

We conceive populism as a thin ideology and focus on the content (or the *what*) of populist communication (Engesser, Fawzi & Larsson 2017). Populist communication is regarded as a formative measure based on nine populist key messages. Our dependent variable – social media popularity indicators – is building on the concepts of *spreadability* (Mills, 2012) and *shareworthiness* (Trilling, Tolochko, & Burscher, 2016) and is conceived as *Likes* and *Shares* on Facebook and *Likes* and *Retweets* on Twitter. The quantitative content analysis includes Twitter and Facebook statements by 36 political leaders from six countries (CH, DE, UK, US, FR, IT) during a three month routine period in 2015 (*N*=569). Inter-coder reliability was satisfactorily high (Brennan and Prediger's κ=.83).

A negative binomial regression was conducted, controlling for the number of Twitter followers or Facebook page likes, gender, and incumbency of the political leaders (AIC=8622.82, Log likelihood= -4301.41). Although no overall effect of populist key messages on popularity indicators can be found, there is a significant interaction between populist key messages and Facebook (b=1.73, IRR=5.65, *p*<.001). Thus, populist communication only prompts higher popularity indicators on Facebook. Belonging to a 'populist' party has a significant main effect on popularity indicators (b=1.94, IRR=6.98, *p*<.001) but there is no significant interaction with populist key messages. Thus, 'populists' receive a higher social media response than 'non-populist' leaders overall. However, for both 'populist' and 'non-populist' political leaders the use of populist key messages leads to higher popularity indicators on Facebook. This study contributes to the field of populist online communication by providing a better understanding of the antecedents of successful populist communication by political leaders on social media.

PP 170: The populist communication logic between government and opposition: The case of Serbia

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During the last decade, public attention has been repeatedly pointed out to the hazards of populism for the Western world, and the body of theoretical and empirical examinations of populism has been growing. Populism is multifaceted phenomena which has been conceptually understood as ideology, communication style, as well as political or communication strategy. The research of populism has been focused on populist political actors, populist message and communication, and on the populist attitudes and effects of populist message. However different understandings, aspects and manifestations of populism are rarely combined and mainly remain isolated in different scientific disciplines. Lately, an integrative approaches have been developing. For example, Wirth et al (2016: 35) develop theoretical framework which integrates three most common understandings of populism – as ideology, as strategy, and as style. While Engesser, Fawzi and Larsson (2017) conceptualize such integrative approach under the umbrella notion of populist communication logic.

Such multi-dimensional understanding of populism can be very useful for establishing missing connections between different disciplinary perspectives and research strands of populism. It allows to examine

manifestations of populism within different political and discursive opportunity structures, and to observe transformations of populism in different contexts. Namely, many populists have made into the government, but little research has addressed the transformation of populism due to the participation in government. Furthermore, populism in the Balkans has been rarely taken into account in research and very little is known about populism in Serbia. Because of the high volatility of the party system and frequency of parliamentary elections, the case of Serbia can be very suitable for analyzing how taking office effects populism. Therefore the purpose of this study is to examine the populist communication logic in the context of the political parties change between the opposition and government in Serbia during the last three parliamentary elections (2012, 2014, 2016). In order to examine populism as a "gradual phenomenon" (Wirthe et al., 2016) our study will include three political parties which belong to the different parts of the political spectra: the conservative, centrist SNS with populist elements, which formed the government in 2012 and stayed in power since than; Dveri, right wing movement, with many populist elements, which made into parliament in 2016; and the left-authoritarian SPS which was part of the government during all three elections. We will conduct content analysis of the main TV program devoted to the pre-election presentation of the party to the electorate. In comparing populist communication logic between political actors and elections we focus on the relation between ideological and strategic dimensions, especially on the relation between elite centrism and mobilization and legitimization strategies.

PP 171: The mass media's handling of populist party communication during the 2014 EP election campaign. A comparative analysis on the influence of news value and political parallelism.

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In order to understand the mechanisms that foster the ongoing electoral success of populist parties in Europe, it is crucial to shed light on the role of the mass media (Mazzoleni et al. 2003). Acting as gatekeepers, journalists decide whether or not to cover incoming party communication in their political news section, thereby allocating more or less media attention to this party. This visibility may, in turn, entail concrete support for political actors, as it is giving them recognition and legitimacy and eventually makes them more successful in mobilizing voter support (Ellinas 2010). This paper analyzes how populist party communication influenced a party's visibility in the print media during the 2014 EP election campaign and how the media's handling of populist party communication was affected by political parallelism. Populism is perceived as a political communication style composed of an *appeal to the people* in combination with *elite-critique* and/or the *exclusion of others* (Jagers & Walgrave 2007). A party is expected to become more visible in the print media the more often it applies populist communication because it is of higher news value and thus more likely to be selected for news coverage (Galtung & Ruge 1965). As different political orientations of journalists too may affect their selection decisions (Patterson & Donsbach 1996), the media are expected to report even more on parties using populist communication if they are politically parallel to these parties. This effect, in turn, is expected to be stronger in polarized-pluralist media systems than in democratic-corporatist systems, where political parallelism is usually less pronounced in comparison (Hallin & Mancini 2004).

To assess populist party communication, I conducted a quantitative content analysis of all EU-related press releases published by political parties in Germany, Austria, France and Greece 12 weeks prior to the 2014 EP-elections. For the same period of time I assessed these parties' saliency in the political news coverage of one left- and one right-leaning nationwide quality newspaper per country, also through quantitative content analysis. As expected, the print media indeed granted more saliency to political parties *the more often they used populist communication*. Indications that these parties gained more visibility in the news if they had *similar ideological orientations* to the respective newspaper were, however, mainly found in connection with the left-leaning press and only in *democratic-corporatist media systems*.

PP 172: On behalf of the people

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There is a distinct split between citizenry and "the real people" which is the foundation of populist rhetoric (Hameleers, Bos, & de Vreese, 2016; Mudde, 2004; Rooduijn, 2014; Wirth et al., 2016). While populism tries to fill a gap left by mainstream politicians, there is a lack of clear definition what that gap entails; who those "real people" are. Defining the People from a populist perspective is at the core of the relationship between populist leaders, their perception of the People and their consequent messages to that group. So far, this has rested on assumptions about the homogeneous nature of "the real people". Literature lacks empirical evidence about how political elites define the very people they are representing, how they know what (they think) their electorate wants and how this translates into their political communication strategies.

The objective of this study is to explore how political elites perceive the People by means of a face-to-face elite survey. We do so by focusing on how politicians *obtain knowledge of* and make *reference to* the People in their communication efforts. It is by the use of references to (perceptions of) public opinion that politicians can demonstrate and back up their responsiveness to the People's demands (Dalton, 2013). Thus, they sustain the claim that they indeed substantively represent the People's will (Pitkin, 1967) and that bottom-up links between voters and elites exist.

Dutch members of parliament will be asked about how they form their perception of the People's will, how they make use of a wide variety of potential sources for this purpose, and how they use their generated perception of the People in their political communication. This will unveil strategic considerations of politicians about when and how to rely on populist communication strategies. Face-to-face interviews lasting approximately 30 minutes will be conducted in April 2018, consisting of two parts: in a closed-ended part, MPs will be presented with questions assessing their perceived importance of different sources in forming their perceptions about public opinion. Furthermore, in a second part, we will conduct semi-structured (open-ended) interviews with the politicians, asking them to elaborate on the importance and use of various sources, and inquiring about their conception of the People they represent and the role this plays in their decision-making behavior.

Thus, the study presents an innovative approach to the subject of populist political communication and representation. By posing questions to political representatives of the People directly, we will provide insights on (1) the process of how political elites' processing of information forms their perception of the People and (2) how this understanding is translated into political communication on specific issues and potentially populist strategies. We expect that, despite their claims of inclusiveness, populist parties' conceptions of the People are more exclusive than the rest of the political spectrum (Mudde, 2000) and that political communication, as well as political action, depends largely on the perception of public opinion, rather than actual public opinion (Jagers & Walgrave, 2007; Miller & Stokes, 1963).

PP 173: The usual suspects? The role of populist rhetoric as a strategy during the German Parliamentary Election 2017

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In this paper, we investigate the role of populism in the up-run to the German parliamentary elections 2017. The concept of populism is of continued interest and often topic of debate (see Engesser et al., 2017, Ernst et al., 2017, Ernst, Engesser and Esser, 2017, Müller et al., 2017, Wirz, accepted,). Considering the importance of political communication during electoral campaigns, the goal of this study is to determine how populism has shaped the latest German election. We raise the question whether and how populism was present in campaign posters and how broadly the concept could be found across the political parties. We follow Jagers and Walgrave's (2007) definition of populism, which conceptualizes populism as a rhetorical strategy. The minimal definition of populism consists of two elements, the *pure* and *good people* on the one hand and the *corrupt elite* on the other hand, whereas right wing populism includes the additional element of the *dangerous others*.

On this basis and previous research, we hypothesize that posters of the party *Alternative für Deutschland* (AfD) meet the criteria of right-wing populism (Decker, 2017, Franzmann, 2016). Furthermore, we investigate if other stylistic or ideological elements of populism (e.g. authoritarianism, emotions, radicalism) can be found in the election posters and if so, which parties make use of it.

To explore these questions, we conduct a content analysis on all posters used by the national parties that had won at least three percent of votes in the last election period. In accordance with the applied definition, there are three main criteria for populism: referencing the *pure people*, criticizing the *corrupt elite* and talking about the *dangerous others (*Jagers and Walgrave, 2007*)*.

In a first step, we are analyzing whether the posters meet the aforementioned criteria of populism. In a second step, the findings are accumulated for each party, comparing them with one another. A party is labeled *minimal populist* if, accumulating over all units of analysis per party, the criterion "pure people" is met, while the criteria "corrupt elite" and "dangerous others" are not. A party is labeled *genuine populist* if both the criteria "pure people" and "corrupt elite" are met while the criterion "dangerous others" is not. A party is labeled *right-wing populist* if the criteria for "pure people" and "dangerous others" are met. If, accumulated over all units of analysis per party, the minimal criteria "pure people" is not met, the party is labeled *not populist*. Additionally, we will compare which parties are more and which are less populist by comparing how many units of analysis per party fulfill the criteria for populism.

Based on this research, we will gain insight which role populism played during the German parliamentary election of 2017 and whether populism is a broader phenomenon then previously assumed. Lastly, this study might provide us with indications of why, during the election, some parties were more successful than others.

Political Communication

POL07 - Public relations, political campaign strategies and persuasion

PP 174: From spin to political PR – A career analysis of the spin doctors of 'Borgen' from 2000 to 2017

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The internationally acclaimed television drama '*Borgen'* popularized Danish politics and political spin to great effect. In this study we focus on the real spin doctors of Borgen, formally called special advisors. The special advisors are unelected officials increasingly entering political elite circles, exerting substantial influence on the formulation of both political messages and policies under the conditions of mediatized politics and the emergence of what has been called a political communication elite (Pfetsch, 2014). In Denmark, the job position as special advisor first appears around the year 2000, indicating an increased professionalization and mediatization of politics (Knudsen, 2016). At first spin doctors were brought in to help Danish ministers deal with the news media, but since the mid-2000s they have also become closer involved with policy development. In this sense, the special advisors can today be seen as important members of the wider group of so-called policy professionals working in political PR, think tanks and interest organizations (Blach-Ørsten et al., 2017).

The paper presents the results of a study mapping the career paths and educational background of all special advisors from 2000 to 2017 (n= 140). Importantly, the compiled data covers the entire career path from graduation to taking up the position of special advisor and after leaving Borgen. We are thus able to study career paths crossing over to government from journalism, political parties, private and public PR and back again – in several cases passing the revolving door more than once. Moreover, we find that the special advisors came from journalism in the beginning of the period under study, but over time journalism loses its hold on the position. We also find that regardless of background most special advisors move on to work in private political PR after leaving Borgen. Overall, the results show that special advisors are not using the position of special advisor as a stepping stone to a permanent position in government, but rather as part of a flexible career path predominantly taking place as a policy professional outside government.

PP 175: Media's construction of political leadership in transboundary crises

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In a globalised world, states and organizations are constantly forced to work together as crises no longer stop at geographical or functional borders (Boin, 2009). Within transboundary crisis management, leadership attains particular distinction, as it can help to overcome complexity, conflicting domestic preferences as well as uncertainty (Parker & Karlsson, 2014; Schneider & Jordan, 2016). However, transboundary leadership is also extremely contested, as often no state or organisation is in charge, there are hardly any formal leadership positions and leaders must satisfy followers at different political levels and geographical regions with contradictory interests, ideologies and identities (Ansell, Boin & t'Hart, 2014; Van Esch, 2017). At a transboundary stage, political leadership is thus foremost a question of perception.

In this context, media play a crucial role. Previous studies stated that media are the most important source for political information (Strömback & Esser, 2014). This even intensifies when it comes to international politics, as people hardly come in direct touch with it (Wanta, Golan & Lee, 2004; Graber, 2006). Research on political personalisation has also shown that media increasingly prefer to report on individual politicians rather than on complex political processes and institutions, in particular at the international level (Karvonen, 2010; Kriesi, 2012; Balmas & Shaefer, 2013). Consequently, people perceive political leadership primarily through the lens of media (Aaldering, van der Meer & Van der Brug, 2018). They shape people's perception of leadership – especially in times of crisis (Littlefield & Quenette, 2007; Schneider & Jordan, 2016). Thus, the media's representations of political leadership play a determining role for the process of leadership recognition in a transboundary crisis.

Despite the ongoing interest concerning political personalization, little research has focused on media's framing of political leadership beyond the national level (Littlefield & Quenette, 2007; Aaldering & Vliegenthart, 2016). This work-in-progress study wants to fill the gap by analysing the media coverage of transboundary political leadership during different crisis in various European and non-European countries. The comparative study will use a 'most different systems design' with two dimensions: On the one hand, the countries selected will differ according to their political and media systems, as one can thus assume different perspectives on political leadership (Sebaldt & Gast, 2010; Hallin & Mancini, 2004). On the other hand, I will distinguish the survey periods depending on different crisis types. The aim is not only to find out, who is presented as a leader out of which reasons, but also to detect specific transboundary leadership frames, which can tell us more about expectations towards transboundary leadership depending on different countries as well as different crisis situations. Research in the fields of political science, political

psychology, communication science and crisis communication provides first indications with regard to positional, personal and behavioural elements of potential leadership frames. On this basis, a theoretical model and codebook will be created as well as empirically tested in a preliminary study by the end of this August, which could be presented at the ECC 2018.

PP 176: Shoulda, coulda, woulda. Post-election campaign analyses by Swedish political parties 1998-2014

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Hindsight is a cruel master. Yet, after elections are done, political parties routinely dissect their election campaigns in retrospect and try to establish the reasons for their success or failure. Although some studies into this process have investigated the explanations politicians give for voter behaviour (Strömbäck, Grandien & Falasca, 2012, Ekengren & Oscarsson 2011), limited scholarly attention has been paid to official post-election campaign analyses performed by political parties.

Political communication studies have shown that political party campaigning today is increasingly mediatized and market-oriented (Strömbäck & Esser, 2014; Johansen, 2012). In contrast to the majority of studies focusing on party activities and strategies during the election campaign, this paper investigates party perceptions of the campaign after Election Day. In their post-election analyses, parties analyse and compare internal factors such as party organization, campaign strategies and internal communications with external factors such as the role and agenda of the media, other parties' performances, opinion climate and unexpected current events.

Sweden is an interesting case to study as political parties are relatively transparent and accessible, and regularly produce official post-election campaign analyses and make them public. Swedish Party Secretaries and Campaign Managers also participate in political communication research projects and express their views on the recent election campaign (Author, 2018). The current paper is based on the official post-election analyses performed by seven Swedish political parties in the aftermath of the five Swedish national elections 1998–2014.

The results indicate that the post-fact vantage point, drive parties to find specific external and internal reasons for their success or failure. This mechanism of rationalization provides a face-saving solution to the inherent goal conflict in every election campaign, namely how to combine long-term campaign organization and voter mobilization with readiness to adapt and respond to a quickly changing media news cycle and shifts in public attention. The results contribute to the understanding of party campaigning by adding qualitative post-election data to already existing quantitative estimations of the degree of political party mediatization and market-orientation. The openness of Swedish political parties offers new insights of contemporary election campaign communication dynamics.

PP 177: Is fact-checking persuasive? Assessing the effectiveness of corrective messages in countering political misinformation

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The goal of journalistic fact-checking is to provide the public accurate information about politics by evaluating the veracity of political claims and calling out misinformation, spin, lies, and deception. Inherent in this mission are the intentions to change existing public misperceptions about the political world into more accurate beliefs, or to prevent false beliefs from forming in the first place. Yet in most instances correcting political misperceptions via fact-checking is not simply a matter of providing people accurate information or filling a knowledge deficit; people often know the facts and evidence surrounding contested claims but instead choose not to believe those facts. This problem raises the intriguing suggestion that in order for fact-checking messages to be effective in facilitating accurate beliefs, they must ultimately be *persuasive*. Work on persuasive messaging suggests two key mechanisms through which fact-checking messages may be effective in countering misinformation. First, an important precursor to actual message effectiveness is the audience's *perceptions* of effectiveness. If the audience perceives the arguments in a message to be strong and convincing, the likelihood that they accept that message substantially increases. In the case of misinformation, if the audience perceives the original false claims to be strong and of high quality, they are more likely to become misinformed. If, however, fact-checking messages can reduce the degree to which people perceive the original false information as valid and convincing, it is likely that the correction will be more effective. Thus, assessments of argument strength offer a viable but unexplored route through which fact-checking messages might lead to more accurate beliefs.

Second, individuals are considerably more willing to believe inaccurate information if the source of the false claims is credible. This makes correcting false political information all the more difficult because the original

source of the misinformation is often a trusted source that holds a similar worldview, such as a co-partisan or a like-minded media outlet. However, there is a possibility that fact-checking messages alter assessments of source credibility and subsequent evaluations of false claims—even those sources people are inclined to trust and believe—by highlighting how and why the original source of inaccurate information was wrong.

This study uses two independent experiments with demographically diverse samples of adults in the United States to examine whether corrections are effective via these two proposed pathways. Study 1 (N=384) examines these processes in the context of a false claim whereby the partisan association of the source of the misinformation is ambiguous, while Study 2 (N=768) directly manipulates the political party of the source of the false claims to examine whether corrections can overcome politically biased information processing that threatens the success of fact-checking messages. Doing so allows us to examine perceptions of message quality and source credibility in both a non-partisan and partisan context. Results indicate corrections change the perceived quality of the misinformation and at times discredit the source of false claims, which subsequently improve belief accuracy. The findings suggest that corrections can be effective in forming accurate beliefs, even in partisan contexts.

POL08 - Populist communication strategies, coverage and effects (II)

PP 251: The will of the people? – Effects of politicians' subjective references to the public

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Theoretical Background: Subjective references to the public are part of a populist communication strategy through which politicians try to present themselves as one of the good and pure people that stand against the corrupt elite (Jagers & Walgrave, 2007; Schulz et al., 2017). Within mass media coverage, these subjective references can function as public opinion cues that compete with other mediated cues, such as polls or single citizen opinions (Zerback & Peter, 2018; Lewis, Inthorn & Wahl-Jorgensen, 2005). Content analysis of US, UK, and German TV news showed that more than half of all references to public opinion are subjective references without demoscopic background and that such claims are often made by politicians (Lewis, Inthorn & Wahl-Jorgensen, 2005; AUTHORS, 2017). However, research on the effects of these references on audience judgments is scarce. Consequently, the present study investigates how subjective references to the public by a politician can shape people's perception of public opinion and how this affects the evaluation of the politician. In addition, we examine whether references to the public as a populist communication style resonate especially well with people already holding populist attitudes.

Method: We conducted a web-based 2x4-experiment with 284 participants. Within a radio interview with a local politician regarding the employment of additional bike lanes, we varied (1) whether the politician was in favor or opposing additional bike lanes, and (2) how often the politician referred to the local public to back up his claims. In the control version, the politician used no reference, but only argued from his personal standpoint (e.g., "I don't think taxes should be raised to finance this project."), whereas in the other versions he made one/three/seven reference(s) to the local public, stating for example "The people do not want to pay more taxes to finance this project."

Results: Results indicate that subjective cues to the public strongly shaped participants' perception of what the local public thinks about the topic, independently of participant's populist attitudes. Regarding the evaluation of the politician, we found no overall main effect of references, which is due to two effects that counteract each other (multiple mediation model): On the one hand, additional references to the public increased the feeling that the politician's claims reflect public opinion, which in turn led to a more favorable evaluation of the politician (indirect effect); on the other hand, additional references to the public led to a negative direct effect on the evaluation of the politician.

Discussion: Our results indicate that subjective references to the public are powerful in shaping people's perception of public opinion, even though these claims are not based on polling data and thus not necessarily mirror actual public opinion. However, our results also suggest that the dosage of references could be crucial, as multiple references have shown to trigger negative effects on the politician's evaluation. Nevertheless, referring to the public while making claims may be a good strategy to shape people's perception of what others think, at least in a context where addition public opinion cues are absent.

PP 252: When "populist" political communication meets media framing and get along with it. The strategic identity of two major candidates in the 2012 and 2017 French Presidential Elections.

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Labeling candidates or parties as "populist" has increasingly been used in the European context as a mean to question their credibility whereas such candidates or parties may assume that label in order to emphasize their ability to connect with the electorate or some part of it better than their opponents do. Apart from the analysis of what populism theoretically and substantially involves, there are therefore good reasons to focus on the strategic uses of the label. We suggest this is particularly the case in contemporary France where two antagonistic political forces can yet be jointly considered regarding their media coverage and political strategies during the 2012 and 2017 presidential election campaigns. Both Marine Le Pen as the Front national (far right) candidate and Jean-Luc Mélenchon as the Front de Gauche then France Insoumise (radical left) candidate indeed ran twice in a row raising such a flag and significantly increased their share of the votes. The former even qualified for the 2017 second round of the election. Both call for the support of lower class and working class voters through rhetorical appeals to the people as their main 2017 slogan show: "In the people's name"; "Strength of the people".

Our study based on content and discourse analysis of media coverage and candidates' propaganda aims at assessing how these candidates used the reference to "the people" combined with the criticism of institutions and elites. One of our results is that symbolic features as well as the practical organization of their campaign relate to significantly different understandings of "the people" while their view of elites may be considered more close to each other.

To discuss the differences and similarities and the media coverage that was applied to these candidates, we refer to the original concept of political "strategic identity" which can then in turn be better understood when taking into account our empirical results of these cases. We define the concept of strategic identity as a purposive and adaptive structure of meaning developed by a social actor looking for support, for instance a candidate in an election campaign. This structure can be conceived as a package of various components including the presentation of self in terms of psychology and human interest, social identity (profession, age, culture…), professional or specialized background and record, ability to embody politically relevant features (values, ethics, skills, partisan positioning), and ability to provide a politically relevant supply (issues, policy proposals) in order to maximize their share of votes within the configuration of competing candidacies. This is an overall effort to shape a narrative framework which aims at convincing others that the candidate has a natural for being candidate and win, and preventing or anticipating the possible alternative or critical discourses from opponents.

Finally, we discuss possible further and comparative research as well as the theoretical issues related to the study of "populist" candidates' political communication.

PP 253: The sharpest tool in the shed. Do populist politicians use hate-speech prosecution as a strategic communication strategy?

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Since the mid-1990s, Western European countries have witnessed a steady increase in electoral support for the Populist Radical Right (PRR; Kriesi 2014; Mair 2009; Mudde 2004). While already a vast amount of research exists on explaining the success of these parties and their politicians in function of the traditional 'demand and supply' dyad, in more recent years, scholars have begun to tap more into the characteristics of populism itself, including its communication style (Aalberg & de Vreese 2017). Together, these studies show that attempts to vilify ethnic minorities, immigrants and other marginalized groups in society play a paramount role in explaining their electoral appeal (Abst & Rummens 2007; Betz & Johnson 2004; Jagers & Walgrave 2007; Rooduijn 2014).

In many cases, the controversial discourse of these politicians has pushed the envelope of acceptable content, especially when it concerned incitement to hatred, aggression or violence (Bos & Van der Brug 2010). This, in turn, has often evoked a legal response with the explicit aim of punishing the defendant and curbing the extremity of his or her discourse (Bleich 2011; Capoccia 2001; Van Spanje & De Vreese 2013 2015). Nevertheless, a strong argument can be made that rather than curbing their discourse, these prosecutions create an opportunity for the defendants disseminate their ideas. That is, the high news value of these cases – in particular the fame of the defendant and conflict – has made that these prosecutions have generated a substantial amount of media attention (Harcup & O'Neill 2016). This has lead some scholars to believe that these events are employed by these politicians as a strategic instrument to draw attention to themselves and their ideas (Askola 2014; Äystö 2017; Bleich 2011; Mattlar 2010).

In this study, we explore how these prosecutions fit into the communication strategy of PRR politicians. More specifically, we investigate to what degree the large amount of media attention generated in this context serves as a platform to disseminate anti-immigrant ideas, by studying the news content on this topic on traditional media outlets over the course of the trial, as well as the media content generated by the

defendants themselves on their social media outlets. In addition, we ask whether a conviction results in a moderation or normalization of this dissemination-strategy.

To facilitate some level of generalizability, we draw from seven high-profile cases from divergent backgrounds in terms of geography and time, namely Hans Janmaat (1997, the Netherlands), Geert Wilders (2010 and 2016, the Netherlands), Marine Le Pen (2015, France), Nick Griffin (2006, United Kingdom), Jussi Halla-aho (2009, Finland), Olli Sademies (2015, Finland) and Daniel Ferét (2006, Belgium). To this end, we combine data-scraping and automated content analysis techniques to collect and analyze a vast amount of traditional and social media data generated in this context. Special attention is paid to the changes in valence and salience of anti-immigrant discourse on several key-moments in the trial, i.e. its announcement, commencement and verdict.

PP 254: Twiplomacy in the age of Donald Trump: Disrupting or constructing digital diplomacy?

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This study employs digital methods in conjunction with traditional content and discourse analyses to explore how the United States President Donald Trump conducts diplomacy on Twitter and how, if at all, diplomatic entities around the world engage in diplomatic exchanges with him.

To do this, 42 twitter accounts belonging to diplomatic entities around the world (including @realdonaldtrump) were analysed. Digital methods were used for managing, as well as mapping, the social and semantic structure of the dataset (119,229 tweets), that is, for: a) sampling the database; b) extracting users of interest (e.g. users mentioned by Trump); c) tracking the interactions among users (e.g. reciprocal mentioning). From this large dataset, a subset of 'diplomatic tweets', i.e. tweets in which Trump mentions a foreign country and/or leader, and tweets in which diplomatic entities Trump mentioned refer to Trump), has been extracted. Consequently, the subset of 91 tweets (that is, 34 tweets posted by Trump plus 57 tweets posted by other diplomatic entities) has been submitted to two main kinds of analysis: network analysis and textual analysis.

The results confirm speculations that Trump's diplomatic communication on Twitter disrupts traditional codes of diplomatic language, but show little evidence that new codes of diplomatic interactions on social media are being constructed, given that other diplomatic entities around the world mostly remain within the confines of traditional notions of diplomacy in (not) communicating with Trump on Twitter.

POL09 - Mutual relations between media and the legal system

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The political system of modern democracies is based on the separation of powers between legislative, executive and judicial branches. While the extant literature in communication studies has dealt extensively with media's growing impact upon the legislative and the executive branches there is little systematic knowledge on the relation between media and the legal sector. With our panel contribution, we strive to expand this knowledge. Based on an introductory conceptualization of the mutual relations between media and the legal sector, four papers present up-to-date empirical findings on different facets of this relationship. Professor Hans Mathias Kepplinger will respond to the contributions. By focusing on the legal sector and by applying long-established approaches of communication theory (such as mediatization, reciprocal effects, citizen engagement) we address aspects emphasized in the conference's overall call for papers: We seek to take communication studies "to new fields of application" and "bring attention to underdeveloped fields of research".

Compared to other social fields, judiciary's relation to the media is especially sensitive. On the one hand, an increasing consideration of media demands potentially endangers the independence of the courts. On the other hand, judicial decision-making needs public legitimation as verdicts are spoken in the name of the people. Consequently, legal actors' and organizations' assessments of the media can be expected to be ambivalent.

The panel's first paper conceptualizes the relation between the legal sector and the media theoretically. The authors consider the legal system as a social field that pursues inherent objectives. Legal actors and organizations take media into consideration if they ascribe them relevance for the judiciary's performance. News media cover legal issues according to established routines of news selection and presentation which may contradict legal principles. Still, they affect audiences' assessments of the legal system in general and individual trials in particular.

By systemizing the relation between media, the public and judiciary the first paper identifies the areas of research that will be addressed by the following papers. The second paper investigates how the media and presumed media coverage affect the organizational behavior of judicial organizations by analyzing official documents (N = 65) and conducting interviews. Findings indicate advancing structural adaptations of organizations within the German legal system towards media demands. The third paper deals with legal proceedings in Turkey. The study analyzes how ongoing popular trials are represented in media coverage and in what way this representation plays a role in the judicial process. The fourth paper investigates the judicial coverage in the Swiss national and regional press over time (2005-2017) and offers insights on the (change of) judiciary's image that is imparted by the media. The final paper sheds light on citizen engagement with legal cases via social media. Through content analysis, the study investigates user comments to social media postings on legal cases in Germany. After that, respondents evaluate such cyber vigilantism in an online survey.

Altogether, the panel highlights public representations of the legal system in the media and – vice versa – (indirect, longterm) media effects on legal actors and proceedings.

PN 079: The relationship between news media and the legal system. A conceptual model.

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Over the last decades, the relationship between the courts and news media has become closer. While media have demonstrated increasing interest in legal matters legal actors increasingly take media demands into account. Referring to mediatization theory, this paper provides a conceptual model on the relation between media and the legal system, and that way identifies areas for empirical research.

The relation between media and judiciary is fragile. For journalism, legal principles often contradict notions of newsworthiness. Consequently, research has found that news media do usually not cover legal proceedings accurately but apply common practices of news selection and news presentation to court reporting (Collins & Cooper, 2015). Focusing on high-profile crimes, journalists neglect the majority of legal trials. For the legal system, media coverage has ambivalent implications: On the one hand, media provide access to the public. As publicity is a crucial principle of legal proceedings in modern democracies and as verdicts are spoken in the name of the people, the legal sector is dependent on public legitimation. Such legitimation needs public awareness and awareness can be achieved by media coverage. On the other hand, media may endanger the independency of the courts. Previous research found that media coverage on legal proceedings affects the parties involved – e.g. the victims and the witnesses, but also legal professionals like judges, prosecutors and lawyers (Kepplinger & Zerback, 2012). Apparently, legal personnel anticipate influences of court reporting on the public and consider such perceived public opinion in judicial decisions. Nowadays, people also articulate their opinions on legal cases on social networking sites which adds another facet to the widespread notion of trial by media (Greer & McLaughlin, 2011). Furthermore, media may exert long-term effects on the judiciary. In that sense, legal actors and organizations take media demands into consideration and adapt accordingly (Peleg & Bogoch, 2012). We assess these mutual relations by referring to mediatization theory which is "concerned with the […] appropriation of media logics by institutions and cultural practices" (Livingstone & Lunt, 2016, p. 15). In the process of self-mediatization (Strömbäck & Esser, 2014) individual and collective actors consciously take media demands into account and adapt accordingly. This implies the assumption that news media act independently according to their own logic and cannot be governed from the outside (Strömbäck, 2008). Consequently, (mediatization) research on the mutual relations between media and the legal system has to investigate media's handling of legal issues as well as judiciary's progressive and defensive adaptations to media. However, as the legal system ultimately needs public awareness and legitimation, media effects on the public as well as the public's assessments of the judiciary have to be included in research on the relationship between media and the legal system as well. In summary, mediatization theory provides a useful framework to identify areas of research on mutual relations between news media and the legal system and, furthermore, helps to deduce assumptions about the shape of this relationship. These assumptions are addressed in the empirical studies presented in this panel.

PN 080: Legal courts, the media, and public attention. Exploring structural adaptations to 'media logic' within the judicial field in Germany.

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The paper explores the "mediatization" of the judicial field in Germany adding to the research on media's influence on the legal system (e.g., Kepplinger & Zerback, 2009; Rademacher & Schmitt-Geiger, 2012). Mediatization is understood in a narrow sense, (a) relating to the relevance of public attention for actors

within modern societies, (b) regarding "the media" (in all its forms) as sources of providing public attention (e.g., Marcinkowski & Steiner, 2014), (c) assuming that actors adapt to what they perceive as media logic(s) to control public attention, and (d) differentiating progressive and defensive adaptations within organizations.

First, the study analyzes documents (N = 65; e.g., organization charts, media guidelines, etc.). This serves to explore structural changes over time. The selection of documents acknowledges regional particularities and historical developments of the German media system, considering documents from over six decades (oldest: 1955). Second, the study relies on semi-standardized interviews (ongoing) with decision-makers (15–20) and external experts (5–10). The interviewees as individuals are objects of mediatization, and at the same time they are experts on the mediatization of their organizations, and the judicial field as a whole. Qualitative analysis of documents as well as the construction of interview guidelines and analysis of interviews are based on analytical categories derived from theory. The main categories are *strategies of mediatization*, *structural adaptations* of constellations (e.g. institutionalized relations, etc.), expectations (e.g. regulations, etc.), and interpretations (e.g. evaluative criteria, etc.), as well as *consequences of mediatization* (e.g. perceived risks, etc.)

Results show the refinement (e.g. inclusion of new media, expertise, hierarchies) and extension (e.g. regulations, responsibilities) of structural adaptations of legal courts in Germany over time. The frame of reference, however, is still set by the classic news media. Structural adaptations often serve to defend organizations' functionality against external demands and to "secure the constitutional function of independent jurisdiction which might conflict with the right to information of the press" (SchlHA, 1991, p. 57). Interviewees report about a growing need for public attention and, accordingly, pressure to meet media demands. This development is regarded ambivalently: Worries about loss of autonomy and functionality seem to outweigh perceived chances, e.g. of legitimization.

PN 081: Mediatization of the judiciary in Turkey: A multiple case study on popular trials

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In a mediatized world and its various spheres which are mediatized, institutions also "to an increasing degree are submitted to, or become dependent on the media" (Hjarvard 2008, p.113). Since the separation of powers is a vital element of a democratic state, the institution of judiciary's process of mediatization has a unique significance in means of democracy. Therefore, the interrelation between the media and the judiciary should be studied diligently within the scope of the mediatization theory. This study focuses on the judiciary as an institution and searches how this institution is mediatized by applying a multiple case study consisting of six legal cases that have been popular in the Turkish media, including one relating to a murder in the first degree and another to the administrative actions taken by the government for the construction of a nuclear power plant. The news and tweets covering these cases on one hand and the adjudication processes on the other were investigated within this framework. The source of evidence of the research was documentation, and the units of analysis were websites of the traditional media, Twitter, and legal case files. All news articles in the selected websites and all tweets on Twitter which cover any phase of the adjudication process from the first mention of the incident until the judicial decision were examined in parallel with the legal case files by applying a qualitative content analysis. The study sheds light on the mediatization of judiciary in Turkey by observing the role of the media in the adjudication processes in various situations such as filing a case, changing an interlocutory decision, or reversing a judgement.

PN 082: The judiciary in the media. A quantitative content analysis of Swiss judicial media coverage.

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In modern democracies the judiciary highly depends on the media as mediator to the public in order to legitimize their decisions and the legal system in general. Furthermore, the publicizing of court decisions serves as a general prevention by demonstrating the punishment of various types of misconduct (see i.a. Koppenhöfer 2012). However, the media coverage has often been criticized for not covering legal issues in a proper way but instead focusing on negativism, sensationalism and personalization due to its specific selection and presentation modes. Following this argument, it is said that the coverage of the judiciary is not representative with regard to the covered cases and decisions: Mainly trials and decisions by criminal courts especially those about violent felonies, sexuality and human touch stories are covered, whereas activities of administrative courts are hardly noticed by the media. Furthermore, it is argued that the media coverage itself puts an emphasis on the looks, appearance, the status or the history of the persons involved but not necessarily on the key aspects of the arguments exchanged in court or the legal setting.

So far only few social sciences-based studies have investigated the media coverage of legal issues and procedures. Previous research has mainly focused on forms, aims and characteristics of the judicial coverage from a rather theoretical and conceptional perspective (Branahl 2005). Few content analysis-based studies focused on isolated judicial cases or the media coverage about decisions of a particular court (Collins / Copper, 2015; Sill et al., 2015).

Aim of the present study is to analyze the judicial coverage in the press representatively over time and hence, gain insights on the (change of the) image of the judiciary that is imparted by the media. In detail, the following research questions are being addressed:

What judicial cases are reported in the media?

What kind of judicial information are imparted by the media?

How are the persons involved in the judicial cases portrayed by the media?

Are there differences between different types of media (quality and tabloid newspapers, national and regional newspapers)?

In order to answer these questions a quantitative content analysis of Swiss national and regional newspapers (NZZ, Tagesanzeiger, Blick, 20Minuten, Neue Luzerner Zeitung, Südostschweiz) from 2005 till 2017 was conducted.

POL10 - Bots, propaganda and data-driven campaigning

PP 330: Political bots during the German federal election campaign 2017

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The activity of social bots on Twitter and their potential effect on the political public sphere and voter's (election) decisions/behaviour have recently become the subject of public debate and academic research. The risen popularity and use of social media platforms increase possibilities, interest and motivations to influence users or public discourses strategically. Previous research indicated potential influences on events such as the last American and French presidential elections or the Brexit referendum. Especially the potential impact of those so-called 'political bots' on online debate and public opinion raised the concern that bots could have had an effect on the outcome or framing of these events. Social (or political) bots are likely used during important political events like elections or referendums, where a sensitised and polarised public can be easily manipulated by propaganda or fake news.

Considering the evidence for at least some automated (propaganda) information distribution during the Presidential Elections in February 2017, it seems reasonable to consider possible influences for the German Parliamentary Elections 2017 (as well). All major parties proscribed or denied the use of social bots months before the start of the election campaigns. However, the right-wing party *Alternative für Deutschland (AfD)*, which accounted for a disproportionate amount of Twitter traffic during the Presidental Elections, did not. Furthermore, a proscription claimed by parties does not automatically keep other/external interest groups from using bots for political propaganda.

This paper investigates bot activities during the German federal election 2017 by identifying and clustering (potential) bots and analysing its spread content. While previous bot identification analysis primarily focuses on statistical analysis of different/certain twitter indicators, this paper uses a corpus linguistic approach. By using an algorithm for automatic identification of near-duplicates (based on previous research by Schäfer, Evert & Heinrich, 2017), combined with a frequency analysis, we identify several clusters of political bots that differ in tweet frequency, duplicate ratio and content. Our dataset contains over 2 million tweets that were gathered between Aug 01 and Sep 27 via Twitter's Search API, based on a set of 133 predefined hashtags (e.g. names of politicians, parties, topics) and filtered by a minimum tweet frequency of 5 per user. While most of the identified bots are typical spam bots or newsbots (harvesting and retweeting news articles), research also indicates that several active bots spread nationalist and right-wing demagogic content and may be connected to the right-wing *Alternative für Deutschland* (AfD). Some of them started their activity only 2-3 weeks before Election Day. Looking at tweet activity and content, we could not find any sophisticated social or political bot until now.

PP 331: Followed by fakes: A fake follower analysis for the leading candidates in the German federal election 2017 on Twitter

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Social media has become a central part of political communication (Jungherr & Jürgens, 2016). Politicians and their social media teams mostly connect with their followers on Twitter and Facebook. On these

platforms, political opinions and decisions are discussed to connect with voters directly. Social media debates influence agenda setting when picked up by news reporting (Broersma & Graham, 2012; 2013). Similarly, to the previous U.S. presidential election, social bots were a significant topic in the German federal election 2017. Looking at different types of social bots, one phenomenon are so-called fake followers. According to Cresci et al. (2014), fake followers are accounts created to increase the number of followers of a particular account to increase its credibility, influence and reach. The study presented analyzes the Twitter accounts of the German top candidates (excluding Angela Merkel who is not active on Twitter), by focusing on identifying the number of potential fake followers.

Based on different studies, such as Ferrera et al. (2016) and Gurajala et al. (2016), fake followers were analyzed by a selected set of following indicators: Profile picture, profile description, number of tweets, number of followers, following-to-followers ratio and account creation date. Accounts were marked as suspicious under the following rules: a) no profile picture, b) no profile description, c) no tweets published, d) no followers, e) following-to-followers ratio of more than 30:1, f) joined Twitter within the last six months. In this study, accounts were identified as suspicious if more than half of these indicators were applicable. During the research period, a random set of 10,000 followers for each account in focus was created. It should be noted that fake followers cannot entirely be distinguished from inactive users. As a result, the total number of followers is not related to the number of fake followers, active or inactive users in a linear relationship.

Martin Schulz (SPD) has the most followers in the sample (n=525,651), but the majority of them are unsuspicious (16.55%) in stark contrast to Dietmar Bartsch's account (Die LINKE) which is followed by significantly less users (n=23,335) and has a higher percentage of followers with suspicious values (34.08%). The accounts of Christian Lindner (FDP; n=179.530; 29.94%), Sahra Wagenknecht (Die LINKE, n=191.350; 27.00%) and Katrin Göring-Eckardt (Bündnis90/Die Grünen; n=96.352; 26.52%) also have a high number of potential fake followers. Compared to all accounts, Cem Özdemir's account (n=58,095) shows the lowest fake follower ratio (7.72%), succeeded by Alice Weidel (AfD; n= 14,946; 9.26%). Likewise, the origin of the conspicuous followers cannot be analyzed. Whether politicians might have purchased the followers to pretend a larger followership or if they were sponsored by third parties, remains unclear. Further, it can be noted that the number of followers is a critical indicator for their reach and influence. In conclusion, fake followers for each party account were identified which casts doubts on their authenticity and the actual reach of the accounts analyzed.

PP 332: State propaganda in the age of social media: Examining strategies of the Internet Research Agency

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This paper presents a mixed methods analysis of 4589 tweets posted between 2012 and 2017 by accounts connected to the Internet Research Agency in St Petersburg, a so-called 'troll factory' reportedly affiliated with the Russian government. The study relies on a list of 2752 deleted accounts handed over to the US Congress by Twitter in October 2017 as part of investigations into Russia's potential meddling in the 2016 US elections. By querying a historical database of tweets as well as the Internet Archive's Wayback Machine, the study examines a database of nearly 5000 tweets posted by 624 deleted IRA accounts. Tweets span a range of geo-political and spatio-temporal contexts, including the Charlie Hebdo terrorist attack in 2015. the Brexit referendum in 2016 and local news affairs in the US from 2014 to 2017. Tweets were manually coded based on 19 variables developed through an inductive analysis of a sub-sample of tweets. Variables include geo-political context, national identity, endorsements and/or disapproval of political actors, fearmongering, populist sentiments, emotional charge, polarization, hostility, conspiracy-theorization, and incitement of offline action. Drawing on propaganda theory, accounts were classified as either white, grey, or black propaganda to reflect identifiable, unidentifiable, or disguised sources. While this terminology has disadvantages due to its unfortunate racial connotations, it provides a productive vocabulary for distinguishing between different types of propaganda sources. The study finds that a majority of accounts were dedicated to disseminating black propaganda (53%, N=333) as opposed to grey (10%, N=62) or white propaganda (37%, N=229). Additionally, accounts with disguised sources (black propaganda) have significantly higher numbers of followers than grey and white propaganda accounts. In contrast, grey propaganda accounts consistently score higher than black and white for fearmongering ($\bar{x}$=.44, .22, .01, respectively), populist sentiments ($\bar{x}$=.31, .25, .02, respectively), and hostility ($\bar{x}$=.26, .15, .01, respectively). The study concludes that propaganda classes can account for the variance found in the data, with black and grey propaganda accounting for a majority of content sowing social discord and antagonism, disseminating polarized information, questioning public safety, and spreading rumors and conspiracy stories. This indicates the use of several distinct strategies by the IRA and highlights the applicability of pre-digital propaganda theory in the context of social media. Finally, the article discusses the

broader political implications of state propaganda in the digital age, including the difficulties of studying and addressing the phenomenon.

PP 333: Data-driven discrimination? A normative and democratic-theoretical evaluation of political micro-targeting

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In the aftermath of the U.S. Election 2016 a debate on data-driven campaigning emerged. At the heart of this discussion is political micro-targeting (PMT) as a strategy which uses data to identify mobilizable voters and target them with tailor-made messages through direct online or offline channels (Karpf, 2016). Drawing on different data sources (e.g. demographics), PMT is often described as a threat to political discourse (Howard, 2006). On the contrary, there are promises connected to PMT like increasing participation or knowledge of voters who "who frequently are not interested in […] electoral politics" (Nielsen, 2012, p. 18). This paper answers the questions: "What is PMT, and what are the normative and democratic-theoretical promises and concerns of its usage by election campaigns?" The contribution introduces data-driven campaigning and shows empirical examples of PMT´s logic in practice. Drawing on the comprehensive research literature, theoretical predictions about positive and negative effects for *parties, the electorate* and *public discourse* are derived and evaluated.

Political parties: PMT helps to bypass traditional channels´ threshold (e.g. TV) and to address voters with tailor-made messages. For smaller parties, some types of PMT are a cheap way to mobilize sympathizers (Kreiss, 2017). On the contrary, more sophisticated types of PMT require more resources for campaign integration. Due to differing budgets and members, new power relations between parties and candidates can arise. Furthermore, PMT via social network sites gives authority and power to algorithm-based intermediaries who dictate prices based on ad auctions (Andreou et al., 2018), which means if one candidate´s "content is better clickbait, it costs less, because [SNS] wants to reward engagement so that it can keep people sticking around to view more ads" (Bump 2018).

Electorate: PMT is often based on models which are build on data from voter files or consumer data and are primarily used to score voters in terms of their propensity to vote and their support. First, different data collection techniques may invade electorate´s privacy (Christl, 2017). Second, the "perceived voters" (Hersh, 2015) reinforce group identities and third, differ in significant ways from how voters would describe themselves. Therefore, campaigns with extensive data use are only interacting with a specific electorate which is likely to them. Just as PMT can help parties to expand the electorate to include "low-information voters" (Fording & Schram, 2017), data can also be used to contract the electorate. This may distort ultimately harm the ideals of democratic representation.

Public discourse: On the one hand, PMT can provide uninterested voters with individual and relevant information to increase knowledge about certain issues. On the other hand, this can lead to a fragmentation of ideas because people encounter like-minded information and will be less likely to face other arguments. This decision is out of a voter´s control and makes it harder to develop own voting decisions (Hersh, 2015). Though there is no evidence on causal correlations of PMT and opinions, studies show long-term effects on attitudes (Papakyriakopoulos et al., 2017).

POL11 - Let's not only talk about silence: Linking the spiral of silence with other research concepts

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Noelle-Neumann's spiral of silence (SoS) is one of the approaches having enabled a revival of the debate on media effects. It differs, however, from comparable media effects theories like agenda setting or cultivation as the spiral of silence is significantly more complex. The SoS connects both the individual and societal perspectives as well as individual and mass communication: Societal requirements have individual consequences and individual reactions lead to altered societal situations. Thus, the SoS is a large scientific promise because it provides the chance to explain societal trends and to understand the role of the media within these trends.

This chance has only been used rudimentarily, however. Noelle-Neumann herself did not develop her theory any further. Comparing the different editions of her book, it becomes obvious that the text remained virtually unchanged over the years. With good reason, the research is focused on the hypothesis of silence which for many represents the core of the theory. It is critical, however, that other aspects hardly play any role.

Also, the chance has been seldom taken to combine the spiral of silence with other theories. Additionally, the validity of the theory is also limited by the lack of differentiations regarding individual reactions. These are the crucial points of our panel. We want to extend the theory with recourse to other theoretical concepts and, thus, gain differentiated understandings of the different aspects of the theory. We thereby hope to make good on the scientific promise the SoS doubtlessly presents. To reach this goal, we put together a panel of researchers from Israel, Switzerland, and Germany with distinguished expertise in this area. There will be five presentations drawing on different aspects of the SoS. The first contribution asks how perception of opinion climate comes about by comparing two models: perceived mirror and perceived molder. Another lecture reconsiders hostile media perception under conditions of fragmentation online and discusses implications regarding the perception of opinion climate. The third presentation asks about the associations between populist attitudes, hostile media perception, and the willingness to speak out in an international comparative approach. The fourth contribution combines the theory with the opinion leadership approach and analyzes opinion leaders' behavior according to different climate perceptions. The last presentation focuses on the belief in the importance of silencing others and explores the predictors of this belief.

PN 103: Perceived mirror or perceived molder? The relevance of different inference strategies within the spiral of silence

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Within the spiral of silence theory (SoS), the media are seen as a core source for gauging public opinion, with individuals inferring the opinion of others especially from media slant. We argue that effects of perceived public opinion on willingness to speak out are dependent on the inference strategy that people apply when inferring public opinion from media coverage – a point that has not been taken into account until now. There are two competing inference mechanisms discussed in literature (e.g. Gunther & Christen 1999): While the reflection hypothesis assumes that the audience sees media content as a mirror of what the public thinks, persuasive press inference postulates that individuals perceive an influence of media content on others that molders public opinion (Gunther, 1998). Although both perceived reflection and perceived persuasion should elicit similar effects on public opinion estimates, the distinction of these two processes is important as they may have different effects on willingness to speak out. Drawing from research on corrective action (e.g., Barnridge & Rojas, 2017), it can be assumed that the perception of a persuasive press will lead people more willingly speak out on the topic than when they perceive media to mirror public opinion, regardless of whether they perceive their position to be shared by a majority or minority.

To test our assumptions, we conducted an online survey with a quota sample that was recruited from a German online access panel for social science research (N = 1.638). Results showed support for our assumptions regarding the relation between inference mechanisms and willingness to speak out. Regarding perceived reflection, there was a significant interaction effect with minority/majority perception: The more people perceived the media to reflect public opinion, the more willing they were to speak out, but only if they perceived their opinion to be the majority. In contrast, higher levels of perceived persuasion predicted more willingness to speak out regardless of whether people believed to belong to the minority or majority, which hints to corrective action effects: As soon as people perceive media to influence people's opinion on the topic, they seem to be motivated to counteract this perceived influence.

PN 104: Hostile peers in social media? Relating spiral of silence theory and hostile media perception in opinion-consonant environments

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The perception of the opinion climate in the media is a key concept of both spiral of silence theory (SoS) and hostile media perception (HMP). This paper will discuss how these concepts – originally developed for mass media environments – explain public opinion perceptions under conditions of online communication. After all, the high-choice media environments facilitate selective exposure and interaction with like-minded peers only which is likely to affect the perception of other people's opinion.

In the complex architecture of the SoS, media content shapes public opinion perception which subsequently affects personal opinion and inhibits speaking out if personal and perceived media opinions are incongruent. The HMP also focuses on the incongruence between media content perceptions and personal opinions. It states that people perceive media content as biased against their personal opinion even if there is no media bias. If there is a bias, the perception of hostility is still in effect, even though only in

relative terms: According to the "relative HMP" people who hold opinions opposing the media bias perceive the media content as more biased than people whose opinions are in line with the bias. Because the HMP predicts incongruence between perceived media content and personal opinion, the concept is often put forward as amplifier for the silencing effect in the SoS: if people tend to see media content as opposed to their personal opinions they are likely to fear social isolation and fall silent in public discourse.

Given the prevalence of online environments in general and social media in particular, the role of media content in shaping public opinion perception needs to be reconsidered. As mass media content is complemented by user-generated content there is a competition between two sources of – possibly contradictory or mutually reinforcing – information on public opinion. This raises several questions. First, which source do users choose for drawing inferences about public opinion, and how do they cope with possible contradictions between the sources? Second, under which conditions (such as reach, social proximity, involvement) do users in opinion-consonant online environments see content contributed by their fellow users as hostile? Both questions will be addressed through reviewing empirical evidence and through conceptual considerations. First, the paper investigates the relative impact of mass media items and social media content on public opinion perceptions. Second, it discusses whether the hostility is directed against a "generalized other" no matter who or what is the source of the information or whether it is directed against the mass media as institutions which enjoy a low level of trust in some segments of the audience.

PN 105: Populist citizens' willingness to speak out in 4 countries

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Populist parties keep on gaining vote share in established democracies and their arguments shake the public discourse on many levels. One dimension concerns the return of opinions into the public sphere that have over decades been doomed unsayable for being politically incorrect or even criminal (e.g. anti-Semitic expressions). This is taking place not only within low reach online environments but also via populist leaders who distribute respective views via high reach media claiming to represent silent majorities (Taggart, 2000). It has been reasoned that populist messages directly speak to the theoretical postulates of the spiral of silence theory because they are presented as orthodoxies, that is, as the only morally acceptable set of opinions (Krämer, 2014).

This could mean that citizens who support the populist ideas (i.e., populist citizens) think differently about public opinion than non-populist citizens do. Specifically, we presume that populist citizens believe to belong to a country's majority. Moreover, populist actors and their followers are known to reproach the mainstream news media to lie and to conspire with the political elite. We argue that an internalization of these argument likely affects populist citizens' perceptions of the media in two ways. One, populist citizens likely believe that "the media" are hostile toward own views. Second, the populist narrative could also affect the perception of the media as potential influencers of public opinion (cf. Tsfati, 2003). Specifically, we expect that populist citizens do not infer hostile public opinion from perceived hostile media. At last, via this mechanism, populist citizens should be more willing to express own opinions.

This study is the first to investigate links between populist attitudes, media tone perceptions, climate of opinion perceptions, and the willingness to speak out. We collected cross-sectional survey data from four Western Democracies (N = 3,396) in 2015. We measured citizens populist attitudes, individual media and public opinion perceptions as well as the frequency of interpersonal communication about politics with strangers holding opposing viewpoints.

Findings of a multi-group structural equation model indicate that populist citizens perceive the media to be hostile toward their own views while perceiving public opinion to be on their side. In three out of four countries, the persuasive press inference mechanism, which suggests that perceived media tone and perceived public opinion are in line, is indeed found missing. Moreover, in two countries we find a link between congruent public opinion perceptions and the frequency of discussing own views with strangers who hold opposing views. Taken together, we present two interesting findings: First, populist citizens are unique in that they perceive public opinion to be friendly despite very hostile media perceptions. Second, via this mechanism, we find that in some countries citizens with populist attitudes are more willing to speak out in comparison to those with lower populist attitudes. In these countries the public discourse is liable to become ever more populist following central logics of the spiral of silence theory.

PN 106: Breaking the silence? Opinion leadership as a factor within the spiral of silence

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The spiral of silence (SoS) explains why people stay silent instead of voicing opinions. Although the theory takes account of a person's willingness to speak out or stay silent, it does not consider personality traits which could influence the decision to speak out or remain silent. A relevant trait regarding the willingness to speak out is opinion leadership which is prominent in communication science but, so far, not taken into consideration within the SoS framework. Opinion leaders are defined as people who are highly communicative and generally voice their opinions. To initiate the spiral process within the SoS there is a need for people who voice their opinions even if they perceive themselves in a minority position and may fear isolation——such as opinion leaders. The present contribution links the SoS to the concept of opinion leadership to investigate whether personality traits affect the willingness to speak out or fall silent.

An experimental study confirms the central hypothesis of the SoS——the relationship between the perceived climate of opinion and the willingness to speak out——and approves the basic assumption of opinion leadership: Persons with high opinion leadership have a significantly higher willingness to speak out than those with lower opinion leadership. However, the present study is particularly interested in the link between opinion leadership and SoS and thus the question as to whether opinion leadership is able to break the silence. In the first instance, the results reveal no interaction between perceived opinion climate and opinion leadership. Nonetheless, a significant interaction is evident when the fear of isolation or the hope to influence is included. Opinion leaders who perceive themselves in the minority and have a great fear to be isolated are more willing to voice their opinions than opinion leaders in the minority who do not fear to be isolated. Comparably, opinion leaders who perceive themselves in the minority but have the hope to influence the opinions of others are more willing to speak up than opinion leaders who are in the minority and do not anticipate the chance to be influential.

In summary, opinion leaders seem to have the ability to break the silence. They voice their opinions when they can achieve concrete goals through their communication. Presumably, they want to influence others and avoid isolation not by staying silent, but by talking and convincing others. Only when they assume that they cannot achieve these goals they fall silent like the rest of people who perceive themselves in the minority. We will present further results on the link between opinion leadership and SoS and discuss the results' implications for future SoS research.

PN 107: Exploring the belief in the importance of silencing others: Further validation, and differentiation from selective exposure and avoidance

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Spiral of silence theory assumes that when people feel that they are in the minority they avoid expressing their opinion in public. Recent research has looked at the "flip side" of the theory – not on people's tendency to avoid expressing their opinions but on people's belief "that it is not only legitimate but also important and necessary to tell other people to refrain from expressing their political views." (Tsfati & Dvir-Gvirsman, 2017, p. 1). While previous research has conceptualized the belief in the importance of silencing others (BISO) as an individual difference, and while convergent and discriminant validity has been demonstrated, we know little about what makes people support the silencing of fellow citizens. We also do not know whether this phenomenon is part of a more general tendency to avoid exposure to diverging political views. In this paper, a large sample survey (n=799) has been conducted to explore the predictors of the belief in the importance of silencing others. The same predictors were used to predict the tendency to expose oneself to convergent political materials and the tendency to avoid exposure to disagreeing materials. BISO was predicted by right-wing authoritarianism, expressive participation, low levels of support in democratic norms and agreement in political conversations. Selective exposure and avoidance were associated with a different set of predictors, supporting the validity of the BISO construct.

POL12 - Media trust, "fake news" and disinformation

PP 408: Blinded by the lies? Toward an operational strategy for studying the construction and propagation of conspiracy theories in interactive discourse

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Conspiracy theories (CTs) have long remained a controversial concern in and beyond the social sciences. On the one hand, the highly politicized concept has proven notoriously difficult to define without raising justified concerns about the delegitimation of political contestation, resulting in a tangible scholarly resistance. On the other hand, the diffusion of conspiracy theoretic ideas deep into political debates, especially in the wake of recently risen populist movements, requires new strategies for empirical research and calls for a deeper understanding of the exact role and threat that CTs pose – or do not pose – to the

democratic public sphere. In particular, we need to understand how, and how far conspiracy theoretic ideas spread beyond those dedicated forums and communities that have so far been at the center of investigation, and hold the potential to disrupt the pluralistic, deliberative capacities of public political discussions.

In this paper, we contribute to a deeper understanding of CTs by advancing a modular operational strategy that distinguishes characteristic discourse patterns associated with conspiracy theoretic ideas in order to systematically trace references to CTs and their components within public political discussions. Revisiting the existing, mostly philosophical scholarship in light of the mostly rather oblique manifestations of CTs in everyday political talk, we distinguish six key discursive achievements that jointly mark CTs 'proper': On the one hand, Manichean dichotomies, hyper-intentional attribution and a presumption of exclusive agency construct a conspiratorial, heavily anti-institutionalist account of universal corruption; on the other hand, an anti-pluralist binary of truth and falsehood, a dogmatically colonized epistemology and the instrumental delegitimation of knowledge and its institutions build the case for universal doubt. Based on the joint appearance of these discursive patterns, we delineate CTs proper, whose assault on the institution of critique-able, empirical knowledge harbors a threat to the democratic public sphere, against several closely related but distinct phenomena that require different evaluation (notably, the legitimate critique of corruption and manipulation; the systematic doubt innate to investigative journalism or other forms of inquiry).

To demonstrate the potency of this discourse-based approach, we content analyze news user commentary in six out-of-mainstream news outlets in Germany (Compact, Junge Welt), the UK (RT UK, Indymedia)) and Israel (Arutz7, Sicha Mekomit) for the occurrence of said patterns. News user commentary was chosen as a prime arena where non-conspiracist publics interact with CT advocates as well as other purveyors of radical contestation. The analysis shows that CTs proper can be distinguished empirically from radical, but pluralist and epistemically grounded critique. Beside the occasional insertion of conspiracy theories by single users, we find that a large share of CTs are constructed collaboratively through the interaction of multiple commenters. Different forms of critical commentary are differently likely to escalate into arguments that challenge the very institutions of politics, society and knowledge. Integrating this dynamic, social and discursive quality into current theorizing on CTs and populist political communication, we chart a research agenda aimed at re-assessing the threats posed to pluralistic political debates by the spread of CTs.

PP 409: Untrustworthy news, biased coverage and the media as "enemy of the people"? How a populist worldview shapes recipients' attitudes towards the media

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Populist parties and movements all over the world recently have gained success. A common feature among them is their negative perspective on the media's role in society, in particular on public service broadcasting – although the mass media have often been cited as making an important contribution to the rise of populism. A populist logic that yields dramatic or provocative statements and the logic of news production are considered as highly compatible.

Against this background, this study analyzes whether *citizens* with a populist worldview also hold negative attitudes towards the media. The study refers to naïve media theories, trust in the media, the quality of the media, and the media's political and social functions as indicators of media attitudes. A populist worldview (Schulz et al., 2017) can be adapted from the literature on populist ideologies which emphasize the conflict between "the pure people" and the "bad, corrupt elite", and considers both groups as homogenous (Mudde, 2004). Reference to the people and the assumption of a group with a uniform will is thus a distinctive characteristics of populism (Müller, 2016) as well as the exclusion of an "out-group" from the people (Jagers & Walgrave, 2007).

From a theoretical point of view, the study shows that both the anti-elite, anti-outgroup and people centrism dimension of populism contradicts the normative expectations towards the media. For instance, the assumption of a homogenous people and the exclusion of a vertical outgroup from the people is incompatible with a pluralistic media coverage that especially includes minorities and discriminated groups to ensure the social integration of all citizens. The results of a representative survey (N = 1.005) conducted in January 2017 in Germany predominantly confirmed a relation between a populist worldview and media attitudes. However, the three populism dimensions influenced the evaluations not in a consistent way. A systematic relation could only be found for *anti-elite populism*, which is negatively associated with all analyzed media evaluations such as media trust or satisfaction with the media's performance. This indicates that in a populist worldview, the media are perceived as part of the elite. The results also confirm the assumption of a "natural ally" between populism and tabloid or commercial media. People centrism and anti-outgroup attitudes lead to higher trust in these media outlets.

The presentation will discuss the implications of these results as well as the limitations, such as causality problems and social desirability.

Political Communication

PP 410: Condensing the dispersed - an alternative conception of 'fake news' on right-wing online pages

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This paper presentation draws from psychosocial research into German right-wing online pages on Facebook, conducted as part of the project "Online Forms of Interaction", financed by the Norwegian Research Council (NFR). Amongst the study's findings are those that shed an interesting and productive light on the heavily debated issue of 'fake news'.

Having researched news reports shared on German right-wing Facebook pages, the findings to be presented here do not show a significant number of fakes. Clearly, there is a minor count of reports posted to the pages that are not credible and a number of news sources used by the pages cannot be deemed trustworthy. Yet, while there is an obvious wish to construct a reality that is biased towards a xenophobic, ethnocentric worldview, this is not so much done with the dissemination of news that are straightforwardly fake. Rather, reality is constructed here by *accumulating authentic news reports* on criminal acts committed by foreigners from a broad range of *credible sources* and by *condensing these into a coherent whole*. Thus even reports of minor incidents from local news in areas far away from the local reference point of a respective right-wing Facebook page are gathered, recirculated and made to feed into the resentful image of reality held by the page makers and users.

What shows in this strategy of condensing the dispersed is a possibility facilitated by and characteristic of digital, social media. The potential loss of context of information online and the effortless de- and re-contextualisation of information frequently debated in relation to the digital, is unfolded here in the form of an ongoing act of curating that which fits existing attitudes and opinions. Merging together the dispersed and unconnected, individual news items are assembled into an overdetermined picture of a reality in which these cases appear as exactly *not* dispersed and individual, but as moments in an ongoing process resulting in a highly meaningful picture of what life is like for the ethnic population of a country 'under siege'.

PP 411: Media lies: Exploring the consumption of and attitudes towards disinformation media in the Czech Republic

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The digital information landscapes in many countries have recently been experiencing the rise of a distinct type of web-based news media platforms that do not conform to professional journalistic norms and traditional standards of objectivity, and are often accused of spreading disinformation, hoaxes and "fake news". Ranging from hyper-partisan and conspiracy-driven commercial websites such as *Breitbart* or *Infowars* to thinly-veiled branches of state propaganda such as *Sputnik*, these outlets have created an alternative news ecosystem that actively distances itself from "mainstream media" and emphasizes mainly radical, right-wing populist political agenda. While the negative impact of such alternative news production, multiplied by social networking sites, on democracy and the public sphere have been subject of extensive debates, particularly following the 2016 U.S. Presidential Election, empirical research on the audiences and users of these "alt-news" outlets has so far been very sparse. Therefore, we still know only little about motivations of these people to seek such alternative sources of information, about their socio-demographic profile and political preferences, or about the level of trust they place in them in comparison with other, mainstream news outlets.

Utilizing fresh data from the 2018 Digital News Report survey (organized by the Reuters Institute and collected between January/February 2018), this paper attempts to contribute to this emerging and still much understudied field of alternative news consumption, by exploring the intensity and patterns of use of alt-news media in the Czech Republic. According to many observers, the Czech disinformation scene has been one of the most vigorous ones in Europe, with a plethora of conspiracy and radical right-wing digital outlets proliferating online and spreading mostly illiberal, anti-EU and anti-immigration agenda. Focusing on the users of the five most active ones (*Parlamentnilisty.cz*, *Ac24.cz*, *Aeronet.cz*, *Cz.Sputniknews.com* and *PrvniZpravy.cz*) that together claim over one million unique visitors per month, the paper will analyse: (RQ1) How do the users of Czech online alt-news differ from those consuming other (mainstream and tabloid) types of news media in terms of their age, socio-economic status and education? (RQ2) What is the relationship between alt-news use, political interest and online political participation? (RQ3) What is the link between the users' attitudes towards the problem of "fake news" and the issue of perceived news quality in general, and the type and intensity of news consumption? (RQ4) Are there differences between alt-news and mainstream news audiences in their perceived trust towards specific news media brands?

PP 412: The media distrust paradox: Why supporters of right-wing parties distrust and use traditional media at the same time

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"Lügenpresse" (lying press), "Systempresse" (system press) and "Staatsfunk" (state controlled broadcast) are buzzwords that dominate the public discourse about trust in media in Germany in recent years. Despite the sometimes noisy utterances latest research reveals that trust in media is on average relative stable but the distribution shifts (Schultz, Jackob, Ziegele, Quiring & Schemer, 2017). There is quite a remarkable part of society that shows high distrust in media. This holds true especially for people with a voting preference for the right-wing populist party *Alternative für Deutschland* (AfD, Alternative for Germany) (Schultz et al., 2017).

Our data retrieved by a representative recruited online-panel consisting inhabitants of a major city in Germany confirm these findings: Voters with preference for *Alternative für Deutschland* (AfD) show less trust in media (M = 1,93; SD = 0,56) compared with respondents with other party preference (*Welch's* F(9; 68,26) = 33,30, p < .001). Biased coverage, perceived dependence, a lack of neutrality and covering irrelevant issues are main drivers for their distrust. One would think that the distrust in media in general leads to different media use. Surprisingly there are no differences in traditional media use (local and national newspaper, telecasts and radio program) to get political information between voters with AfD preferences and other parties. Although trust in media slightly increases with the quantity of used media within the group of AfD voters (r = .269; p < .001), it's quite noticeable that even AfD sympathizers who use up to three different traditional media on average "rather not" trust in media (M = 2,03; SD = 0,53).

In further research we want to investigate how this contradiction can be explained.

Since quality of coverage seems to be hard to evaluate for recipients (Urban & Schweiger, 2014; Neuberger, 2013) we assume that it's difficult for them to distinguish between professional journalistic media offerings and so called "alternative" media offerings (Harcup, 2005). So one could not rule out that high-quality media and "alternative" media are treated the same in the perception of the audience, which leads to increased distrust in professional journalistic media (Prochazka & Schweiger, 2016). Additionally interpersonal communication is usually underestimated in it's importance regarding evaluation of media coverage. Particularly "alternative" media entail interpersonal but nevertheless public discussions about media, where users get additional and non-transparent information about media (Haas, Keyling & Brosius, 2010).

Therefore our RQ1 asks: Does "alternative" media use and interpersonal communication about media influence traditional media use and media trust of AfD voters? To answer this question another wave of access panel mentioned above will be conducted in April 2018.

POL13 - Political journalism, mediatization and news cultures

PP 413: Between conflicting interests: An ethnographic observation of Finnish political journalists' day-to-day work

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Like their colleagues in many other countries (e.g. Tunstall 1970), Finnish political journalists have enjoyed a privileged position in newsrooms (Kantola 2013). Consequently, they have been able to foster a professional identity that is uniform and differs considerably from other Finnish journalists. Political journalists see themselves as specialized independent analysts of politics who work for democracy and maintain close ties with the political system. (Väliverronen 2018)

In the last 10 years or so, changes in politics both nationally and internationally, the growing influence of citizens in political communication, and multiple changes in the field of journalism have posed challenges to this distinctive identity. Journalists' relations to politicians have become more distant and adversarial (Kantola 2013). The sacred connection between journalism and democracy – and thus, the position of prestige for political journalism – is questioned by media house executives (Grönvall 2015). Political journalism desks have been subject to mergers with other desks, and political journalists are increasingly required to take into account commercial and audience considerations in their work. (Väliverronen 2017). The changes have caused concern among political journalists (Väliverronen 2017), but little is known about how they manoeuvre amidst these conflicting interests in their day-to-day work. This paper attempts to fill the gap in literature by looking at the negotiations that political journalists have between their social imaginaries (Taylor 2004) and the realities of their work. The paper is based on an ethnographic observation of the work of three political journalists who are at different stages of their careers and represent different media outlets. Observations are to be done in the spring of 2018.

The aim of the analysis is to map out a picture of the contradicting forces that political journalists need to take into account in the changing media landscape, and to see how Finnish political journalists justify their choices in this environment. More broadly speaking, the study attempts to locate the position of political journalism and political journalists in the changing field of political communication, which should be of general interest to scholars.

PP 414: Political news coverage: A longitudinal perspective of mediatization of politics

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Mediatization has become an important concept in political communication during the last decade, referring to a process in society where media have become increasingly influential (Meyer, 2002). The influence of media is described by the way news media independently process and present political information and how political actors adapt to this media environment. A sign of increasing mediatization is thus political news journalism characterized by media interventionism that entails news shaped by journalists rather than by politicians (Esser, 2008). Contemporary election news coverage has a tendency to frame politics as a strategic game rather than to focus on political issues, to increase the role of the journalists as interpreters of political issues and events, and to include a conflict frame (Aalberg et al., 2012). These patterns in election news coverage indicate increased mediatization of political journalism where media logic rather than political logic governs coverage.

The mediatization of political news coverage is regarded as an ongoing process and could thus be expected to vary across time and space (Esser, 2008; Zeh and Hopmann, 2013). It is thus conceivable that the degree of mediatization varies between elections and media types, and furthermore that assumptions made about the mediatization of political news based on yearly election research cannot be taken for granted. Consequently, the mediatization of political news should ultimately be regarded as an empirical question requiring research over time.

This longitudinal study investigates whether and to what degree political news coverage has become mediatized across time and different media types. The analysis is based on content analysis of election news coverage of four Swedish national elections from 2002 until 2014, enabling a comprehensive analysis of the development of political news coverage. The preliminary results show increased media independence and interventionism over time but also variations across different media types such as newspapers, public service media and commercial broadcasting. Surprisingly, quality media coverage has caught up with commercial media in terms of game framing of political news. News reporting in the election context suggests journalism guided by independence ideal that plays out in coverage. The election as an important democratic process may emphasis the expected role of journalists as being politically unbiased and non-partisan. It can also be argued that election reporting is a portable and transferable concept with independence strategies ready to be used by any journalist or media. The pattern of increasingly mediatized election coverage across various political and media settings hint at journalism guided by a specific election dynamic.

PP 415: Tabloidization of news on Facebook? A quantitative content analysis comparing tabloid style within news of four German media outlets.

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From a normative standpoint, informed citizens are essential to a healthy democracy. In order for this ideal to manifest, both an extensive news consumption and high-quality journalism are needed. Today, news consumption has increasingly shifted to the Internet in general and to social media platforms such as Facebook in particular, especially among the group of younger people and people less interested in politics. Accordingly, news providers have started to offer news on Facebook in order to better reach this audience group. Within the Facebook newsfeed, this news content competes with many of other types of content (e.g., entertaining and "social" content). Thus, attracting users' attention has become a crucial factor on social media. Therefore, journalists might present news in a more audience-oriented way and thereby use tabloid style elements or even refer to "clickbaiting" (e.g., Kuiken et al. 2017) techniques.

Tabloid style is seen mostly negatively (e.g., Graber 1994) since it is perceived as irreconcilable with high-quality journalism. Thus, research has focused on the question of whether high-quality news outlets adapt to the stylistic elements of tabloid media ("tabloidization") (e.g., Sparks 2000; Djupsund & Carlson 1998). However, existing studies concentrate on newspapers and television and widely neglect the Internet and especially the social media environment. Our study overcomes this research gap by extending tabloidization research to news content on Facebook. We want to find out 1) to which degree news providers formerly known as quality media as well as tabloid media make use of tabloid style elements in their presentation of

news on Facebook and 2) whether quality media have further approached to the standards of tabloid media in order to cope with the "social media logic" (van Dijck & Poell 2013) of attracting the audience's attention. We conducted a quantitative content analysis of four German news outlets including both quality and tabloid media: one public service provider (*tagesschau*), one quality newspaper (*FAZ*), one quality news magazine (*Spiegel*) with a more tabloid-oriented style on its website and one tabloid newspaper (*BILD*). We analyzed news coverage within an artificial week (n=940 news posts) between 1 November and 2 December 2017, taking into account all elements of the Facebook news post and coded different tabloid style indicators (e.g., colloquial language, dramatizing language or emotional/ shocking pictures).

First results show that the overall prevalence of tabloid style is rather low which can be interpreted positively in terms of news quality. However, the individual news outlets differentiate: The public service provider *tagesschau* hardly uses any tabloid style elements – thus sticks to its offline quality standards even on Facebook – and thereby clearly differentiates from the tabloid outlet *BILD*. In contrast, *FAZ* and *Spiegel* sometimes approach to *BILD* and thereby show tabloidization tendencies on Facebook.

Based on this, future research should investigate whether former boundaries between quality and tabloid media will completely blur someday on Facebook. Finally, more research into short-term effects (e.g., likes, shares) and long-term effects (e.g., information of citizens) of tabloid-oriented style is needed to see tabloidization more discriminately.

PP 416: The X Factor of news broadcasting: How grab and wrap effects of entertainment create inadvertent news audience in a high-choice media environment

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A key feature of current media environments is that people have almost unrestricted choice of different types of media content. As a consequence, it is far easier for people to avoid news in favour of entertainment, compared to earlier times when limited choice led a substantial share of viewers to watch news inadvertently as a by-product of watching television for entertainment purposes (e.g., Bennett & Iyengar, 2008; Prior, 2005; 2007). This has lead scholars to suggest the "demise of the inadvertent audience" and the downfall of television's levelling effect on gaps in news exposure and political knowledge between the most and least motivated (Iyengar, 2017).

In opposition, we argue that, even in today's high-choice media environment, the right opportunity structures can generate inadvertent audiences. Previous studies of opportunity structures for news exposure have mainly focused on the availability (frequency and timing) of news (e.g., Aalberg, Van Aelst, & Curran, 2010; Curran et al., 2009; Esser et al., 2012; Iyengar et al., 2010). Instead, we focus on the opportunity structure generated by the composition of the programming schedule. Based on the concept of lead-in and lead-out effects (Wonneberger, Schoenbach, & Meurs, 2011), we propose that highly popular entertainment before the news will attract people to and thereby increase the inadvertent news audience (a "grab effect"). If the entertainment show is both scheduled before and after the news broadcast, the inadvertent audience will increase even more (a "wrap effect").

We test this potential using nine years of Gallup TV meter data on the case of the music talent show *The X Factor*. Starting in 2008, this hugely popular show has been broadcasted on the main channel of the public service broadcaster in Denmark (*DR1*) in the same Friday night time slots: The show runs immediately before the main evening news broadcast (*TV-Avisen*) in the first half of the season, and it airs both immediately before and after the news broadcast in the last half of the season. Comparing shares of the population watching the news broadcast on Fridays without *The X Factor*, Fridays with *The X Factor* before, and Fridays with *The X Factor* both before and after the news broadcast allows us to test the "grab" and "wrap" effects. Utilizing the longitudinal feature of the data, we also explore whether inadvertent news audience decreases over time in the face of increasing media choice.

Our analysis clearly confirms that the broadcasting of *The X Factor* increases news audiences dramatically, particularly among younger people and people with a low level of interest in news. In addition, these effects became stronger rather than weaker over the nine-year period under investigation. Thereby, our study shows that even though competition from entertainment may draw people away from the news, popular entertainment can also be key in creating opportunity structures conducive to inadvertent news exposure. Thus, establishing such opportunity structures can maintain the levelling effect of television and help to secure a broadly informed citizenry in today's high-choice media environments.

POL14 - Humor and satire in journalism and political communication

PP 489: America First, the Netherlands Second: Memes created in response to the Trump Presidency

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This paper proposal aims to address the response to the Trump presidency's apparent focus on *America First* as articulated in the inaugural address in January 2017. Specifically, the paper will address the reaction videos produced in the wake of the so-called *America First, the Netherlands Second* meme. This paper adopts the perspective of internet memes as expressed by Milner, (2015), Shifman (2014), and Wiggins and Bowers (2015), as units of digital culture that function discursively and represent a new genre of online communication.

Following the inauguration of Donald Trump, a comedic sketch on a Dutch TV show called *Zondag met Lubach* uploaded a response to the new president's clarion call to focus on *America First*. The video quickly achieved virality and also inspired other countries in Europe and elsewhere to create *reaction* videos, a sub-genre of memes in which the *original* video is parodied for the purpose of viral consumption and spread. The main focus of the paper is to employ a semiotic analysis of the constitutive components of the reaction videos with an emphasis on the perspective that the videos largely adhere to real-world references to actual Trump statements, policies, etc. Thus, Trump, as depicted in the reaction videos and with respect to real-world issues, represents a kind of *exaggeration of the exaggerated*. In a very real sense, the reception of the *Netherlands Second* meme as a message, which is part of a larger discourse characterized by a shared sense of shock and/or disillusionment with current events, is contingent upon the inclusion of peripheral components of persuasion as described by the elaboration likelihood model of persuasion (Petty & Caccippo, 1986). As an example, the reaction videos-as-internet memes demonstrate a tendency toward dichotomous reasoning with an emphasis on extremes. This echoes Trump's own rhetorical style, which favors short sentences, few polysyllabic words, and embellishing language, such as in the use of words and phrases like *great*, *big*, *tremendous*, *huge*, *fantastic*, and repetitions of such key words as if to exaggerate the superlative. The videos' use of language positions the subject as being of paramount importance to the United States with other countries (and planets) denoted as *the worst*, *scumbags*, *losers*, *total failures*, etc. Thus, the juxtaposition of good and bad delivers a polarized and quintessentially Trumpian view of the world which is normally expressed in extremes. The peripheral route to persuasion functions here due to the characteristics of the video with which we can relate, not in terms of a logical argument or fact-based evidence, but due to the type of satirizing taking place in the videos.

Finally, the paper will present a *millennial neo-Dadaist semiotic* for understanding how dark humor and distanced irony is used to communicate about and negotiate meaning when discussing such matters as the Trump presidency in terms of the initial Dutch TV show's parody video as well as the resulting reaction videos-as-internet memes.

PP 490: Not just for laughs: Humor in the 2017 Austrian election campaign

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In political communication, humor can be used to ridicule an opponent, to present ideological views in innocent ways, and to increase engagement and shareability on social media. This paper examines the use of humor in Internet and TV video ads produced during the 2017 Austrian election campaign by political parties as well as by satire shows and citizens.

Although humor is not a core concept of politics, extensive research has shown that humor is an important dimension of political communication. Through shared humor and shared laughter, important processes of political inclusion and exclusion can be promoted. Sharing laughter sets a group apart from other groups, a humorous framing allows addressing and involving specific audiences. The aggressive potential of laughter makes humor also an excellent weapon of communicative attack. If an actor manages to ridicule one's counterpart by means of comedy, the opposing position can be weakened. But humor can also promote new insights and realizations. A witty punch line can make new connections visible with one stroke. Cabaret and satire have repeatedly emphasized this intellectual function, where humor is at the service of political enlightenment. And also, humor is perceived by most people as something pleasant. Humor can therefore be understood as a key element in creating a political feel-good atmosphere, where a humorous design can convey ideological content in a fun and "innocent" way.

Long considered suspect in a field that is supposed to convey seriousness, humor has gained acceptance as a valuable campaign tool. Advisors are aware that humor can lead to increased exposure for their candidates and their messages, particularly on the internet, where "funny" content is more likely go viral.

By employing a qualitative multimodal analysis, we explore the humorous framing of campaign commercials as well as humorous reactions and satirical transformation of official campaign content. We investigate with which semiotic means formats are framed as humorous and which role humor plays in detail. The first part emphasizes the strategic perspective of the political actors who employ humorously framed formats in the

context of election campaigning to persuade their voters. The data consist of video clips of all campaigning parties used in the Austrian election campaign and uploaded to the video platform YouTube. The far-right freedom party (FPÖ), which is now part of the new Austrian coalition government, was the only party using a humorous strategy to attack political opponents.

Second, to explore the satirical and humorous reactions to the campaign content, we made an exemplary selection of mock campaigning videos produced by satire shows and citizens. These videos mainly refer to the original campaign videos and deal with them in a humorous way. They either imitate the visual aesthetics of the original campaign videos and subvert their message in a humorous way or use the original footage and add humorous voice-overs. This "culture jamming" of satire shows and activists deals critically with political advertising and adds new topics and issues. From this perspective humor as a communicative resource is part of a possible deliberative discourse.

PP 491: Free speech or symbolic hegemony: Satirical caricatures of Charlie Hebdo as political communication, 1986-2015

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The terrorist attack that claimed 12 lives on Jan.7, 2015 in the Paris offices of French magazine *Charlie Hebdo* generated a global debate on the boundaries of free speech. Satirical caricatures have a long history as a visual form of political communication. Ever since 18th century, caricatures were used by lower class people as a power for anti-authority and public emotion vented. In particular, declaring as a left-wing fighter, *Charlie Hebdo* often presents Muslim countries in an extreme manner, which has been criticized for crossing the border of journalistic ethics. More importantly, their creative behaviors reflected their value and opinion in those symbolic pictures that had been understood by the public with habitues and their capital. (Bourdieu, 1975) The images are not only able to reflect the world in objective and subjective way, but can demonstrate the social relationship as well. (Kress & van Leeuwen, 1996)Therefore, this research provides a historical overview of the satirical caricatures and a quantitative analysis of *Charlie Hebdo*'s covers from 1986 to 2015 in order to: 1) identify countries that occur frequently in covers and their relationships, 2) reveal the thematic variations of different countries, and 3) given the prominence of political issues, this study compares the characteristics between political caricatures and nonpolitical caricatures. In the process, critical perspective is applied to satirical caricatures in terms of their ability to improvements in the distribution of free speech and anti-hegemony for margin groups.

Content analysis, co-occurrence analysis and case analysis were adopted in this research. 1,661 pieces of caricature were coded by two trained coders (inter-coder reliability coefficient is 0.95) into 7 categories (relevant countries, theme, intention, actors, stimulants, character image and gender if there are characters). The results demonstrate that: first, the number of caricatures relevant with Muslim countries occupied the second position during 30 years, which rank behind those narrated French society. Second, co-occurrence analysis found that the relationship between French and the U.S. is closer than others, which means that they have always been drawn together for opinion expression. Third, compare to the general public, government officers appeared more frequently, who were often acted as objects of satire. On the contrary, members of marginal groups were rarely mentioned. Fourth, there are significant thematic differences between different countries. For France, domestic politics, social problems, entertainment were frequently appearing, while for China, Chinese politics, international relations and environmental issues are quite common. Fifth, compared to nonpolitical issues, humor satire as a technique of representation was more used to present political issues, rather than critical satire, and bloody stimulus are more common in political caricatures.

In a word, this research extends the horizon of political communication research and visual communication research, which impulse the interaction between those domains. Moreover, we examined the discriminatory and brutal representation of Muslim countries constructed by *Charlie Hebdo* who advocate to emancipate public consciousness as a matter of fact that a valve-latent communication has been made.

PP 492: Making news funny – differences in news framing between journalism and political comedy

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Classic agenda-setting and news framing research focuses on traditional media producers; journalists, editors, professional communicators. However, the personalization of politics and journalism, as well as the rise of social media, is creating new spaces for other actors (M. E. McCombs et al., 2014; Ninković-Slavnić, 2016). When media consumption becomes more fragmented, and news are circulated more than distributed, alternative opinion leaders such as comedians might be more influential. The growing impact of

humour in the daily news cycle, especially regarding the younger generations, thus makes comedians an important object of study in political communication research (Abel & Barthel, 2013; Wohn & Bowe, 2016). Previous studies have established that entertainment media can have agenda-setting functions just as news media, and that political comedy can have incidental persuasive effects with entertainment seekers (Greenwood, Sorenson, & Warner, 2016; Holbrook & Hill, 2005). The current paper builds on this development and compares how professional comedians frame news and current affairs with how traditional journalists frame similar news. The study is based on a quantitative content analysis where journalistically framed Swedish news media coverage is compared to political satire radio shows and podcasts during the same time period. In total about 5000 media items were analysed.

Preliminary results show that the comedic framing is more thematic while traditional news framing is more episodic. Journalistic reporting is more often on an individual level while comedic commentary is more often on a societal level. The comedic framing is more personal and emotional, while the dominant tonality is difficult to decode because of common comedic approaches such as irony and ridicule. The framing is similar when it comes to timeliness; they mostly handle current events as opposed to historical or future events. When looking at most addressed news topics the comedians tackled politics, entertainment, media and social issues while traditional radio journalists reported on culture, crime, social issues and politics (in that order).

The paper provides new and important insights into the news framing of alternative political commentators such as comedians.

POL15 - News consumption, exposure and avoidance

PP 493: News consumption and the complexity of citizens' cognitive map of the financial crisis

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How news consumption affects knowledge about politics and current affairs has been investigated extensively. However, little is known about the effects news exposure has on how sophisticated citizens' *understanding* of the news is. After all, sophistication is not determined only by the number of facts one recalls, but rather by the *number of associations* between those concepts in one's mind (Luskin, 1987). This study employs the innovative technique of cognitive mapping to operationalize the sophisticatedness of citizens' understanding of the financial crisis (Van Esch, 2014; Young & Schafer, 1998). A cognitive map consists of concepts people have in their minds and the relationships (i.e., causal or utility) that link these to each other. In this study, we asked people to draw their cognitive map of the financial crisis; a complex socio-political issue very salient in the news at the time of data collection.

Method

A three-wave panel survey (n=3,240) was conducted in the first half of year of 2015. In the final wave, a cognitive mapping question was included at the end of the questionnaire. Respondents were asked to draw a map of their thoughts regarding the financial crisis. First, they selected a maximum of seven out of a list of 47 pre-defined concepts that are regularly associated with the financial crisis. Subsequently, respondents were asked to draw arrows between the chosen concepts to indicate how, in their eyes, these concepts were linked. The number of relationships was summed and formed our dependent variable of interest as this provides a concrete measure of the *number of associations* between concepts related to the financial crisis in respondents' mind ($M = 5.41$, $SD = 2.90$).

Results and Discussion

Ordinary least squares (OLS) regression tested the impact of self-reported news exposure on citizens' understanding of the financial crisis. Findings reveal an interesting pattern while controlling for a range of variables: age, left-right political ideology (both negative effects), gender, efficacy, current affairs interest, consumer confidence (all not significant), education, factual knowledge, and interpersonal talk frequency about current affairs (all positive effects).

Results indicate that news consumption in general *negatively affects* the number of relationships in respondents' cognitive map ($β = -.08$, $p = .001$). Specifying the independent variable more into detail, we find that the frequency of reading newspapers has no effect on how sophisticated citizens' understanding of the financial crisis is ($β = -.03$, $p = .249$). However, the consumption of television news ($β = -.03$, $p = .040$) as well as reading the news online ($β = -.06$, $p = .003$) both affect sophisticatedness negatively.

All in all, news consumption decreased the complexity of citizens' cognitions with regards to the financial crisis. Arguably, the reason is that television and online news have to reduce the complexity of this topic to match their short formats, which then negatively affects the sophisticatedness of their audience's understanding. Newspapers are less confronted with the need to produce quickly consumable news, which explains why it does not have this negative effect.

PP 494: News repertoires and participation in a high-choice media environment: The case of the peripheral media system

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The transforming nature of media audiences in networked, high-choice media environments (Cardoso, 2011; Castells, 2009; Prior, 2007; Van Aelst et al., 2017) leads to fragmented and stratified news consumption with implications for political participation. In order to distinguish between different groups of media users, the concept of media or information repertoires is introduced to analyze media use in a cross-media environment, as „relatively stable trans-media patterns of media use" (Hasebrink and Domeyer, 2012: 759). The concept of media, news or political information repertoires is recently being increasingly used in analyzing news consumption, as well as consequences of such media use to political knowledge, interest or participation (Edgerly, 2015; Edgerly et al., 2017; Strömbäck et al., 2017; Wolfsfeld et al., 2015). These studies are taken in rich media markets in "old democracies", or in Hallin and Mancini's (2004) terms, liberal and democratic-corporatist media systems.

However, this study explores the shape of news repertoires and their political consequences in Croatia, which belongs to the cluster of countries which form the "peripheral media system" (Peruško et al., 2017). The aim of the research is to identify different news repertoires and to test their relationship to different dimensions of political participation. Analysis is based on data gathered through survey on a sample representative of population in Croatia in terms of gender, age and region. Latent class analysis is used to identify news repertoires. Five ideal types are identified, ranging from savvy cross-media users (globalized omnivores), digital media users, traditional media omnivores, traditional users and news avoiders. Factor analysis is used for defining dimensions of political participation: voting, signing petitions, protest, civic participation and online participation. Regression analysis is used for testing the relationship between political information repertoires and dimensions of political participation.

PP 495: Selective exposure in Spanish sports newspapers

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In Political communication selective exposure to online and offline media is associated with the creation of echo chambers, where viewers consume mostly information with which they feel satisfied. This selective consumption is associated with an ideological dimension, without taking into account aspects related to the preferences of users for sports or entertainment. As Flaxman says:
"[...] The vast majority of these page views do not come from news sites, and even the majority of views on news sites concern topics for which ideological segregation is not particularly meaningful, such as sports and entertainment." (Flaxman et al., 2016, pp3)
However, in a socio-political environment like the current one in Catalonia, where the identity dimension competes with the classical left-right distinction, sports newspapers are an important part of the media ecosystem. Readers clearly identify these newspapers not only with sports, but also with ideological positions. We should also consider that the Spanish and Catalan sports diaries are aligned respectively with Real Madrid and Futbol Club Barcelona, which adds a third dimension to the study of selective exposure. This reality allows us to study how the alignment of a playful axis (sport) is capable of breaking the selective exposure dynamics, which is more evident in news consumption behaviors. For this purpose, we conducted an online survey (n = 310) about sports newspaper consumption. The respondents were recruited using a snowball methodology initiated from the direct contact on their twitter accounts and through face-to-face surveys.
The survey includes the socioeconomic variables, the online and offline consumption time of sports newspapers, as well as the political alignment on the right-left axis, and the identity axis. They were also asked to indicate the soccer clubs for which they feel a preference. The sports media were classified in relation to the three axes studied by the interviewees themselves, and the results obtained were classified dichotomically in left-right, Catalonian Nationalist-Spanish Nationalist, and Pro FCB-Pro Real Madrid.
With these data, the selective exposure time in the three axes was established as a variable dependent on the variables Club of preferences, identity alignment, and alignment left-right for each respondent.
The results point to two relevant contributions to the discussion of selective exposure. In the first place, the consumption of sports press online (free) moderates the level of selective exposure in all positions of the identity scale with respect to the consumption of off-line press. The second shows how the alignment with the football club is the most significant of the independent variables. This verification entails as a corollary the decoupling of the level of selective exposure of the left-right axis, which allows the media to access a niche of consumers not related to its ideological orientation.

Political Communication

PP 496: All the news that's fit to ignore: A comparative analysis of news avoidance

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The contemporary digital media landscape has made information more widely available and accessible than ever before in human history. Yet the proportion of the public who regularly follows the news and stays informed about civic affairs varies considerably from country to country in ways that are still poorly understood. In some high-income democracies with highly educated populations, significant numbers even report rarely to never accessing conventional news sources (Newman et al., 2017).

These chronic "news avoiders" or "news resistors" are the subject of a growing area of research (e.g., Poindexter 2008; Woodstock 2014). They are often examined qualitatively or using a case studies approach, which has emphasized individual-level factors such as interest, preferences, and selective exposure (Prior 2007) in explaining news consumption patterns. On the other hand, comparative media systems research has instead tended to emphasize the importance of country-level factors in explaining aggregate differences in news use between countries, most significantly the role played by Public Service Broadcasters (Aalberg and Curran 2012) and other key aspects of countries' media and political systems (Brüggemann et al. 2014).

In an effort to more systematically explain the phenomenon of news avoidance, this paper considers both types of explanations simultaneously: individual- and country-level factors. Using a large-scale quantitative, comparative approach, we examine survey data of news audiences across 36 countries in Europe, North, Central and South America and Asia-Pacific.

Specifically, we ask four research questions:

RQ1: Which individual-level variables are associated with higher rates of news avoidance (such as age, gender, education, partisanship, and political engagement)?

RQ2: Is news avoidance associated with lower levels of freedom of press (according to the Press Freedom index)

RQ3: Is news avoidance associated with lower levels of political freedom (according to the Democracy index)?

RQ4: What is the relationship between other characteristics of countries' supply of news (e.g., PSBs, commercial broadcasters) and rates of news avoidance?

The study utilizes multilevel models of Reuters Institute's 2017 survey data, which includes online panels in 36 countries exceeding 2000 respondents in each sample. Results show that country-level effects explained a significant percentage (7%) of variance in self-reported news avoidance. We also find, on average across most countries, younger, female and partisan news users were significantly more likely to be associated with higher levels of news avoidance. In addition, in less free countries with a less free press, levels of news avoidance were higher.

These findings suggest that news avoidance behaviors are not only widespread but also shaped by a combination of individual-level characteristics, which extend across cultures and countries, and factors associated with countries' news and political environments. By estimating these variables simultaneously in the same multilevel model, we are able to assess the relative importance of each in explaining news avoidance behaviors. Efforts to address the public's avoidance of news and information that consider only partial explanations of the phenomenon will likely be doomed to fail.

PP 497: Lack of common ground? Capacity and diversity of the public agenda in the digital age

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This study analyses the impact of digital news consumption over the public agenda, using a data strategy that combines survey and browsing tracking data. We harness digital traces that people leave behind when accessing news information to determine the extent to what individuals share the same type of public concerns, i.e., public agenda. We pay attention to individual types of media diets and compare observed and reported information. Finally, we measure the influence of digital media diets over two additional dimensions of the public agenda: its diversity and the carrying capacity.

The current media environment is characterized by an endless number of digital news sources and a growing move to distributed content. People are much less willing to access news on branded sites, which traditionally controlled the public agenda, in this hybrid media system (Chadwick, 2013). In parallel, there is fierce competition among media outlets, as well as social platforms to garner audience's limited attention and thereby, securing the ability to set the public agenda. Consequently, according to some accounts, the current structure of the digital domain does not favor the existence of public consensus over the most important problems and it clearly undermines the public agenda.

This debate though is unresolved and the existing evidence is still scarce and mixed. We contribute to the field with a novel approach based on the analysis of the digital traces from news consumers and reported data about peoples public concerns and their ability to held a set of extensive and diverse number of public concerns. This approach offers an important complement to survey-based only studies, which are limited by well-known measurement issues related to imperfect recall of news consumption (Prior, 2009; Scharkow & Bachl, 2017).

Our results suggest that citizens agree on a set of common experiences when their online news diets are based on those outlets with higher shares in the news market i.e. legacy media. These types of news providers are central in most observed media diets. Only on the rare occasion when peripheral or small news providers are more predominant in people's media diets, they do show lesser common ground and limited ability to report a more diverse set of concerns.

All in all, our paper makes two important contributions. First, it provides evidence to assess the impact of the online news domain based on observed patterns of news consumptions. And finally, it demonstrates that there is still common ground for public debate based on a shared set public concerns. We discuss the implications of our results for the predominant accounts regarding the fragmentation of online audiences.

POL16 - Media framing of (im)migration and its effects on people's attitudes

PP 555: Neighbours welcome? The influence of media framing and stereotypes on attitudes towards intra-European mobility and migration

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One of the EU's core principles is the free movement of people, goods and services. EU citizens rated it the one of the most positive results of the EU (Standard Eurobarometer 87 – Spring, 2017). However, doubts concerning the free movement have arisen in the recent years. Anti-immigrant and anti-European populist parties have gained popularity in many European countries, discussions about border controls within the EU have emerged and resulting developments such as the "Brexit" are challenging the future of the EU.

The freedom of movement grants EU citizens the ability to seek work in other member states. Under certain circumstances, they are also granted the same welfare benefits as natives. Both, competition for jobs and welfare services can lead to an anti-immigrant sentiment not only towards refugees but also towards immigrants from neighbouring countries within the EU (e.g., Hainmueller & Hiscox, 2010). Several countries have recently discussed restricted access for EU-workers to welfare services (Ruhs, 2017).

For many people media communication is the only source of information on political issues, including those concerning the EU (Vliegenthart, Schuck, Boomgaarden, & Vreese, 2008). This could distort the public opinion toward immigration and EU-mobility since the media tend to portray immigrants as threatening for the hosts country's culture, economy, and safety (e.g., Fryberg et al., 2012; Semetko, 2000). While there are many studies focussing on the relationship between the media and immigration, there is hardly any research on media effects on attitudes toward intra-European mobility and migration. When media highlight negative consequences of intra EU-mobility or prime stereotypical perceptions of migrant groups, this could negatively affect those attitudes.

To assess the causal influence of media content on mobility attitudes, a 2x2 online-experiment was conducted in September 2017. A total of 203 individuals were exposed to a negatively or positively framed news story on intra-European immigration to Germany with either a Dutch or a Polish exemplar.

Results suggest that there is no direct effect of the framing on general attitudes towards the EU in general as well as mobility and migration within it. Framing did however affect attitudes regarding economic consequences of intra-European mobility entails for Germany. Furthermore, participants considered the Polish exemplar as more likable than the Dutch one, indicating the existence of stereotypes. When including these attitudes towards the Polish exemplar as a mediator into the relationship of framing on EU-related attitudes, a significant indirect effect was found. Via the exemplar sentiments the negative frame predicted less support not only for intra-European mobility and migration but also for the EU as a whole. Lastly, personal contact with immigrants had a moderating effect on participants' attitudes with more personal contact predicting more positive attitudes towards the EU and movement within it. The study's most important limitation is the focus on a specific country situation. Results are of great relevance as they provide insight on media influence on mobility attitudes. Further, they shed light on how stereotypical perceptions influence attitudes toward intra-European mobility and migration. Implications of these findings will be discussed.

PP 556: Pro-Europeanism or euroscepticism? Press image of the European Union in the context of migratory and refugee crisis - Polish perspective.

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The aim of the paper is to determine the degree of dominant tendency (pro-Europeans or Euroscepticism) in the presentation of European Union in the Polish press in the context of the migratory and refugee crisis in 2015. The author attempted to diagnose the degree of presence of growing populist and nationalistic tendencies in the press discourse. He took the assumption that populism and nationalism can be seen as symptoms of Eurosceptic attitudes. The period of press studies covered the time directly following the decision of Chancellor Angela Merkel on the opening of Germany's borders for refugees in the year of the biggest migration crisis in Europe (31/08/2015).The research material was the most important representatives of the opinion-forming Polish press - printed versions of dailies Gazeta Wyborcza and Rzeczpospolita (the research period took two weeks: 1-15/09/2015) as well as weekly magazines Polityka, Newsweek Polska, W Sieci, Do Rzeczy (in this case the research period took all editions of September 2015). The method of research was the content analysis of press. The author has classified all of them meeting the criteria of the press analysis publications to one of the following categories, using sentiment analysis: pro-European, eurosceptic, the presence of both categories, it is difficult to say. Negative sentiments against the structures of the European Union and its activities, expressed specific words or emotional expressions such as "unfavorable", "bad", "dangerous". These texts supported the Eurosceptic attitude and supported populism and nationalism. In turn positive sentiments towards the EU structures and its activities, expressed words or emotional returns such as "favorable", "good", "safe". Publications that presented the EU in a positive tone supported a pro-European attitude, and thus did not legitimize populist and nationalist tendencies. The results of the press studies may be interesting, considering that the issue of receiving refugees has become a sensitive point in the political relations between Poland and the European Union.

PP 557: Effects of media discourses about (im)migration on attitudes toward free movement: A comparative linkage approach based on evidence from seven European countries

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Freedom of movement, and the benefits linked to it, appear to be increasingly questioned across European countries. For instance, several EU-member states have called for more restricted access for EU-workers to welfare benefits (Ruhs, 2017), and the debate relating to Brexit also highlights such concerns. Additionally, claims for tougher border controls have been raised in the context of the refugee situation since 2015. Given extant research showing that news media play a central role in shaping (im)migration attitudes in general (e.g., Beyer & Matthes, 2015; Boomgaarden & Vliegenthart, 2009; Igartua & Cheng, 2009), it appears reasonable to expect that such media influences extend to attitudes toward free movement. Framing theory is frequently being applied to explain media effects on (im)migration attitudes (e.g., Brader et al., 2008; Igartua et al., 2011; Meeusen & Jacobs, 2017). In line with this theory, when certain aspects of the process and consequences of migration are highlighted in news coverage, audiences may rely more strongly on such interpretations which consequentially might affect their attitudes. To investigate whether this is the case, the purpose of this study is to investigate the potential influence of discourses about (im)migration on individuals' attitudes toward free movement. The focus is on citizens' attitudes toward free movement in connection to *economy*, *labour*, *welfare*, *culture* and *security* impact perceptions that are central within the (im)migration literature (see e.g., Boomgaarden & de Vreese, 2007; Esses et al., 2013; Hainmueller & Hopkins, 2014; Lucassen & Lubbers, 2012; Meeusen et al., 2017). The study is considering media influences in seven European countries, which likely yields variation in the types of media frames highlighted throughout the research period, 2017-2018.

The empirical part of the study will draw on panel data and content analyses. The panel data include exposure measures to specific news outlets, which will be linked to content analyses from these outlets between the waves (see De Vreese et al., 2017, for an overview of linkage approaches). More specifically, we will use data from an online two-wave panel survey (N = 2500/ country), conducted in December 2017 and May 2018, and automated content analyses (N = about 13 printed and online media outlets/ country), measuring specific content characteristics of the mediated debate about migration (such as valance and migration-specific frames, e.g. economic and cultural frames). The integrative method approach will provide insights into why use of specific media outlets might generate effects on attitudes toward free movement on the individual level, based on coverage within the different outlets. The selected countries are Germany, Hungary, Poland, Romania, Spain, Sweden and the UK. These countries differ on key aspects such as EU-membership history, attitudes toward immigration, socio-economic circumstances and political systems. The comparative approach, including a diverse set of countries, seeks to provide a general picture, while

also taking into account country specific effects of media discourses about immigration on attitudes toward free movement among the European public.

PP 558: The other other? Representations of anti-immigration positions in Scandinavian politics, 1970-2016

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Immigration has become one of the most contentious political issues of our time and a frequently debated issue in the media. Considerable literatures have emerged both on the portrayal of migrants and migration in the media and on the discourses and rhetoric on those who oppose immigration. However, few researchers have looked at the representation of anti-immigration positions in the public debate and in the media. This is peculiar given that one of the developments that makes immigration such a difficult issue to deal with for mainstream political actors is the emergence of a significant anti-immigration opposition on the right, and the question of how to relate to these political movements and the sentiments they represent has become one of the most troubling of contemporary European politics.

The media plays a vital role in these developments through how anti-immigration positions are portrayed, the kind of voice they are allowed and how the media draws distinctions between acceptable and illegitimate speech in the immigration political field. A further investigation into these issues thus allow us to assess the ability of the public sphere to allow for open public deliberation on the issue of immigration. There are noteworthy national variations in how such parties and other anti-immigrant actors are represented in the media, and such variations may impact both on the legitimacy of the anti-immigrant right and on their levels of support. A noteworthy example is made up by the Scandinavian countries, where populist anti-immigration parties have achieved radically different positions. In Sweden a solid *cordon sanitaire* has been erected around the Sweden Democrats since they entered parliament in 2010, as also was the case with New Democracy in the 1990s. The Norwegian Progress Party is more liberally orientated, but still fiercely immigration critical. It too was an unthinkable government coalition partner for decades, but has since become a junior government partner with the Conservatives since 2013. In Denmark the Danish People's Party has refrained from joining a government coalition, but been a supporting party for several right wing governments in a country marked by increasingly restrictive immigration policies.

Through the project SCANPUB we have access to a representative database of 6000 full-text articles about immigration from six Scandinavian newspapers in the period 1970-2016. We will use this database to identify articles about the immigration debate, primarily editorials and political commentary, which address anti-immigration positions in the respective national debates on immigration. The aim is to construe a sample suitable for qualitative analysis that provides insight into what we expect to be nationally distinct ways of representing anti-immigration positions.

We pose the following research questions:

How have anti-immigration positions been represented in Scandinavian print media? What changes and national variations can be observed over time?

What kind of distinctions are construed between more or less legitimate anti-immigration positions? To what extent are anti-immigration positions represented as legitimate or understandable, or are their illegitimacy taken for granted?

PP 559: Issue dialogue and framing strategies in the Swiss, German, and Dutch federal elections: Framing migration and the relations with the EU

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Recent research has challenged traditional approach to party competition stating that parties campaign on owned issues and downplay issues owned by their opponents. Empirical studies show that rather than talking past each other parties often trespass on their opponents' issues and engage in issue dialogue. Reframing is a strategy that facilitates issue dialogue, it adds a further dimension to party competition alongside the dimensions of issues and positions. Framing allows parties to distinguish themselves through the way they talk about the issue. That is, how parties define the issue at stake, what justification or what result of the proposed policy solution do they promote. In my paper, I focus on framing strategies, which parties adopt in electoral competition and factors that influence the choice of the strategy. I propose a theoretical framework that includes three strategies: frame diffusion, counterframing and frame borrowing. In case of frame diffusion, parties preserve their owned frames and adopt them towards a large set of issues, reframing unowned issues alongside party values and beliefs. If parties engage not only in issue trespassing but also in frame trespassing they can adopt a borrowing strategy, taking over the frames of

their opponents. Counterframing focuses on the positional competition when parties adopt the frames of their opponents but discuss the issue from different positions. I argue that issue ownership, ideology and party type influence the choice of the strategy. In my paper, I test the framework in a comparative setting, exploring how parties frame migration and the relations with the EU in the recent federal election campaigns in Switzerland (2011,2015), Germany (2009, 2013) and the Netherlands (2012, 2017). The paper is based on content analysis of party manifestos and press releases coded according to an extended version of the Policy Frames Codebook (Boydstun and Gross 2014) and Comparative Agendas project issue coding scheme.

POL17 - Social media, public sphere and public opinion

PP 560: Twitter and the public. How does the Twittersphere represent and influence public opinion during the 2016 Dutch Ukraine referendum?

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Social media increasingly fulfill the role of a place of political and societal deliberation where public opinion is formed. The accessibility and open nature of social media, as opposed to traditional media, creates a low-threshold, interactive atmosphere. Due to its large reach, mass media create shared focus on specific political issues. Social media platforms, such as Twitter, resemble ideal platforms for open conversation in line with Habermas's model of inclusive and deliberative democracy, but they are prone to clustering. The resulting audiences are often called networked publics (e.g., Papacharissi & de Fatima Oliveira, 2012) As such the Twittersphere has received a lot of attention in academia. Even though existing research consistently shows that vocally active Twitter users are not representative of the general population (e.g., Bode & Dalrymple, 2014), there are a vast amount of studies that rely on Twitter data as a proxy of public opinion. According to Jungherr (2015), the rationale behind this interest can be structured by two arguments: a) even though only the politically interested express their views on Twitter, they are still representative for the *views* of general public opinion; and b) since these users represent the information elite, the opinions expressed on Twitter *will* become relevant through a multi-step flow of communication. Hence, the aim of our study is threefold; first we establish *the extent to which Twitter represents real-life public opinion.* Second, if there is limited overlap we aim to see whether the old structures of an Habermasian elite-dominated public sphere are reflected in the social media platform: *to what extent are the old elite-carried debates, as seen in traditional media, still visible within the Twittersphere?* And finally, what is its effect; *does Twitter usage make it more likely that those arguments prominent on Twitter become more decisive for the voters?* We will answer our questions by means of data that were collected around the time of the Dutch referendum on the Ukraine association treaty which consist of both public opinion- and Twitter data. The latter were gathered a week before the referendum, until the day the referendum took place (April 6, 2016). The relevant tweets (N = 2220) were then systematically hand-coded by the researchers. The former was gathered a day, up to and 20 days after the referendum took place. The analyses consist of a comparison of pro- and con tweets, as well as the main arguments that were mentioned in the tweets and the predominant arguments mentioned by respondents in the survey. Our preliminary results show a remarkable resemblance between the official outcome (38.2% in favor and 61.0% against) of the treaty and that on Twitter (31.9% vs 66.4%). We found that the accounts of the people who tweeted the most were not representative of the Dutch population, but they also barely represented political- or media elites. Yet there appears to be a clear overlap between the dominant topics that are discussed on Twitter and those mentioned by the public.

PP 561: European Twitter networks: Where are they? A transnational European Public Sphere

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The European Public Sphere (EPS) has been a topic highly discussed in the literature. The doubts about its existence, and even its importance has no a common agreement. In addition, the peculiarities of the framework for the European publics (different national media, different languages and different cultural societies) has added another layer of difficulty for its investigation.
One of the reasons underpinning the proverbial distance between European Union institutions and European citizens has been attributed by scholars to a communication gap: the lack of a common and public space, where the European demos is able to talk and deliberate common concerns over European affairs.

Previous research, due to the methodological limitations, could not capture a possible transnational European Public Sphere. The need for an in-depth analysis of other methodological alternatives and for less institutionalised actors, leads us to understand that research on the so-called European Twittersphere might illuminate new practices.

In this paper I answer whether and to what degree the discussion of European issues on Twitter remain within a nationally bound communication space or whether it transcends and becomes transnationally Europeanized. The article explores in-depth, from a bottom-up approach, the interactions formed around Twitter issue publics of European relevance (Schengen and TTIP), with their geographic location. To respond the research questions I apply in-degree and out-degree of the interactions conducted (retweets, mentions and replies) under both -#schengen and #ttip- hashtags. A network of 28 nodes -one for each member of the European Union- is created. In each node, Twitter data collected from each hashtag is embedded, forming six different weighted networks –each one for each hashtag- with the same number of nodes –the 28 members of the European Union. The networks contain replies, retweets or quotes of other tweets in the dataset (for which location data were available). The use of network analysis and data from a social media platform (Twitter) is an innovative approach on the research of the European Public Sphere: such approach shows the interaction and engagement rom a bottom-up approach

The results of this paper show empirical evidence that there is a certain degree of transnational European Public Sphere, at least on these topics and in a social media platform such as Twitter. However, the transnational interaction is still small compared to discussion about the topics made nationally.

PP 562: The duplication of the spread of news and political messages on Twitter

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Duplication data has been traditionaly used by media planners to make decisions affecting advertising reach and frequency (Goodhardt & Ehrenberg, 1969; Headen, Klompmaker & Rust, 1979). However, fragmentation and new media availability have made the process of exposition to contents more and more complex (Cooper, 1996). This research aims to explore duplication data in twitter by analysing the communities of retweeters of 52 news media outlets and 50 political Twitter accounts in Spain. A dataset of more than 40 million tweets and retweets collected during six month in 2017 will be used for the analysis. Users' co-retweeting behaviour has already been used for recommendation (Finn & Mustafaraj, 2013) and for quantifying political distances between parties (Guerrero-Solé, 2015; Guerrero-Solé & López-González, 2017). The research uses different approaches for quantifying the overlaps between media and politicians, and follows the method developed by Mukerjee, Majó-Vázquez & González-Bailón (2018) for analysing networks of audiences overlaps in the exposition to digital news. It is a step forward in the analysis of the overlaps between communities of retweeters and shows to what extent users are exposed and spread news stories from different media, and what is the relationship between the spread of media and political messages.

PP 563: The social mediapolis: Debating moral obligations towards refugees in Danish Facebook news comments

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The mediapolis has been famously characterized by Roger Silverstone (2006) as a moral space of hospitality, responsibility, obligation and judgement. As such it is argued to have a profound significance for the moral commitment of citizens, their orientation in the world and the way they build solidarity among each other. In the development of modern society, the media representations of morality and the spaces of political and social communication within which the moral obligations among citizens were negotiated have always been closely tied together. These processes of interweaving media representations of morality with forms and practices of moral engagement have arguably become much more dynamic with the social media. In this paper, we therefore wish to analyse the social mediapolis and, in particular, the way news coverage on refugees and humanitarian disaster can trigger debates about moral responsibility and solidarity engagement. To explore this linkage between media representations of morality towards refugees and social reception we combine a news media claims-making analysis with a user commenting analysis on Facebook. The representation of the so-called 'refugee crisis' in the news media has triggered different, mixed and often contradictory audience reactions, notably fear, empathy, compassion, anger, sadness, solidarity, hostility. By looking at Facebook user comments we can not only categorize such different emotional reactions, but also relate them systematically to the type of news content to which their respond. Our analysis can further account for the congruence and/or divergence of voice that finds expression on

Facebook. Under what conditions are Facebook user debates conducive to solidarity with vulnerable and marginal groups such as refugees and under what conditions do they express dominantly hostility towards these groups? This paper builds on the data collected by Transsol, a Horizon2020 collaborative project on transnational solidarity in Europe. We investigate the construction of morality and boundaries of solidarity towards refugees at one of the peak times of 'refugee crisis' (from 1-30 September 2015). Our sample comprises the news coverage of Danish newspapers (left, right and a tabloid) both offline and shared on Facebook. First, we analyse solidarity contestations through political claims-making in the news. Secondly, we wish to understand the 'Facebookability' of the news: what types of articles are selected to be posted and how is morality towards refugees selectively represented by these articles? Thirdly, we conduct a qualitative user commenting analysis through Nvivo. This analysis is conducted at two levels: first civicness and connectivity of user comments vis-à-vis news content, and secondly attitude polarisation as measured through different, alternative and/or oppositional discourses of solidarity vs hostility towards refugees. Overall, our empirical study of the social mediapolis will enable us to understand the responsiveness to media morality, and in particular, the in-group-out-group relationships of social media users in the construction of moral bonds towards refugees.

PP 564: Reactions to news media posts on Facebook as indicators of public opinion?

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Relevance
In order to assess public opinion on social issues or political actors, researchers usually apply surveys. This poses several problems concerning costs, citizens' unwillingness to participate, or provoked and biased evaluations due to reactivity. Therefore, several researchers have recently attempted to supplement or even replace surveys with the use of "found" online data (for overview see Schober et al., 2016). However, there are concerns about the generalizability of such data, not at least due to nonprobability samples (Smith, 2013). In order to solve (or at least address) this problem, studies match digital data with representative surveys (Stier et al., 2018).
In our study, we will test whether Facebook's reactions are valid indicators of public opinion (H1) and compare them with representative survey data. We further aim to identify context factors (e.g., economic und sociodemographic structure of regions) that affect the correlation between survey data and digital observation data (RQ1).
Method
In order to test Facebook reactions' validity, we conducted a manual content analysis of the Facebook posts of federal (N=16) and regional (N=26) news media outlets during the last month of the 2017 German federal election campaign. For N=4007 posts, 46 trained coders coded the main actor (i.e., parties, top candidates; α = .82). Additionally, we scraped 1309110 Facebook-reactions to the posts. Concerning the types of reactions, "like" and "love" are understood as rather positive, whereas "sad" and "angry" as negative reactions towards post content. In our analysis, we will match them with the main actor of the post. Therefore, we will receive a reaction-based evaluation of parties and top candidates.
To evaluate the accuracy of Facebook reactions, we use representative survey data from the Rolling Cross-Section Campaign Survey (GLES, 2017), namely the evaluation of all six parties present in the Germen Bundestag and their six top candidates, measured on 11-point scales. Survey data can be differentiated according to geographical (German states) and temporal (weekly) dimensions.
Analysis
Since the content analysis data will not be available until mid-March, we will give a brief outline of the further analysis in the following. In the presentation, we will predict the evaluation of political actors (DV, level 1) in the survey data with the reactions to Facebook posts (IV, level 1). In order to avoid bias in our estimates (Hox, 2010), we will apply a multilevel analysis. Our data are cross-classified: the evaluations (both survey and Facebook) are nested in federal states and weeks (level 2). By using random-effect models, we can take into account the structural differences between the regions (e.g., unemployment rate, (un)satisfaction with democracy), as well as differences in the strength of correlations (Lüdtke et al., 2008). We will control differences and dependences between top candidates and parties via fixed effect estimation. Alternatively to common SEM-modelling, we will consider temporal dependencies (autoregressive effects) by employing latent growth modeling (Schemer et al., 2009).
In the presentation, we will make suggestions with regard the potential of research via Facebook reactions and address the limitations of our analysis.

Political Communication

PP 616: How agenda setting matters for selective exposure to like-minded news: Evidence from a conjoint analysis

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In this paper, we seek to extend our knowledge in regards to the moderating role of salience effects on the effects of confirmation bias. While agenda setting and selective exposure theories are central for modern communication research on media exposure and media effects, the two theories are rarely considered in tandem. From a selective exposure perspective, a large body of research shows that people prefer pro-attitudinal to counter-attitudinal political information and filter news content by perceived ideological congruence – a phenomenon known as confirmation bias. From an agenda setting perspective, research has shown that news outlets contain journalistic cues signaling an issue's prominence and importance, shaping the salience of public issues. For instance, journalistic professionals engage in the fundamental task of choosing to place news stories at the top, middle or bottom of the front page, signaling that some headlines are more important than others are. A story's salience is assumed to trigger an information utility and play a significant role for people's evaluation of the story's importance, and thus for news selection.
In this study, we build on previous studies that point to the limits of selective exposure to like-minded information, showing for instance that recommendations in social media are more powerful heuristic cues than ideologically congruent source cues. We test the robustness of selective exposure effects against the pull of journalistic agenda setting (salience cues) and social media endorsement cues and ask (*Research question [RQ1]*): To what degree does salience ques influence confirmation bias effects?
We fielded a choice-based conjoint experiment (total n=1995) in a unique Norwegian online panel where the entire population have an equal and known probability of being invited. First, we used the conjoint technique to randomly generate news headlines that contained clues about political parties, attitude alignment, and valence. Second, we randomly included these headlines in a typical choice-based design where respondents were faced with the choice between two profiles. These profiles listed a range of attributes in a table and the values for each attribute varied at random. We examined to what degree different levels of issue salience (prominence on front page) and social endorsements (recommendations in social media) influenced the effects of different heuristic cues of politically motivated selective exposure: message cues (preferring pro-attitudinal headlines), party cues (preferring headlines that feature a party that people support), source cues (preferring like-minded news sources), and valence cues (preferring negative information).
Our findings show that salience cues (salience on front page) are a stronger cue than party cues, message cues, source cues, and valence cues. While salience ques overrides party cues, valence cues, and message cues, it increases the effects of source cues. Moreover, while we do not find a main effect of recommendations in social media, we do identify a statically significant interaction effect where recommendations in social media increases the effects of party cues and source cues. This evidence corroborates prior research on the limits of selective exposure, and suggests that confirmation bias effects are contingent on journalistic agenda setting cues.

PP 617: Does Twitter help politicians to tango with the media? The politics-media relationship in the 2017 Austrian national election campaign

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The relationship between journalists and their political sources is often described as a tango in which one leads and the other follows. Particularly during election campaigns a "struggle between politicians and a more or less independent media establishment over who shall control the agendas of campaigns" can be observed (Swanson & Mancini, *Politics, Media, and Modern Democracy*, 1996: p. 252). While, in recent years, a more competitive media landscape has enabled journalists to lead the tango most of the time, online social networks seem to offer political actors new opportunities to exert control over the dance again. These prospects were fueled by Donald Trump's excessive use of Twitter as a PR instrument not only to bypass traditional media and communicate directly with voters, but also to influence traditional media's reporting and agenda setting. Actually, during the Austrian national election campaign in 2017, political parties which had traditionally focused on press releases and press conferences to influence media coverage, for the first time, used Twitter extensively to get their messages across. This is particularly true for the winner of the election, the conservative Austrian People's Party (OEVP). On the other hand, the number of press releases decreased substantially, indicating that their use has been substituted or at least

accompanied by the use of Twitter as a strategic tool for agenda building. Consequently, the OEVP has linked its platform for press releases to the party's Twitter account.

The study therefore asks whether and, if so, to what extent and with what success politicians' Twitter communication has shaped the agenda of traditional media during the 2017 election campaign. To investigate this change in political PR the impact of the parties' and the top candidates' tweets is related to the impact of their press releases. Moreover, possible agenda setting effects between the various traditional media are taken into account. This means that potential influences of the tweets of political actors on media coverage are not measured isolated from influences of other sources.

In order to determine the agenda of the political parties and the media, a content analysis of all tweets and all press releases of all parliamentary parties and top candidates is carried out, as well as of the evening news of all Austrian TV channels and the political reports of two quality newspapers (one left leaning and one right leaning) and the four newspapers with the highest reach. The study focuses on the "hot phase" of the campaign, starting six weeks before election day (4 September to 14 October 2017). With the help of a multiple validated catalogue of political issues, it is possible to track agendas and changes in issue priorities over time in online and offline communication in an actor-centered manner, and to analyze them with the help of time-series cross-section analysis for interdependencies and causal relations.

PP 618: Parliamentary questions, press agency coverage and consumer confidence: The moderating role of crisis severity

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The interaction between media, politics, and public has been central in much agenda setting research. It tries to understand why those key actors in democratic societies devote attention to (or worry about) specific issues, while neglecting others. While we already know a lot about when and how those different actors have an impact on each other, existing research falls short in several respects.

First, in many instances, the focus is on only two of the three actors: political agenda setting research, generally, focuses on media and politics, whereas public agenda setting research looks into the relationship between media and public salience (but see e.g. Soroka, 2002). Second, most research focuses on one-directional relationships, often with media as the key independent variable. Third, cross-national, longitudinal research is relatively scarce and has only recently started to understand how effects are moderated by, for example, institutional arrangements in different countries (Vliegenthart et al., 2016). Given the fact that interactions between politics, media and public are likely to be *multiple*, *multidirectional* and *context-dependent*, this paper takes a comprehensive approach, focusing on all interactions between politics, media and public in nine European countries within the context of the global economic crisis.

We expect that politics, media and public are influencing each other regarding the attention they devote to negative economic developments (politics and media) and the perceptions they have about the economy (public). Furthermore, we anticipate that relationships depend on the national context: In countries that are hit less severely by the crisis, media are likely to play a more influential role, while in those countries where the crisis is strongly experienced by politicians and public, media are a less needed source of information and will, thus, have a smaller impact.

We use monthly-level (pooled) time series analysis of negative economic attention in parliamentary questions and media coverage, and consumer confidence for the period 2005-2016 in nine countries (Belgium, Denmark, France, Germany, Greece, Poland, Romania, Netherlands, and Spain), which vary significantly in the extent to which they were affected by the economic crisis, but also in terms of political and media system characteristics, offering the opportunity to test alternative explanations for cross-national differences. Parliamentary questions were obtained from parliamentary archives. For media, we rely on releases from international press agencies that cover economic developments in each of the countries. A pilot study for the Netherlands demonstrates that press agencies data correlate highly with newspaper coverage on the monthly level (r=.85) and yield substantially identical results in further analyses. We use straightforward keyword searches to analyse those sources. Consumer confidence was obtained from the EU statistical office Eurostat. All analyses controlled for changes in unemployment rates (OECD data). Preliminary results confirm that in the countries where the economy was severely damaged by the crisis consumer confidence exerted the strongest influence. By contrast, in the countries that were less strongly affected by the crisis media coverage was leading the public and political agenda.

PP 619: Mainstream parties' issue competition across channels: An empirical analysis of the 2011 Swiss Federal Elections

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Political Communication

During election campaigns, setting the issue agenda is a crucial activity for political actors. Scholars have been studying the factors that influence these choices for decades. The two most prominent theories explaining parties' issue choices are the issue ownership theory (Petrocick, 1996; Budge & Farlie, 1983; Robertson, 1976) and the riding the wave theory (Ansolabehere & Iyengar, 1994; Sides, 2006; Sigelman & Buell, 2004; Wagner & Meyer, 2014). While the prior argues that parties focus on the issues they own, the latter endorses that parties predominantly focus on issues which are of public relevance and prominent in the media. Numerous studies have tested both theories and come to contradicting results: Some offer evidence for the dominance of the issue ownership strategy (e.g. Petrocick, 1996; Budge & Farlie, 1983), others for the wave-riding strategy (e.g. Sigelman & Buell, 2004; Sides, 2006). Here, the question arises, if the inconsistency in the results is owed to the fact that both strategies are conditioned by other factors. Studies name aspects of party organization (e.g. Wagner & Meyer, 2014), the competitive standing (e.g. Damore, 2004) or changes in the campaign environment (e.g. Damore, 2005) as influential factors. However, the great variety of documents under observation may also be responsible for differing results. When looking closer at the different studies it becomes apparent that they all base their analyses on different communication channels, like manifestos, advertisement or newspaper coverage. This is problematic, since different communication channels serve different needs and therefore might lead to varying issue choices according to channel. Indeed, Elmelund-Praestekaer (2011) showed that issue agendas differ across channels due to strategic considerations. The author defined the level of control parties exert over a channel and the target audience they try to reach as the influencing factors. It has further been shown that due to formal factors such as length and periodicity of a document parties are forced to communicate in different ways depending on which channel they use (Tresch et al., 2017).
In the present study we ask the following: Do channles matter and in how far do strategic choices vary across those channels? What influences differing issue attention across channels? For this purpose we analyze parties' issue attention in their election manifestos (n=7), paid advertisement (n=1'697) and press releases (n=341) as well as newspaper coverage (n=534) eight weeks prior to the Swiss elections in 2011. The results reveal that issue choices vary across communication channels. While a stronger focus on each party's core issues can be detected in paid advertisement, issue convergence increases in election manifestos and proves to be highest in press releases. The parties use election manifestos to set their ideal agenda for the campaign, which predominantly focuses on core issues but also considers opponents' issues. Press releases and ads are used to push the ideal agenda and additionally function as strategic channels to react to ongoing debates and salient issues.

POL19 - Media coverage of election campaigns

PP 620: Mapping italian news media political coverage in the lead-up of 2018 general election

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Following the Brexit referendum and the elections in United States, France, Germany and UK, Italy goes to vote on March 4 2018. Concerns over the potential impact of problematic and hyperpartisan information on the Italian political campaign were raised multiple times during the months preceding the election (Horowitz, 2017). To contribute to this discussion we have developed a comprehensive map of the political online news coverage and developed a methodology to a) define the political leaning of each source sharing political news and b) evaluate its average reach and overall audience on social media.
News stories concerning the Italian election have been collected using a tool based on: Google News, GDELT and Twitter. Facebook Graph API is also used to retrieve the engagement metrics around the news stories. At the time of writing, this system has ingested 89,425 stories from 4,329 different media sources. To measure the political leaning of each sources in a multi-party context (Barberá, 2015), we opted to design our measure building upon the Media Partisanship Attention Scores developed to study the 2016 US Presidential Election (Faris et al., 2017).
Unlike the original partisanship attention score, our adaptation for the Italian multi-party systems consists in multiple scores, expressed on a 0.0 to 1.0 scale, for each media source and party. The peculiarity of the Italian case also prevented the possibility to estimate the parties' positions on the traditional left-to-right scale.
After testing the procedure using a face-validity approach and having observed its reliability, we assigned each media source to one of the five main political parties (media sources where the highest value was less than 0.33 was categorized as neutral). Populists movements such as the Lega and the Five Stars Movement (M5S) have a higher number of partisan media (e.g. the M5S has 326 partisan sources while the Democratic Party (PD) has 144). Among the sources that were identified as "neutral" we find most of the

Italian mainstream newspapers and media, while popular right-wing news media are listed in "Lega" category together with a range of websites publishing problematic news.

Following this categorization, we computed for each media source the total volume of comments, reactions and shares collected by the news stories published by that media source and by its "political group". The results clearly show out that the overall amount of social media engagement originated around some partisan media sources.

The paper will discuss this findings in light of the electoral results.

PP 621: Exceptional or middle of the road? Press coverage of the German national parliament election 2017 in a long-term perspective (1949-2017)

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The recent German national parliament election in September 2017 was not only followed with great interest in Germany itself, but also in other European countries. The European debate on this election campaign moved between the two scenarios of change or continuity: some European politicians hoped for a replacement of Angela Merkel – others expected another term for her as German chancellor (Portner, 2017). Further, the performance of the Eurosceptic right-wing populist party "Alternative für Deutschland" (AfD) was observed with great interest.

The study we wish to present illustrates how the German quality press covered the national election campaign in 2017 and if and how this coverage differed from all other Bundestag elections since 1949. How much attention did the newspapers pay to the election campaign, which role did the European integration issue play in election campaign coverage, how did the media evaluate the two top candidates for chief of government, Angela Merkel and Martin Schulz, and how did they deal with the surge of the AfD? Further, as election campaigns are assumed to have changed substantially during the last decades (Norris, 2000), we are interested in long-term trends and changes (keywords "Americanization" (Butler & Ranney, 1992), "modernization" (Swanson & Mancini, 1996), or "mediatisation" (Strömbäck & Kaid, 2008)). Which formal and content-related aspects of election campaign coverage changed over time and which remained rather stable?

To answer these questions, we conducted a quantitative content analysis of the press coverage of the German national parliament election 2017 and compared the results with those of the analyses of our earlier election studies. The length of our sample period (68 years) can be regarded as internationally outstanding. This is all the more true because we kept the choice of newspaper titles constant for all elections (analyzed were the "Süddeutsche Zeitung", "Frankfurter Allgemeine Zeitung", "Frankfurter Rundschau", and "Die Welt") as well as the classification scheme to be able to make long-term comparisons. The main categories of the content analysis are the amount of coverage, the sources, journalistic formats and main issues. Of central interest were the top candidates for chancellorship and how they were portrayed (personalization, negativism, game schema etc.).

Our results show, that in 2017 there was more election coverage than during the two national elections before but less than 1998, 2002 and 2005. The European integration issue only played a marginal role in campaign coverage. The Eurosceptic AfD, however, was mentioned in one third of all articles and evaluated almost solely negative. Chancellor Merkel was mentioned and evaluated more often than her challenger and also much more positive (chancellor bonus).

Concerning long-term trends in national election coverage we found that the proportion of "objective" forms of coverage decreases as well as the share of news agency reports and the length of candidate quotations. The amount of visualization increased since 1990. Relatively stable features are the chancellor bonus and a high degree of personalization. Nonlinear aspects are dependent from the actual political constellation, for example, the amount of coverage, the intensity and the negativity of candidate evaluations.

PP 622: (How) Do we talk about women? Election coverage of female candidates in Austria

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Following the Austrian national election of 2017, women now occupy 34 percent of the seats in Austria's *Nationalrat*. While this is the highest proportion of female MPs ever recorded in Austria, it is still far from equal representation. In media coverage, however, female candidates may be even further underrepresented.

Previous studies have shown that women receive substantially less media coverage than men do (Armstrong and Gao, 2011; Shor et al., 2015) and this, for instance, disadvantages female politicians to male politicians in elections campaigns. Pantti (2007) argues that while male politicians are being perceived

as politicians, female politicians are being perceived as women and mothers. Even in the age of digital news media, Humprecht and Esser (2017) show that gender stereotypes are displayed. Women are underrepresented in online political digital news, appear in different types of stories than male politicians, and women are likely to find themselves in an opinion-heavy item.

We know from the 2008 elections that these presumptions hold true for the Austrian case: female politicians were underrepresented in the mass media, and if they became actors, the coverage focused on "soft" issues (Russmann and Höller 2012). In this contribution we want to examine whether the coverage of female politicians in Austrian news media has changed between 2008 and 2017. Using quantitative content analysis of media coverage in seven newspapers and three TV news channels, we want to see how female politicians' representation varies across time and across media outlets compared to their male colleagues. We will also examine the issues associated with the actors as well as the framing of election coverage. We argue that while the percentage of coverage on female politicians might have increased due to an increase in awareness by both parties and journalists, the issues associated with female politicians and the campaign style attributed to them will still differ from their male counterparts. Issues like education, care for the elderly or, for that matter, women, will still be connected to women politicians, while men talk about defence, government spending or national security. Thereby, the aim of this longitudinal study is to contribute to the discussion on the ways female politicians are presented and represented in media and politics.

PP 623: The truth tellers - Political commentators framing narratives in election campaigns over time

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We meet them every day through media - commentators working in the field of political journalism. They hold an important position as interpreters of on-going processes in the society where they participate in setting the agenda and framing narratives about political news (Johnsson - Cartee, 2005; Entman, 2010). Particularly during election campaigns, they demonstrate their capacity and power in commenting political issues (Nord & Stúr, 2009). Historically the political commentaries have played an important role, as for example when commentators in Swedish national press discussed state economics in the election in 1956 pin-pointing huge differences between left- and right-wing parties (Stúr, 2004).

Johnsson – Cartee (2005) advocates that use of narratives is important in framing news and also making political processes in the society comprehend able for the audience. Political commentators in their role of interpreting opinions in election campaigns takes part in framing politics as narrators and sometimes they even perform as truth tellers (de Vreese, 2010).

In spite of big changes within media they still hold their position. Question is how come? What aspects in their role as political commentators can be found that still are dynamic in context of political journalism? Object of this study is to display their status and importance in their role as political commentators while framing narratives during election campaigns through time. This is done with Sweden as an example starting off with the national election in 1956 up until the latest one in 2018.

Sweden as a case is interesting regarding a rather stable political progress in the society since the 1950'ies. Also, the development on the Swedish media market has been steady through time.

This is content analysis – with both quantitative and qualitative approaches - of commentaries written by the most prominent political commentators from four Swedish national papers during three weeks until elections day. The material is collected from ten national election campaigns spread over the years since 1956 to 2018.

Result show that in spite of huge changes of both political media arenas and the press the political commentators hold their positions, even have strengthen their role as storytellers framing narratives in elections.

POL20 - Media and political communication in the context of illiberal regimes

PP 690: Towards Illiberal Conditionality? New politics of media regulation in Poland

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In this article we focus on the recent media policy changes in Poland, asking what and how media policy solutions facilitate the rise of illiberal trends in a hybrid media system. The article unfolds the logic underpinning the new politics of media regulation and argues that these paint a nuanced picture of democratic backsliding in Poland. Drawing from media policies, policy-makers' statements and media

industry data, this critical analysis of the discourse on media policy in Poland (2015-present) problematizes exogenous and endogenous trends underpinning the rise of illiberal trends at the cross-roads of the Polish hybrid system, politics and democracy. These trends, we find, unfold along the lines of tensions between 'new' and 'old' media, 'global' and 'local' media ownership structures, partisanship and polarisation and, as such, suggest deepening politicisation of the Polish hybrid media system in the struggle for a 'renewed' vision of statehood and nationhood.

PP 691: Political electronic committees on social network sites: Spoiling media, ruining politics

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With the rise of the political use of social network sites in Egypt in the last years, an overwhelming number of pages and groups were created for backing the regime against opposition. Many pages, widely known in Egypt as electronic committees, have been working systematically in this regard, and they have been commonly claimed to be governmentally financed and moderated for achieving certain political goals.
This paper explores the nature of this phenomenon through analyzing a sample of well-known Facebook pages, which are characterized by five theoretical principles that have to be available on a constant and regular basis: praising the political regime; defaming, and inciting against, opposition; using Facebook intensively; spreading lies and fake news; justifying the government's breaking of the law. A web scrapper was used to collect posts and comments published between 2011 and 2018 on three significant pages. Then important posts were analyzed, with a specific focus on the themes, political actors, attitudes, and goals, as well as the extent of users' interactions.
The results found that thousands of active pages, groups and personal accounts immensely posted political content, adopting what can be called a praising and defaming logic. Thematically, electronic committees' pages expressed unconditional support for the regime, while they aggressively attacked and defamed opposition; for example, Egypt's president was labeled as a hero in a fight with traitors and terrorists. The work strategy of these committees is based mainly on crowding social network sites by posting, sharing, liking and hashtagging specific messages (mainly unreasonable, misleading and misinformation) thousands of times in order to create a fake public opinion. The activity of these committees usually increases in times of crises and when the government needs to pass a law. Most users who interact with electronic committees' pages use similar terms in praising and defaming, and they also tend to friend each other and to follow pro-government journalists and politicians. In general, electronic committees, along with security pursuits of those who use social network sites for opposition, inflicted devastating impacts on the freedom of social network sites and also on political practice.

PP 692: Political positions, alliances and polarization in the Turkish parliament through Twitter hashtags used by lawmakers: A social network analysis approach

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Since the mass anti-government protests of 2013 in Turkey, Twitter has become a major channel of political debate in the country. Despite several attempts of government ban and legal prosecution against dissident users ; the general public, lawmakers like, often expresses its public opinion on Twitter. Turkish twittosphere, since its rise to prominence, has been known to polarized and antagonistic, as has been the country itself.
Twitter-based research on political polarization has been aggregating a rich literature for the last few years (Conover et al. 2011, Gruzd and Roy 2014, Borge-Holthoefer et al. 2015, Colleoni et al. 2014, Hanna et al. 2013, Lai et al 2015). The use of hashtags is at the center of most studies, since these snippets of expressions enable users to comment on specific subjects on Twitter. Messages posted under hashtags may be used with different methodologies, such as discourse analysis or sentiment analysis.
My research takes a different approach to examining political positions, alliances and polarization on Twitter, using social network analysis (SNA), a visual and mathematical method that analyses interactions (edges) between different actors (nodes). For this research, I collected more than one million tweets posted by the members of the Grand National Assembly of Turkey, between 2015 and 2018. In this period of three years; Turkey has gone through two general elections, one local election, one constitution referendum, and a failed coup attempt. During this time, political parties' positions have shifted, and new alliances, as well as splits have occurred.
The major objective of my research is to visualize these shifts in periodic intervals, using the hashtags that the lawmakers in Turkey have used on their tweets. Since hashtags are systematically used for political agenda setting attempts in daily basis in Turkey (Varnali and Gorgulu 2015, Bayraktutan et al. 2013, Demirhan 2014, Sancar 2013, Saka 2014), they are an important indicator of day-to-day political

positioning and party agendas. Social network analysis is a suitable methodology for analyzing user-hashtag relationship, since it calculates, through algorithms, the clusters formed by users, closeness and betweenness between different actors, as well as their individual impact.

The initial results of my research confirm my hypothesis that hashtags used by lawmakers constitute an effective way of showing political positioning, alliances and polarization. It shows a consistency to a certain level with the political positions that the political actors take in daily politics. The paper will equally discuss the strong and weak points of the methodology that depends on the interactions between actors, and not the meaning of the messages.

PP 693: People, nation, land: Uses of empty signifiers in propagandistic conflict news narratives

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To gain political power in times of conflict, strategic actors engage in propaganda and lean on the media to construct narratives that aim to unite the diverse majority under a common banner. These "popular" narratives draw upon populistic discursive strategies, devised to integrate group identities and distinguish between an inclusive "us" and a hostile outgroup that includes marginal "unfit" communities. They propagate a shared understanding of the present conflict, preserving existing biases and stereotypes and fostering resilience against deviant, "alien" perspectives. Research on populist political discourse points toward the use of empty signifiers as a key device for constituting a cohesive society while demonizing and expelling perceived outgroups. This kind of signifiers does not have a specific meaning, and therefore is constantly subject to redefinition and reinterpretation. In this paper, I will examine the use of empty signifiers as an instrument for polarizing opposition between national identities in Russian-Ukrainian conflict. Unlike populist discourses, which typically position a vaguely defined "the people" against governing elites or other outgroups, this conflict comprises a variety of conflict lines that require more complex constructions of inclusion and exclusion. Competing narratives appeal to overlapping audiences by drawing on mythological constructions, connecting past and present, warning of threats and offering protection. Thus, a narrative provides "a reader" with a particular role and identity and prescribes a clear program of actions.

I assess the potency of empty signifiers to construct division in political public discourse by examining how strategic actors transform available populist expressions in order to supplement them with ideological message. For this, I conduct in-depth, qualitative analysis, combining techniques of critical discourse analysis, narrative analysis and frame analysis. Specifically, I focus on metonymic structures, emptied of their meaning, and their role for (de-)personalization and (de-)contextualization of political acts and actors. The preliminary analysis of the 28 newscasts of The First Channel and Russia-1 suggests three distinct ways of meaning transformations. First is the discursive construction of "the people" – the central conception in modern democratic politics. "The people", who either "demand", "express concerns" or "suffer", act like a chorus in Ancient Greek drama – homogenous, de-individualized group, transmitting initially defined arch-narrative. Second metonymic construction is the anthropomorphized nations and states appearing in the text. It summons a mythical reality, where states can seduce, deceive one another, or celebrate brotherhood. The third transformation links signifiers to cultural and historical images, based on shared symbols, beliefs, and collective memories. Such constructions aim to raise pathos of the narrative and keep audience's attention focused on a particular world vision.

Departing from a recognition of important parallels between populist and propagandistic identity narratives in conflict, the present study carves out the specific contributions that empty signifiers make to forging antagonistic groups. Highlighting critical differences in how empty signifiers are employed in complex, multipartite conflict, I discuss implications for researching propaganda and conflict discourse and propose directions for future research.

PP 694: News framing of the Ukraine crisis in the Russian and British media: Comparing The Moscow Times and The Guardian

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News framing of the Ukraine crisis in the Russian and British media: comparing The Moscow Times and The Guardian

The perceptions of the ongoing Ukraine conflict depend on how the media select and organise the information about the events taking place by framing them one way or another (Entman, 1993). Is there a difference between Eastern and Western media in the ways in which the conflict is framed? In what particular ways do the different narratives of the Ukraine crisis contribute to the daily productions of news? This pilot study uses quantitative content analysis following the framework of *generic frames*, *diagnostic* and *prognostic frames* (Godefroidt et al., 2016) to compare the news framing of the Ukraine crisis in Russia and

the UK from 30 November 2013 to 26 February 2014. It is part of a wider project looking at Eastern and Western uses of propaganda during the Ukraine crisis. Here, the focus is on *The Moscow Times* and *The Guardian* which were chosen as examples of quality print media with online editions that are comparable in terms of quality, political stance, and most importantly – global targeting. It is important to highlight the English language presence of the Russian media that has been 'observed to be a major publication in Russia that takes critical stances toward the government on issues ranging from the war in Chechnya to censorship in the media' (Zhang & Fahmy, 2009, p. 523). The selected period marks the beginning of the 'Euromaidan' anti-government protests in Kiev against President Viktor Yanukovych due to this refusal to sign the country's EU Association Agreement. Several critical event are included attracting intense global attention. In doing so, this study fills a gap in recent research by looking at Russian media in a comparative way and in the context of war and conflict thus adding to our understanding of the dynamics of news framing of conflicts.

Based on preliminary data, the study argues that firstly, the quantitative frame is analysed in line with those of previous studies (e.g., Semetko & Valkenburg 2000; Godfroitd et al., 2016). Secondly, the study shows sharp contrast to Van Cauwenberge et al's (2009) findings, challenging the framework of the *generic frames* thus raising a question if the nationalisation frame and the morality frame are still applicable in war coverage. The study yet adds new data to our understanding of the dynamics of news framing of conflicts. Thirdly, the difference between the Eastern and Western media was tracked. While the Russian media relatively preferred economic consequence frame reflecting the country's geopolitical interest, the British media tended to use human-interest frame revealing unfairness and non-proportionality. The uncovered characteristics of the media coverage of the Ukraine crisis lead to a final observation fitting in with previous literature documenting the media's propaganda function in the coverage of war/conflict (e.g. Herman & Chomsky, 1988; Bennett, 2003; Carruthers, 2011; Keeble, 1998).

POL21 - Emotions, engagement and conflict in political communication

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PP 695: The emotionalization of politics in the networked society

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Emotions have always played a pivotal role in politics, and appealing to voters' feelings has been part of election campaign practices for a long time (Richards 2004). Political actors can achieve this goal by adopting different strategies. Among them, we can enlist those related to the phenomenon that literature comprises under the label of "personalization of politics" (Rahat & Sheafer 2007; Karvonen 2010), which is a crucial emotional component of contemporary political leaderships. The emotionalization of politics can be addressed - among other approaches - by considering three different phenomena that, according to literature, can be referred to personalization, and more specifically to the so called "pop politics": firstly the celebrity politics (Street 2004; Wheeler 2013), secondly the intimate politics (Langer 2010; Stanyer 2013), and finally the lifestyle politics (Bennett 1998; Mancini 2011).

The specific use of sentiments to move feelings and to build an emotional connection with citizens and voters, appears to resonate highly with the social media milieu, while at the same time being practiced with different intensity by politicians of different political fronts in their digital communication. Aims of the article are to analize the uses and the political meanings of a "new" political symbol: the heart. It's use has been spreading in recent years in connection with the emotionalization of politics on the one side, and the role played in this trend by Social Networks on the other.

In order to accomplish its targets the article moves from an international overview of the political uses of the symbol of heart. The analysis documents the political diffusion of the symbol of the heart in different countries and among different political fronts around the world. Listing the principle one, the Spanish Podemos, the British British Nationa Party, the Austrians Wir e BPO and the European Group of the Popular Party, in Europe. In south America the Venezuelan Chavez, the Brasilian Dilma Roussef and even the Revolutionary Armed Front of Colombia in South America.In addition Hilary Clinton and the Conservative Party of Canada in North America. And even the Philippine Sing First Party and the Ukranian Party of Yulia Timoshenko.

The article presents a visual and content analysis of the collected documents and their collocation on two different axis. The first is the traditional left/right parties, the second the more recent traditional/populist anti establishment parties. The article shows that the heart has became a perfect emotional and post ideological symbol, that fits well into some of the main ongoing processes in modern networked public sphere.

PP 696: The role of a narrative's emotional flow in political communication messages in affecting issue engagement and political opinions

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This study provides an empirical test of the persuasiveness of an *emotional flow* in political communication messages. In recent years, research has moved from an almost exclusive focus on cognitive explanations behind the effects of various forms of political communication to paying more attention to the role of emotions and affective processes. Nabi (2015, also see Nabi & Green, 2015) recently introduced the idea of an *emotional flow*, i.e. a sequence of different emotions in a message and a shift in the emotional experience on the side of the recipient (e.g. from fear to relief), as being more effective in promoting persuasive outcomes. Within a health communication context evidence has been provided that such messages can be particularly effective in sustaining and promoting engagement with a story, enhancing its influence on subsequent attitudes.

The present study is one of the first to provide empirical insights into *if* and *how* emotional flow in political communication messages affect citizens. To study this we conducted two experiments in Germany, in December 2016 (experiment 1, N=1,080) and January 2018 (experiment 2, N=840), in which we tested the effects of 12 different emotional flows within two different topical contexts (trade/economy and immigration). With regard to the emotional flows we are considering a set of emotions with particular relevance in political communication research (e.g. fear, anger, enthusiasm) and look at both sequences shifting from negative to positive emotions as well as the reverse, or shifting from one negative or positive emotion to another.

During the time of data collection for first experiment, conducted in December 2016, the terrorist attack in Berlin took place in which Anis Amri killed 11 people with a truck on a Christmas market. Since one of the two topical contexts of the experiment was immigration, and Anis Amri was an immigrant from Tunisia, this real-world event furthermore allows us to see if the emotional flow in the messages became more or less influential for respondents participating right after or before the attack.

Findings support the notion of emotional flows being effective in influencing different relevant outcomes such as issue engagement and political opinions. Especially the findings of the second experiment show this to be particularly the case for the less emotionally charged issue of trade/economy. Respondents who experience an emotional shift show greater issue engagement than those experiencing no shift. Regarding the first experiment, we find that the effectiveness of emotional flow messages was clearly influenced by the event, i.e. emotional flow messages showed to be persuasive before but not after the attack. Overall, these findings provide first empirical support for the concept of emotional flow in a political communication context and stress the role of issue importance as a crucial factor in explaining when such emotional narratives can be more or less influential.

PP 697: Gender constellations moderate the escalation of conflict in political talk shows

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Men and women differ regarding their conflict behavior (Harris, 1996), particularly under stress (Taylor et al., 2000). Politicians participating in political talk shows face public attacks which elicit stress. Two questions are investigated in a content analysis of talk show interactions:

(1) Do male and female politicians in talk shows differ in the extent of verbal aggression? Men more frequently use overt verbal aggression, for biological and sociocultural reasons (Archer, 1991; Harris, 1996). Women cannot use the stereotypical "male" conflict behavior typical for politics without violating gendered role expectations (Eagly & Steffen, 1986).

H1: Male politicians use more verbal aggression.

(2) How do same-gender and mixed-gender interactions of politicians in talk shows differ in their conflict behavior? There are different expectations regarding conflict behavior in same- versus mixed-gender settings. Men attacking women may violate expectations prescribing a gentler treatment of women by men (Fracchiolla, 2011); generally, a more cautious behavior when crossing "gender borders" is expected. Individuals often prefer same-gender groups. Therefore, same-gender conflicts are the "default mode" whereas mixed-gender conflicts are "unknown territory" to some extent, leading to more cautious conflict behavior.

H2: Verbal aggression of politicians is stronger in same-gender interactions.

We will also investigate whether the effects of gender and gender constellation change if a previous verbal aggression elicits stress and provokes (but also justifies) a verbally aggressive response (Bettencourt & Miller, 1996):

H3: Male and female politicians respond differently to provocations.

H4: Politicians respond differently to provocations in same- vs mixed-gender interactions.

We collected talk show episodes from different shows in German TV, each dealing with the Greek government debt crisis in 2015. Seventeen politicians with repeated appearances in these shows were sampled. 128 talk show appearances of these politicians were content analyzed, with 470 randomly

selected interaction sequences (consisting of two "turns" each, the latter by one of the target persons) available for analysis.

Sixteen conflict measures were collected and mapped onto three latent factors using confirmatory factor analysis: attack (e.g. subject matter-related criticism), defense (e.g. excuses), and incivility (e.g. interruptions). Gender of talk show participants and several control variables were recorded. 44% of interactions were male-male, 8% female-female, and 48% mixed-gender.

Contrary to H1 and H2, conflict behavior of men vs women, and in same- vs mixed-gender interactions did not differ significantly. Men and women also responded similarly to preceding attacks or incivilities ("provocations"), rejecting H3. Gender constellation makes a difference in response to provocations: In mixed-gender interactions, politicians did not react to interruptions but strongly reacted to attacks in the preceding turn. In same-gender interactions, politicians weakly reacted to attacks but strongly reacted to interruptions during the preceding turn. H4 is supported.

In mixed-gender interactions, an explicit attack is necessary to justify a counter-attack. Interruptions are probably disregarded because they are attributed to gender differences in style of speech. Interaction partners in same-gender interactions are more strongly provoked by interruptions. Style and incivilities rather than explicit attacks drive attacks in same-gender interactions.

PP 698: Regeneration Vs Resistance: Antagonistic communication between residents and property developers in Liverpool

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This paper focuses on the communicative process surrounding the regeneration of Liverpool's North Shore Dock, particularly the area covered by the recently launched Ten Streets Redevelopment Project. The paper draws on Habermasian theories around deliberative democracy, as well as theories on the interactions between dominant and counter-public spheres (Negt and Kluge, 1993, Fraser, 1997, Crossley, 1996, Warner, 2005) to analyse political communication in the context of urban redevelopment. The primary focus is the antagonistic communicative process that has taken place between the North Shore's existing community and those seeking to implement the new so-called "creative economy". The paper also accounts for the role played by city-councillors in mediating the conversation. Empirical research has been carried out through a series of filmed interviews with current residents in the area, as well as property developers and local political actors.

The three-way process of political communication (between residents, property developers and city councillors) is documented in a short video-essay on the planning and consultation stages of the Ten Streets project. The paper is backed up by video clips which highlight the contribution activist digital media can play in often fraught political debates around post de-industrial regeneration in the north of England. Aiming to regenerate 125 acres of former dockland, with the potential for up to 1 million square feet of development, the Ten Streets project has received a large amount of praise from city planners. However, while the project promises a "collaborative approach" to regeneration, whereby it will "work closely with businesses", the planning and consultation process has thus far raised concerns among this latter group. Specifically, they are worried about being excluded from the discussion on how the area will be redeveloped, and that the purpose of the project is simply to facilitate the purchase of land by developers. It is hoped that both the research paper and the film will open up questions regarding the construction and purpose of the creative economy and the political processes through which it is implemented.

PP 699: A theoretical foundation of the causes and effects of online popularity cues in the realm of political communication research

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Together with the development of online technology (i.e., the advent of the Web 2.0) users were enabled to create or at least interact with online content. Especially, social network sites, such as Facebook, offer users the possibility to like, share, or comment posts distributed by friends, mass media outlets, or politicians. These everyday practices are aggregated in popularity cues (for a similar concept, see e.g., Knobloch-Westerwick, Sharma, Hansen, & Alter, 2005), that consist in numbers of Likes, Retweets, or Shares, typically embedded next to online media items. Besides of being mere general user- or specific peer-reactions, Likes and Shares most likely provide some degree of easy-to-gather orientation when forming personal opinions or assessing content relevance. Vice versa, popularity cues have potential implications for communicators, like political actors. They may conclude that their political messages online should reach as many Likes and Shares as possible to have the intended impact, for example agenda

setting, or, most archetypically, persuasion. In consequence, political actors may use popularity cues as indicators for communication success and align their further strategies to the maximization of Likes and Shares. This points to the need to look behind the meaning of Likes and Shares in political communication and untangle why users visibly support political content online and how political content visibly supported by others affects the citizens' political attitudes and behaviors.

The aim of the contribution is presenting and discussing a sound theoretical foundation for understanding the causes and effects of popularity cues in political communication online. Popularity cues are discussed as both, independent and dependent variable in media selection and effects research in the field of political communication. From the first perspective, popularity cues are conceptualized as metric outcomes indicating relevance assessments, attitudinal consonance or dissonance, and persuasion. However, popularity cues are "cues" only for the subsequent users. Seen from this second perspective, popularity cues are understood as causes for a variety of outcomes, such as media selection, or perceptual and cognitive effects. The effects of popularity cues are described, mainly against the backdrop of the spiral of silence theory and heuristic processing while the degree of elaboration and need for cognition are identified as key factors for understanding why political content is liked or shared respectively how Likes and Shares render political effects on the individual level. Finally, the paper provides methodological suggestions on how to access popularity cues and how to measure its causes and effects in the context of political communication online.

POL PS - Poster Session

PS 52: Moral motives modulates political orientations and media consumption

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Much existing communication literature documented effects of ideologically in/congruent media and message; little research went beyond this functional level to pay attention on the intrinsic structures of such ideology-related selective exposure. Doing so requires integration of models that explore how evolved and embodied processes that underlie political preferences and message processing may drive human behaviors. Based on Moral Motive Model (MMM) and Limited Capacity Model of Motivated Mediated Message Processing (LC4MP), this paper took an initial step to examine how moral motives influences political orientations and media consumption. Social order and social justice scales were adopted from MMM to gauge subjects' moral motives. Based on a nationwide online questionnaire (N=4200) conducted in Mainland China, it found that left-wing and right-wing netizens in Chinese context are opposite to their namesakes in Western countries in basic political psychological traits. The more netizens are inclined to defend the extant social order, the more they pose authoritarian personality traits that are similar to conservatives in Western countries. The more they are concerned about social justice, the more they consume information from diversified media.

PS 53: Media habits die hard: A longitudinal study of news consumption in low and high choice media environments 1997-2015

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The media systems of the western world are now experiencing quick and fundamental change, caused by technological and social innovations. Digitalization and disruptive innovations have undoubtedly increased media diversity, in terms of both sources and content, and offer people countless choices. This development is therefore described as a transition from low choice to high choice media environments, and is claimed to have severe consequences for news consumption in established democracies. Across disciplines, media use is modeled as a result of peoples' interest (motives) and the available media content. Hence, in in a high-choice media context the number of news avoiders are expected to increase as, the politically interested will consume more news about politics and current affairs, while the uninterested will avoid such content. However, although several studies also find that traditional news consumption is decreasing over time and that political interest increasingly influences news consumption, most longitudinal studies only include one or a few media platforms.

In this paper we utilize survey data from Norway covering almost two decades, to study to what extent increasing choice has increased the proportion of news avoiders in society, and if use is news consumption is increasingly polarized and stratified along educational lines over time. More precisely we use annual survey data collected by Norwegian Statistics, covering media use on a wide range of media, channels, and platforms. Results show that although peoples' pattern of news consumption has changed dramatically, the proportion of news avoiders has not increased from 1997 to 2015, but varies between 7 and 9 per cent of

the population. While the use of traditional newspapers and television news has decreased substantially, this decrease is compensated by peoples' consumption of news on the internet. Still, although inequalities in news consumption have not increased between age groups, there is a small tendency towards increasing social inequalities over time. We conclude that the expected effect of interests on news consumption seems to be somewhat overestimated, and that most people still consume news on a daily basis. However, although high choice media environments to not seem to create hordes of news avoiders, peoples' news habits have clearly changed, and we need to increase our knowledge about the consequences of this change.

PS 54: Verbal humor in populist rhetoric – Jab lines along the way from marginal to minister in Timo Soini's career

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Some studies hint that verbal humor, in its various forms, plays a part in constructing populist antagonisms. To elaborate this thesis more systematically, I first integrate socio-semiotic research on populism and humor, and second, analyze how verbal humor in populist rhetoric are manifested in praxis, namely in the blog posts by the most famous populist politician in Finland, Timo Soini. This kind of research contributes to our understanding of emotional and affective dimension in politics.

Many scholars agree that the core of populist politics consists of a separation between positively connoted 'people' against negatively connoted 'elite' (e.g. Mudde 2004; Laclau 2005). The populist practices of constructing meaning – whether conceptualized as politics, rhetoric, style, logic or something else – often include emphasizing sovereignty of the people, advocating for the people, attacking the elites (political, economic, legal, supranational, or media), ostracizing others, and in some instances also, invoking the "heartland" (e.g. Engesser & al. 2017).

Similarly, researchers have identified reoccurring ways of constructing verbal humor (e.g. Attardo 2001), of which common are comparison, exaggeration, pun, and sarcasm. In the context of public political texts, these strategies are closely related to figurative frames of metaphor, hyperbole and irony (c.f. Burgers & al. 2016). However, as political rhetoric occurs mostly in genres regarded as serious, it is assumed that verbal humor in populist rhetoric are manifested mostly through "jab lines" and irony rather than through jokes ending in punch lines. In other words, humor in populist rhetoric is likely more about jab lines working along the above-mentioned populist signifying practices.

However, as populist rhetoric happens in various contexts (e.g. with various "host ideologies", political systems and cultures, mediums), styles and targets of humor in populist rhetoric can alter accordingly. To provide a rich empirical exploration of the topic, I study the blog posts by Timo Soini, a current foreign minister of Finland and a former longstanding party leader of the Finns Party who has written his blog actively since 2007. I focus on four different "stages" during the period of 2007–2017: Soini as a rising contender (January 2007), as a land-slide winner (April 2011), as a minister (June 2015), and as a displaced party leader (June 2017). The data consists of 47 posts, which are analyzed by an extension of General Theory of Verbal Humor (Attardo 2001), and the results are interpreted through a novel understanding of the framing theory (Burgers & al. 2016).

Radio Research

RAR01 - Radio, cultural identities and active listening

PP 047: Radio, Drama and Theater: The Art of midnight conversations. The case of "Hablar por hablar" in Cadena Ser, Spain.

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This proposal presents a case study of the stage adaptation of the radio program "Hablar por Hablar" of the most popular speech-based Spanish radio station, according to EGM (4.336.000 daily listeners from Monday to Friday in November, 2017). Over the course of its more than 25 years of existence in *Cadena Ser*, this program has collected the testimonies of several generations of listeners from 2.00 to 4.30 a.m. The simplicity of its approach has been the key of its success. In this sense, radio only serves as a meeting point to all those who are looking for company in the middle of the night. The program is presented as a two-way street since listeners share their problems, confidences, concerns and they are also participants to discover possible solutions of human longing, leaving the presenter as the link and witness of the stories of everyday life.

These stories have been a source of inspiration to the play "Hablar por Hablar", staged in Teatro de Bellas de Artes of Madrid in January-February, 2018 and directed by Fernando Sánchez Cabezudo. Throughout the History of Radio, drama has been present in the programming schedules providing content. However the reverse process, the use of radio in Theater has been less frequent, and it has almost disappeared in the Spanish stage with the crisis of radio drama in the 70s; when the relationship between radio and theatre was practically broken (Balsebre, 2001).

The main aim is to study the dramatization of the radio program "Hablar por Hablar". Methods used are mainly qualitative and descriptive. It includes documental, bibliographic and hemerographic revision, and as a complementary method, it conducts semi-structured interviews with the creators of the play and the radio program.

The information analyzed determines that the play "Hablar por hablar" serves as a sample of the twinning of radio and theater, and it shows the current good health of both radio drama and theater, that are reviving again in Spain with several initiatives such as the plays "Nora 1959", premiered in November, 2017 in Centro Dramático Nacional, "Historias de Usera", staged in the closing of Kubik lounge in July 2016, or the birth of the platform "Podium Podcast" (http://www.podiumpodcast.com/) and the phone application "Storywalker". In addition, this casestudy evidences that imagination becomes scenery to the listener and the spectator; as Peter Brook states, any empty space might be considered a "bare stage" (2013), in the same way that radio has used its listener's imagination as a tool to create sound images in their minds.

PP 211: Sound literacy: Exploring radio as a teaching resource

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In 1931 Walter Benjamin intuited that "the illiterate of the future would be more the one who could not make a photograph than the one incapable of reading". The evolution of electronic media drove us indeed to an image-based representation of the world and to the predominance of visual language in almost all kinds of communication processes. According to Chris Jenks, who wrote Visual Culture in 1995, the western culture is basically centred in what can be seen. Thus, it is more or less understandable the profusion of scientific works on visual culture, civilization of image, iconography and audiovisual media. When comparing image and sound, there is probably an additional reason motivating a stronger attention to pictorial messages than to acoustic inputs: sounds are much more perceived as natural signs than as expressive and intentional messages. This is perhaps the reason why listening – unlike seeing – is rarely assumed as a competence that should be learnt or trained.

Departing from the perception that there is a kind of insensitivity to sound information, especially in schools, where pedagogical resources are very often supported in image and audiovisual materials, this paper aims to discuss the relevance sound may have in teaching-learning processes. Within a very exploratory project, the proposal is to develop the concept of sound literacy, grounded on the idea according to which social practices keep being framed by sound environments and landscapes that shape the perception of the surrounding world. As acknowledged by Steven Feld (1996), while being a vehicle of orientation in physical space, sound has cognitive potential and is also a regulator of social spaces and relationships. The first objective of this paper is therefore theoretical, as it is intended to contribute to the development of critical thought on the meaningful nature of sound. Secondly it intends to explore ideas for new pedagogical tools based on radio productions.

Language teaching methods usually include listening as a way of developing skills of understanding, as well as of upgrading expressive abilities. By taking this specific learning field as a model for other areas, this

paper seeks to offer a catalogue of exercises adapted to diverse disciplines (e.g. History, Geography, Literature…). The main goal is to improve listening as a regular exercise in classroom and encourage teachers to use radio content as a resource to promote debate among students and to develop creative work. Improving active listening and promoting sound literacy is the key motivation for this project. In methodological terms proposals for the pedagogical activities will be inspired in interviews with teachers and analysis of programmatic content of a sample of courses. A very final outcome, which this paper is meant to present, will be a handbook that may constitute a guide for teachers and educators in innovative teaching-learning practices.

PP 212: "I touch my radio 150 times a day". The commodification of haptically mediated radio listening

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Haptics is a neologism proposed for the first time in the waning years of the 19th Century by the Berlin-based psychologist Max Dessoir in order to describe "the doctrine of touch, with concomitant sensations and perceptions" (Parisi 2011). By the end of the 19th Century the term haptics became synonymous "with touch, subsuming the latter category within the former" (Parisi 2011). Nowadays, the prevalent form of interaction with a mobile device is haptic manipulation of visually perceptible elements that are displayed on a screen; this trend also seems to manifest in the case of desktop and laptop computers (for example the Touch Bar on the new MacBook Pro). This design practice comes with its own set of advantages and disadvantages.

The present paper aims to rediscover the tactile aspects of radio listening, which until now have been underestimated by media studies and radio scholars, and to describe how haptic radio listening has evolved.

What we define as the "haptically-mediated listening" of radio provides broadcasters with a new mass of data to manage, in order to refine the mechanism of audience behaviour prediction underlying the commodification of broadcasting that has been in use since the beginning of commercial broadcasting in the early 1920s. The "haptically-mediated listening" of radio has not only increased, but it has also acquired an economic value: unlike in the past, today haptic radio listening is evaluated and commodified. Every touch made on a smartphone in order to open an app to listen to an online radio is measured and commodified, as are the likes we put on the Facebook pages of a radio station through our smartphone. The paper will first perform an overview of the studies that have dealt with the haptic dimension of media, then focus on the disruption of listening to and interacting with radio content through smartphone apps, and conclude with a critical depiction of the characteristics of what we call "haptically-mediated listening" and its implications for audience evaluation. The commodification of haptically-mediated listening and its possible future developments represent a small portion of a wider phenomenon of data commodification, which is occurring around the digital data produced by networked publics (Boyd 2007) within the private fences of commercial social media.

RAR02 - Sound industries and radio formats

PP 127: Spotify: A key platform of the sound industries

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This paper maps out the role of Spotify in the contemporary context. It attempts to answer the following question: what is Spotify? Is it a medium, a platform, a music service, a new type of radio?

To study in depth the role of this company will also allow us to evaluate its relationship with the different global actors in the music sector. We will analyze its policies in terms of corporate alliances, the difficulties in its development and its transformation and impact for audiences and modes of music consumption. We will also study how Spotify manages information and data and its business strategies. For, in the end, this type of platform has a remarkable impact on several economic, political and cultural aspects. Even though it is impossible to guarantee its permanence in such a volatile market, this study will allow us to point at certain tendencies within the global music market that are likely to further evolve and develop.

Having such goals, this communication has two main parts:

The first part defines Spotify and analyzes its history, as well as details about its founders—that is, Danel Ek and Martin Lorentzon. Prior to this, we will briefly explain the history of digital music distribution in order to understand the context from which Spotify springs. The set of relationships of its founders and other workers with other digital businesses will signal the fact that we cannot separate Spotify from previously existing distribution networks.

The second part exclusively analyzes economic aspects. It tackles the evolution of the platform in the different markets, acquisition strategies, corporate structure and financing. It also pays special attention to the company's last strategies and developments in relation to different partners in a diversity of sectors. We will see how Spotify is not limited to the music sector. In fact, Spotify's policies, in terms of corporate alliances, bring it close to the technological sector, the media and different consumer goods.

PP 128: Production and distribution of sound content on the net: The Podium Podcast case study

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On June 7, 2016 Podium Podcast was born, a business project led by the PRISA group that aims to create a platform which enhances the production and distribution of podcasts in Spanish (Moreno, 2017). With this proposal, in line with other initiatives such as Radiophotopathy and Panoply (Bonini, 2017), the PRISA Radio group opened up new market expectations for an industry with an economic model still sustainable in advertising investment (Martí, et al., 2015).

From this perspective, Podium Podcast adapts to the new dynamics of consumption (Moreno, 2017, Amoedo & Martínez-Costa, 2016). On the one hand, it breaks the traditional structure of radio communication (Ortiz Sobrino, 2017; Gonzalez & Salgado, 2011). On the other, it promotes a sense of commitment between the content and its potential audience (Jenkins et al., 2015). But how do Podiumpodcast.com handle both challenges? In both, the broadcaster is the one who must place its content in those spaces likely to reach consumers, who must recognize the sound products and also generate emotional links with the audience.

This paper addresses the Podium Podcast case study in order to analyze this new platform as a whole and determine its differentiating characteristics in terms of production and distribution of its contents. Special attention was paid to the tagging parameters of sound contents as a strategy for their recognition in the digital environment. Naming and describing is a part of the production process of a podcast (Gallego, 2010) that acquires a high relevant value when they become its identifier. At this point, questions arise such as: Is the radio genre part of the tagging of online sound contents, thus facilitating their identification? Based on the basis that this platform produces exclusive content, do social media strategies also play a promotional role, as is generally the case with offline programs?

To answer these questions, a methodological tool was designed that provided quantitative and qualitative data, obtained from content analysis and in-depth interviews with those responsible for this innovative project. The content analysis was structured around variables (32) that delve into the content, production, distribution, financing and use of social networks. The sample analyzed includes all the products offered on the platform (51, up to now). The interviews allowed to obtain information in relation to the conception, philosophy, objectives and the market positioning of this project.

The results show that Podium Podcast offer is focused on informative, entertainment (mainly serial fiction) and hybrid (infotainment) content. There are both original products and the presence of current programs or the sound archive files of Cadena SER (talk radio station of PRISA Radio). New forms of financing are included, such as brand content. A notable problem was observed in the tagging of its products, derived from divergent strategies according to the way of distribution. The analysis revealed that Podiumpodcast.com acquires a transmedia dimension in the use of social networks, especially on YouTube, where its products present an audiovisual narration and also offer additional content aimed at satisfying other consumer needs.

PP 129: The Podcast in Portuguese newspapers

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The role of sound in online journalism has been relegated to a secondary plan. In many online media the sound repeats the text, an interview, or is inserted in multimedia works. The Podcast has become more popular and more attractive to the market for traditional media (Bonini, 2015). It is a way to extend their materials because it's cheap and simple, is a new field in expansion and a new way to explore historical brands with great credibility (Gallego, 2010). Underutilization of sound in portuguese online journalism has been recognized by academics and professionals and reveals a progressive disinterest for expressive multimedia possibilities (Zamith, 2008) that has not changed in the last 10 years (2017, Zamith).

The 90 marked the debut of the Portuguese media on the Internet.The radio stations were the first to distribute your Podcast programs. Only recently the portuguese newspapers realized the potentialities of sound and started producing sound content that they distributed in Podcast. But, are they different from radio programs? We may found similar and different characteristics. Podcast can but do not have to sound different to radio (Berry, 2016).

This study focuses on three Portuguese newspapers of general information with Podcasts. It will be analyzed the sound products available in the websites, in their Soundcloud and iTunes accounts. The objective is to characterize the audio distributed in Podcast of these publications to realize how the newspaper in digital environment develops sound products that contain distinctive elements that can reveal an identity of its own.

In this study we may conclude that after a moment of timid investment in audio content, advances and setbacks in the last decade, the newspapers Podcasts are very close to the radio content and format. Newspapers use the Podcast as a brand statement and strategy statement as opinion formers. Portuguese newspapers have finally begun to invest on sound but in an exploratory way.

PP 130: Radio programming structures as a political tool: A comparative study between Catalonia and Scotland

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This paper compares morning news talk radio magazines in two different contexts -Catalonia and Scotland. Radio broadcasting remains a strategic tool for political actors. The medium's features explain its relevance -production simplicity, listening ubiquity and focus on words rather than images. Particularly, morning radio shows remain a priority slot for political content because of its audience and popularity. The paper explores how the different show schedules and sections reflect the degree of influence of political actors in the public debate and the producers' management strategies of political content. This study compares morning slots of 5 radio stations -Catalunya Ràdio, RAC1, BBC Scotland and BBC Radio 4 and BBC Radio 5- and on in-depth interviews with Catalan and Scottish radio producers and editors, as well as political PR's, from 2014 to 2016.

The results show Catalan political PRs having a stronger degree of influence over the content of the shows than their Scottish counterparts. Differences relate to the prevailing political communication culture in each context and differences in the current affairs programing. In Catalonia, the "container" schedule (Martí, 2000) -replied practically in the totality of talk radio stations- uses politicians and media pundits to fill in most of its sections: interviews, phone-in calls, daily political analysis. Whereas in Scotland, current affairs shows tend to use both politicians and experts. Scottish shows are shorter and include a smaller variety of sections offering less opportunities for politicians to go on-air. In that sense, while Catalan radio producers have complaints about the excessive dependence on political actors, Scottish political actors complain about the limited options to on-air access to expose their arguments.

This paper highlights how current affairs programming structures a) determine professional routines and b) are the consequence of the political communication culture in each context.

RAR03 - Internet challenges and online audio consumption

PP 208: Radio stations and audience interactions on Twitter in the Catalan referendum 1-O

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On 1 October 2017, Catalonia hold an Independence referendum (1-O) convened by the Catalan Government but suspended and declared illegal by the Spanish Constitutional Court. Beyond the results and its political, social and economic consequences, still in force, the police charges at different voting places and the crowded demonstrations captured the attention of national and international media. These events occured at a time when radio is developing new ways of interacting with its audience (Nyre and Ala-Fossi, 2011, Stark and Weichselbaum, 2013). In this digital scenario, Twitter has also evolved to become a media to disseminate news and follow events in real time (Rogers, 2014), where the publics meet to "share and discover what's happening right now, anywhere in the world" (van Dijck, 2011). Our study is based on theoretical reflections of participatory culture and the empowerment of audiences (Jenkins, 2006), the ability of social media to disseminate content globally (Deuze, 2012, Castells, 2013) and the implementation of networking framing (Meraz and Papacharissi, 2013). The functions of gatekeeping (McQuail, 1994) become a process no longer exclusive to mass media. In this new online collective communication process, citizens become a key element in establishing the news agenda and its spreading (Papacharissi, 2015), generating new practices such as gatewatching (Bruns, 2003).

This paper presents the results of a research with the objective to analyse the activity on Twitter of the main Catalan and Spanish radio stations of public (Catalunya Ràdio and RNE) and commercial ownership (RAC1

and Cadena SER) in relation to the news coverage of the referendum day and the reactions of the listeners-users through the profiles of the selected broadcasters.

The sample covered the referendum's day and the day after (1-2/10/2017). 68,664 distinct users interacted with the radio stations, posting 103,523 tweets. To collect the data we used the Twitter Capture and Analysis Toolset (TCAT). Digital Methods Initiative (DMI) research techniques and content analysis were combined. The variables considered range from the on-air programming to the activity on Twitter (profile, frequency of publication, users, content and typology of the tweets, their synergy with broadcasting, vision of the facts, use of hashtags, emojis and audio-visual resources, etc.).

The exceptionality of the day only motivated Catalan broadcasters to alter their habitual programming and the course of events ignited Twitter. Different strategies and divergent informative narrations by radio stations and listeners-users were observed, being the territorial factor a key element. Furthermore, different user roles and actions were determined. The study also showed the synergy between Twitter and radio, these two media being again the best equipped to track events in real time. The analysis of the tweets made possible to identify user's practices highlighting the existence of a collective audience of gatekeepers and gatewatchers. The main practices are the questioning of the news treatment by the radio stations, the granting of credibility to the sources cited, the contribution of new data and graphic images to complement the radio discourse and the assessment and criticism of the participants in the broadcasting.

PP 209: Old meets new? Mapping youth-oriented radio content and the relationship of students with radio

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Radio and youth are no strangers in academic research. Cardoso et al. (2009) argue that radio broadcastings neglect specific content for young audiences, as Meneses (2008) advocates that radio and youth are "divorced". Giannara & Giannakoulopoulos (2006) explain that these audiences are simply not interested in radio content. As such, Portela (2014) concluded that radio is losing young audiences and statistics provide evidence that the listeners' profile tend to include older people, more than it used to be. Taking into account some of the research on radio and (young) audiences, this paper intends to hand over additional data for the understanding of how youth is currently dealing with radio. According to a sample including over 100 students, questions observed radio consumption levels, radio's social representations, most recognisable radio station in terms of information and entertainment.

Preliminary data suggest that radio streaming in no significant media for these audiences. Entertainment is the most recognisable feature of radio and car driving seems to be the dominant place for radio consumption. Hence, some of these data show no substantial changes in radio consumption, in the present online possibilities within young audiences.

PP 210: Radio and audio news consumption online: The evolution of the uses and preferences of digital audiences in Spain (2015-2018).

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The modes of audio consumption have evolved rapidly over the last decade, caused by the technological innovations in communication systems, devices and applications available online for audiences. Particularly, radio audience behaviour with respect to getting informed has changed from a linear way of listening news to a diversity of ways to come across audio. There is a wide choice of devices, applications and techniques for downloading audio files and listening to news content, sometimes in new formats.

Particularly, traditional radio stations broadcast their continuous content on-air and online, but they also produce discontinuous content in the multiplatform sphere, trying to captivate the interest of the public for news stories in every moment or, at least, in every moment that the user is connected to the internet. Regarding the position of the receiver, the audience plays an active role in the digital environment; and the rise of social networks has launched new ways and habits of listening, commenting and sharing news. According to the Digital News Report (DNR) 2017, 37% of the online audience in Spain use mainly the smartphone for news.

The Digital News Report is a research project led by the Reuters Institute for the Study of Journalism at the University of Oxford. It provides data from a YouGov survey of 70,000 online news consumers in 36 countries, of which approximately 2,000 are respondents in Spain every year. The Center for the Internet Studies and Digital Life of the University of Navarra is an academic partner of this project and leads the research in Spain.

This paper explores the answers gathered in this annual online survey about news consumption, and, particularly, it focuses on the habits of online audiences in Spain regarding the listening of audio-based news formats. Specifically, this paper looks for answers to the following four aspects: 1) the use of traditional and online radio as a source for news; 2) the different ways (platforms and formats) of consuming audio news online; 3) the use of the diversity of devices for audio news; and 4) a comparison of the use of traditional and online radio brands in Spain.

The methodology combines quantitative data from 2015 to 2018 to identify trends in audience behaviour online in relation to different radio outputs and the growing variety of platforms and devices.

This paper is part of a research project titled "Uses and preferences of news in the new map of Media in Spain: Audiences, companies, content and managing of reputation in a multi-screen environment" (2016-2018), funded by the Spanish Ministry of Economy and Competitiveness.

RAR PS - Poster Session

PS 55: Bertolt Brecht - a vision that was capable of raising Radio to a medium that enhanced its own characteristics

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Bertolt Brecht, was a propeller of a vision that was capable of raising Radio to a medium that enhanced its own characteristics. In addition to the works performed purposely for the medium Radio, Brecht also reflected on it by inaugurating an intellectual tradition. *Radio as a Communication Apparatus* and *Radio Theory* are the fundamental texts where Brecht rehearsed the notion of complete overture too what is new but also to different forms of thinking this particular apparatus: Radio.

The striking fascination demonstrated by Brecht with the contents of Radio, that were a to innovative a medium to be clear understood in that historical moment, shows that Brecht embrace an idea of not having radio as a method of mere fuelling time and space, but, in turn, he was as the idea as Radio as a creative technique, a too much advanced technical skill for human maturity of that period; For him, we should to be prepared to Radio, but a deep thinking on it.

The wide opening perspective that Brecht left us, the openness to the new that one should have in connection on our reflections on Radio, have at least two main perspectives or focus: a) one that that links radio to the artistic creation through the construction of new references by sonorous manipulation; b) the quality of radio as a means of a communicating dialogue through the participation of the listener in an interaction with the different structures of power.

In these two views, we have the conception that Radio is a networked device and a creator of communities and where artistic recreation and dialectics were capable of transforming Radio into the most important medium of Mass Communication and not only a mere signs receptor. These two views are Brecht embryonic discover and a part of the way around which we still continuous to think, even nowadays, Radio. We can say that we will demonstrate that, that Brecht ideas are still haunting our idea of Radio and we will do it by pointing out that:

i) Brecht's ideas are the starting point for an in-depth understanding of different ways that makes the radio a laboratory through an analogy between the Radio studio and the cinema-editing room and whose highest representation is Pierre Schaeffer's work, at RTF, whom transported the ideas of the phenomenological school to sound. The acousmatic characteristics of this medium generate innovative abilities of auditory interpretation, that are by-products of sonic manipulations that gain autonomy in an artistic context.

ii) Brecht's ideas are also premonitory about much of what would become the Radio way in advocating an ideology for Radio that should be capable of turning this technology into a space for dialogue and openness to the ability of listeners to participate. Much of contemporary radio programs demonstrate this ideology, via the implementation of a e even growing plethora of 'spaces' for individual opinions.

The presentation will try to show both in a theoretical and empirical basis, what have been state only by a silent media, alphabet.

SCI01 - Transformations towards sustainability

PP 041: Transforming energy, transforming society? The politics of energy democracy initiatives seen from a discursive perspective

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The kinds of threats posed by climate change and by other socio-ecological imbalances call for fundamental changes in social practices and social structures (Future Earth, 2018). The incremental reforms and policy adjustments that have been put forth to address those challenges typically remove the political layers of social practices on a variety of fields, such as energy production, which are constituted into techno-managerial domains to be left to 'experts'. This can create an appearance of action while maintaining the root causes of those problems. Transformations towards Sustainability (TtS) have to be simultaneously deeper and more open than that. Some have suggested that the social sustainability (Whitton et al., 2016) of TtS requires open debates, plural and inclusive participation, and enhanced accountability. A number of scholars have also highlighted the unruly and complex nature of social change and the roles of citizens and civil society (Shove & Walker, 2007; Smith & Stirling, 2010; Stirling, 2014). A recent flagship report maintains that TtS call for 'greater agency of civil society organizations and social movements', and for 'transparent and democratic political processes' (UNRISD, 2016: 39-40). It is therefore very important to examine who has a say and how in the governance of those transformations, and how pluralism, inclusivity and accountability can be increased.

Property, decision-making processes and guiding values in energy production systems are crucial aspects in the generation of the climate crisis. In the last few years, a movement struggling for Energy Democracy has emerged in various world regions, from Europe to South America, aiming to challenge the dominant systems with regards to those key matters. The research to be presented will start with an analysis of Citizen Energy, an initiative that brings together 'crowdfunding platforms and cooperatives with a focus on getting the public involved in sustainable energy projects' (citizenenergy, 2018). A discourse analysis of Citizen Energy's website and of those that it links to will be offered. In addition, the study will focus on an energy cooperative based in Portugal and connected with Citizen Energy: Coopérnico. The goal is to examine multiple types of online and offline discourses resulting from (observations of) meetings, interviews with governing body members and with regular members, in order to understand which visions of sustainability and of governance are enacted (and how), which kinds of political subjectivity are found and the extent to which there are limitations and constraints to larger changes of civic agency in this domain. The expansion of Energy Democracy will ultimately involve bringing characteristics of henceforth 'peripherical' community projects in the energy field to the centre of energy systems and there are signs of a significant international diffusion of some of these ideas. However, local contexts also matter and, together with material specificities, have to be taken into account (cf. van Veellen, 2018).

Besides concrete contributions to understanding the domains mentioned above, this paper will dialogue with the wider literatures on Transformations towards Sustainability (e.g. Feola, 2015) and on processes of (de)politicization of environmental matters (e.g. Hammond, 2018; Maeseele & Raeijmaekers, 2017).

PP 042: Environmental domestication or contestation? How the discourse of co-creation meets local experiences of green transition.

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A discourse of co-creation or co-production has recently gained importance within several policy areas, including the field of environmental communication. Central features of the discourse are notions of mutual responsibility between citizen and authorities, commitments to participation, and an alleged loosening of power relations (Voorberg, Bekkers & Tummers, 2015). Broadly, the discourse can be seen in the context of a shift from New Public Management to New Public Governance. However, the concrete implications of the discourse, not least for environmental communication, are yet to be explored.

This paper examines the interplay between the discourse of co-creation and local experiences in a cross-local green transition project involving four municipalities in Scandinavia. The protect participants are in charge of their own local cases, for instance on electric cars or solar panels, but they meet regularly and exchange experiences within the overall framework of 'co-creational green transition'.

The paper is guided by two complementary research questions:

How does the discourse of co-creation enable the participants to make sense of their experiences in the different local green transition projects?

How is the discourse of co-creation challenged by the local green transition experiences of the partners?

The two questions address each side of the dialectical relation (Fairclough, 2010) between so-called big 'D' and small 'd' discourses (Keenoy & Oswick, 2004). This dialectic relation is theoretically well established in the field of discourse analysis, but has been less pursued empirically.

As for data, the paper relies on transcripts of presentations and discussions at workshops for the project partners, where they represent and share experiences from their local cases and relate them to the overall framework of the project.

Analytically, the paper focuses on conceptualizations and evaluations. For RQ1, it is analyzed how concepts and ways of evaluating, stemming from the discourse of co-creation, are employed in the articulation of events, actors and processes from the local green transition cases. Concerning RQ2, it is analyzed how concepts and ideals from the discourse of co-creation are explicitly or implicitly questioned or contested in the articulation of local events, actors, and processes.

PP 043: Stories of transformation: A cross-country focus group study on sustainable development and societal change

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This presentation will discuss findings from an international focus group study examining ways in which laypeople in different societies can make sense of societal transformations to sustainability. Twenty semi-structured focus groups with a total of 130 participants were conducted in collaboration with partners[1] in five case study areas: Praia in Cabo Verde, Guangzhou in China, Nadi city and a village in the Yasawas in Fiji, Boulder in the USA, and Östergötland region in Sweden. The study explores focus group participants' sense-making of the problems facing contemporary societies, desired goals and the pathways for change – or the why, what and how of sustainability transformations.

In a world faced with climate change, rapid urbanization, increasing energy demands, and pressing need for poverty reduction, there is increasing attention in science, policy-making and media to go beyond incremental change to stimulate societal transformations toward sustainability. For example, societal transformation was a widely discussed issue in the 2015 Paris climate change meeting, and features prominently in the United Nation's 2030 Agenda for sustainable development. Discussions about societal transformations involves social, cultural and political dimensions that concern citizens around the world. In exploring citizen perspectives on transformations we add to the environmental communication literature on sense-making and more broadly to the social science literature on sustainability transformations, contributing insights into what sustainability transformations mean to different groups of actors, in different societies and not the least in the Global South.

The study takes its theoretical point of departure in a dialogical approach to sense-making (Bakhtin 1986; Linell 2009; Marková et al 2007), emphasising contextual and interactional features of human thinking, discourse, and action. Focus group methodology was chosen since it allows exploration not only of individual participants' views on different topics, but also how meaning-making occurs in action (Morgan, 2012; Wilkinson, 2016). The focus group discussions were analysed by means of thematic content analysis, exploring commonalities as well as variations in the data. The analysis also focused on participants' sense-making resources.

The presentation discusses participants' representations of how societies change, goals for future societies, current unsustainable conditions, and how to transform societies towards sustainability. It also discusses key sense-making resources in the focus groups, in particular story-telling.

[1] The study's collaborating partners are: Victoria Wibeck, Björn-Ola Linnér, Melisa Alves, Therese Asplund, Anna Bohman, Maxwell T. Boykoff, Pamela M. Feetham, Yi Huang, Januario Nascimento, Jessica Rich, Charles Yvon Rocha, Franco Vaccarino and Shi Xian

PP 044: Consumption-critical media practices: Acting on media for sustainability

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Facing the ecological crisis, more and more people change their consumption behavior, consume less or fair trade products. Media play a crucial role not only because people gain information about fair consumer options through media but especially internet media provide platforms for consumption processes such as selling, buying or exchanging goods. But media also get into the focus of consumption itself, as people are aware of the socio-ecological effects the production, consumption and disposal of media technologies cause. Some people try to develop alternatives in the production and appropriation of media devices. These alternatives are consumption-critical media practices, which are the object of this presentation.

I define consumption-critical media practices as practices which are either using media for criticizing (certain) consumption or which are (consciously practiced) alternatives to the consumption of media

technologies such as repairing, exchanging or producing durable media technologies. While the former can be found on the level of media content, the latter are practiced on the levels of production and appropriation. With consumption-critical media practices people try to contribute to a sustainable society. This presentation discusses results from three empirical case studies in which examples of consumption-critical media practices have been analyzed: 1. websites which advertise for sustainability, 2. the repairing of media technologies, 3. the production of fair trade media technologies. These three cases are consumption-critical media practices on different levels: while the websites are examples for the level of media content, the repairing of media technologies is an example for the level of media appropriation, and the production of fair trade media technologies is an examples for the level of media production (whereupon the production here is the production of technologies and not media content).

To analyze these cases as examples of consumption-critical media practices, the approach of the Grounded Theory (Corbin/Strauss 2008) was used combining different methods: a qualitative website analysis was conducted analysing websites which advertise for sustainability, in-depth interviews with people repairing their media devices as well as those producing fair trade media technologies have been conducted. The data was analysed using the coding process of the Grounded Theory.

The results of the empirical case studies show that in all cases people *act on media* (Kannengießer/Kubitschko 2017) for sustainability: 1) they create media content on websites to advertise for sustainable practices, 2) they repair existing media devices to prolong the life-span of the technologies and by that avoid the production of waste and conserve resources, 3) they produce fair trade devices to protect humans and the environment.

Discussing these examples of consumption-critical media practices, the paper contributes to the research field of environmental communication, answering the research question what people do with media to contribute to sustainability. Thereby, also ambivalences within consumption-critical media practices are discussed as peoples aims and everyday practices differ.

PP 045: Future story chasers: Discussing environmental and social issues through a storytelling game methodology

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In this presentation, we will outline the co-design process and first results of the Future Story Chasers (FSC) storytelling game methodology. FSC is a research project aimed at fostering the collective creation of stories based on a board game with a futuristic fictional premise to reflect about the notions of tourism and environmental sustainability. The study has been carried out in late 2017 in three primary and secondary schools in Barcelona, with approximately two hundred participants from three different age groups and diverse social backgrounds. The study was inspired by the International Year of Sustainable Tourism for Development, promoted by the United Nations. Thus, the experience was carried out in coincidence with the Science Week of Catalonia, an initiative coordinated by the Catalan Foundation for Research and Innovation.

Our key working hypothesis is that by imagining possible worlds through creativity and play, we can foster critical thinking and citizen empowerment in subjects like environmental awareness. With this purpose, a board game with fictitious narrative elements was designed to help to visualise imaginary scenarios and indirectly discuss pressing social and environmental problems. The starting point for creating the game was to prompt reflection on the participants' own prejudices regarding the 'Other', tourism and urban environmental sustainability, and connect it their own life experience (Nash 2001) of being in a strange place. This evolved towards the idea of the traveler from another planet, in an environment where this situation is already perceived as everyday. Thus, we could avoid being stuck in First Contact stories, normalizing the presence of these kind of 'travellers' from different cultural backgrounds. Therefore, we understood this storytelling based-game as an essential tool that could be used to discuss both collective and individual social issues that affect the participants in their current context, which in many occasions are deeply rooted in their everyday life and are difficult to express or articulate straightforwardly.

The Future Story Chasers development has been inspired by design fiction, as a way to foresee the culture and the context where a designed artifact will be implemented (Sterling, 2012). An advantage of using a fictional design is its internal logic and unfolding possible worlds that can generate empathy and engagement while assimilating it into their own context. Therefore, using fiction with futuristic aspects as our framework for designing the board game allowed us to consider the values, meanings, and implications from an ethical and socio-political perspective.

For both students and teachers the game revealed itself as a great way to foster motivation, especially regarding the creative part of the narrative process, encouraged disruption and prompted conversations about social problems, such as the acceptance and integration of new immigrant students, tourism, and sustainability in a city like Barcelona where these topics are extremely relevant.

SCI02 - Climate change news and journalism

PP 122: Engaging the audience with climate change reporting: A study of data journalism on climate change

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Challenges caused by climate change are among the most pressing issues in contemporary societies. Climate change, as a complex global environmental risk, is caused by several factors, and mitigation activities must be undertaken on global, national, local and individual levels (IPCC, 2007). Recently, studies have indicated that there is a lack of engagement and concern among the public (Benulic, 2016; Whitmarsh et al, 2011). However, other studies indicate that media reporting and framing of climate change may increase concern among certain groups, for example those based on political preference (Carmichael et al, 2017; Olausson, 2009). The shift towards a digital media landscape increases the possibilities for interaction and participation by those with access to the web and the needed skills (Holliman 2011). While studies have found that digital-native media and legacy media cover climate change differently (cf. Painter et al. 2018), there has been little study into how traditional climate change reporting differs from more recent forms of journalism, such as data journalism. Several studies focus on media representation and framing of climate change (cf. Berglez, 2011; Boykoff, 2007; Eide, 2011; Nisbet, 2009; Olausson, 2009). None of them, however, address the issue and potential of data journalism. Stalph (2017) suggests that data journalism is a journalistic practice that, when employed, can enhance stories with visualizations while also enabling journalists to incorporate data sources as primary sources that previously may have widely been regarded as inoperative. Data journalism projects often feature a high level of interactivity, user participation, multimodality, interconnected processes and choices for audiences to create and find their own story in the data (Appelgren, 2017), and compared to more static forms of reporting, data journalistic projects have the potential to engage the public on a larger scale than before (Felle, 2015).

In this study, we therefore investigate climate change reporting in data journalism projects. We focus on carbon emissions and global warming in three different cases of data journalism in Swedish media. The main question is how this issue is framed in terms of responsibility and what conclusions that can be drawn in relation to the consequences of a wider and more effective public engagement. Does information from the media work as a facilitator or a hinder in this respect? We use the well-known framing definition by Robert Entman (1993, p. 52): "to frame is to *select some aspects of a perceived reality and make them more salient in a communication text, in such a way as to promote a particular problem definition, casual interpretation, moral evaluation, and/or treatment recommendation* for the item described [italics in original]".

Preliminary results from the qualitative analysis of three data journalistic projects indicate a merger between science communication and traditional journalism, with some features of user-generated content. Interactive features included in the websites may indeed facilitate engagement, but immersive digital functionality can also make individuals perceive themselves as being partly responsible for climate change. This makes data journalistic projects particularly well-suited for addressing the lack of interest and concern regarding climate change.

PP 123: Exploring climate migrants' presence and representation in European main media outlets

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This paper is a central part of a wider research project studying contemporary forced migration processes from a broad perspective mixing up sociology, communication research and big data automated analysis, and an international reach. This research topic is located at the crossroad of scientific fields like political communication and public opinion, arising its interest as a consequence of the ongling crisis of migration and refugees in Europe, accounting for a great social, cultural and political relevance. Forced migrants is a category that covers both political refugees searching for asylum escaping from political conflicts and wars and migrants changing their locations due to changes in live conditions in their original territories.

The main purpose of the project is to reconstruct the process of public opinion formation at European societies about the forced migrant social groups, through a comparative analysis of political discussion in parliamentary venues, media coverage, and actions and feelings expressed by civil society and audiences regarding these processes. This paper deals with the discontinuous attention devoted by European main media outlets to climate migrations, as it main purpose is to quantify the presence of this kind of environmentally-based migration in printed and online press of reference at the European Union. This kind of forced migration is not gaining the same attention as the critical situation experienced by political

refugees leaving war areas because their features, figures and urgency are different, at least in the way media companies are portraying both of them.

The methodological design proposed to achieve the general objective combines several methods coming from different scientific disciplines lacking of a dialogue tradition with each other. This specific paper is based on a quantitative content analysis and discourse analysis, combined to locate the predominant topics and frames in media coverage.

Provisional findings are proving a common and well-spread secondary position of climate migration in the European media discourse: its scarce, but constant, presence when portraying forced migrations points to a lack of clear connections between demographic movements and their political and/or economic rationales behind. As far these social and spatial transitions are not perceived and framed as one consequence of climate change, then journalistic coverage is not able to develop complex narratives able to cover the contradictions, risks and challenges that these processes are presenting to modern-day global societies. An in-depth analysis of sources of information, main characters and crossed-attributions of responsibility will complete the first quantitative approach to the offline and online content regarding this topic.

PP 124: Climate change journalism in practice - escaping the niche?

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Climate change is a totality issue, involving a range of knowledge from the natural sciences to the arts. In theory, journalists are just the sort of generalists that would be able to communicate a sense of this totality. In country after country, many of the introductory books, or synthesis books on climate change, are written by a breed of specialized environmental reporters or commentators, like Andy Revkin in the US or Ole Mathismoen in Norway. The present author has held courses on climate change journalism for 4 years, with the idea of journalists as generalists as the core idea.

In practice, and despite accelerated climate change in the "anthropocene" (Hylland Eriksen 2016) climate change journalism continues to appear as a niche phenomenon. Science journalism continually runs the risk of being pushed into the periphery of the media system at a time where it should have been placed at the core of public debates (Boykcoff and Yulsman 2013, Kunelius, Eide et al 2017, Alpert, Craige et al 2016). Illustratively, the Norwegian Free Speech Foundation, has financed freelance projects on climate change for the last few years, precisely because it is an area of quality journalism not provided with sufficient resources in the current media landscape.

Broader developments in the Norwegian economy may, however, serve as a countervailing factor, making climate change journalism in practice feasible as a generalist, rather than a scientific specialist and niche entreprise. The increase in unemployment, following the fall in the oil prize, helped make the climate debate in Norway become much more of an economic debate, from 2015 onwards (Bjartnes 2015, Ytterstad 2016). This paper is mostly based on qualitative interviews with editors and journalism of three new media outlets who all explictly develop their journalism on the wave of the "green shift" debate in Norway: Energi og klima, Naturpress.no and Syslagrønn.

These relatively new media outlets in Norway have adopted different versions of a climate change journalism that builds on science, but tries to "break into" (Weart 2008) news production and politics. Energi og klima concentrates on energy politics, target the main political parties and is very self conscious about influencing the broader media debate. Naturpress.no works with news, a risky enterprise more than 50 years after Galtung and Ruge (1965) seminal article on the inconmensurability between environmental developments and news values. SyslaGrønn is a cooperation between large regional papers in the Western part of Norway, focusing on the links between environmental and job creation, thus probing the "jogs versus the environment dilemma" (Räthzel and Uzzell 2011) increasingly at the centre of public debates in Norway.

The conclusion of this paper discusses both the limits and potential of the attempts to bring generalised climate change journalism central to public debates. Making climate change a "backyard" topic to, say - economic developments, may help climate change escape from the niche, but this escape comes with both environmental costs and benefits. But however feebly, climate change journalism in Norway does exist in practice, not just in theory.

PP 125: Conflict and agreement in climate change communication. A comparative study of Canadian, German, and US online news

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Previous research has shown that climate-change related conflict in the form of scientific controversy can have negative effects on public engagement. However, conflict can have mobilising effects as well, for example in the context of European parliamentary elections (Schuck, Vliegenthart, and de Vreese 2014).

Addressing recent critical reflections about the framing paradigm, this study disassembles "conflict frames" (Semetko and Valkenburg 2000), by investigating the discursive construction of agreement and disagreement.

We ask which actors are mobilised (e.g. scientists, politicians, publics), and how the (dis-)agreement is articulated. For example, we examine the use of emotional language and expressions of 'incivility'. Additionally, we investigate how (dis-)agreement is presented: does the author include "solution information" (McIntyre 2015) for conflicts? And how far does the (dis-)agreement extend temporally and in terms of its subject matter? These fine-grained distinctions allow us formulate sophisticated hypotheses about the role of conflict and agreement in different news outlets' communication strategies.

Methods

In order to integrate previous country-centred research theoretically, we use a comparative strategy. While Canada is more like the US with respect to the national media system, it is closer to Germany concerning public beliefs about and attitudes towards climate change. This counter-intuitive pattern leads us to expect considerable variation among these three, facilitating theory-formation.

We collect articles published online 6 months before and 3 months after the latest Conference of the Parties to the UNFCCC. After building a corpus of publications by five major outlets across the political spectrum per country, we first draw a random sample for a manual content analysis. Second, building on advances in digital text analysis, we use our results to train machine learning algorithms. Previous research has demonstrated the potential of Support Vector Machines to identify conflict frames (eg. Burscher et al. 2014), and we extend this technique to our fine-grained approach. Automatically annotating the remaining articles will result in additional data for (statistical) comparative study.

Bringing our empirical findings back to theory, our comparative results will allow us to explain, for example, the communicative mechanics underlying the US media "talking past each other" (Hoffman 2011), or how German news media "question the doubt" and critically interrogate skeptical narratives (Kaiser and Rhomberg 2016).

PP 126: The audience and users' perspective on climate change: Thematically focused, dynamic, transactional.

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Climate change has become a quite prominent topic of public communication, not only in the political field and in the mass media, but also as an issue in communication research. Most of empirical studies on climate change have their focus on media content, patterns of journalistic coverage, and journalistic expertise.

In this paper our focus is on the audience and users' perspective, based on a series of empirical studies which started in 2009 and ended in 2015. They included representative surveys and panel studies, qualitative in-depth interviews and focus-group interviews, as well as empirical analyses of online-communication in mass-media forums and in specialized science blogs. All these studies are related to audience and users in Germany.

Our findings display the complexity of climate change communication. The overall picture shows a 'rhizomatic' structure with multimedia varieties of networked communication, feedback-loops and long-term processes. Mass-media, online-communication and interpersonal communication have different, but complementary functions. Coverage in mass media has little impact on knowledge and even less on climate change related awareness and behavior; however, journalistic coverage, mostly on events like climate conferences (COP) or the release of scientific reports (IPCC-reports) does focus the agenda of climate change and thus creates the audiences' awareness of the agenda. Online-communication does have stronger impact on knowledge, awareness and behavioral disposition – among those users who do have concerns on science topics, and more specifically those who show commitment to environmental and climate change topics. Also, fictional media like film and documentaries have stronger impact on awareness and behavior than journalistic coverage.

Based on these findings and in concern of a constructionist concept of media use and media appropriation (dynamic-transactional model of Frueh/Schoenbach) we have developed the theoretical concept of "media experience". Media experience is the outcome of the interaction and appropriation of (media) users with (media) content. It is a life-long ongoing and dynamic process, with a focus on certain topics of particular meaning to the individual. The unique points of the concept media experience (and thus the difference to media effects) are the long-term perspective, the perspective of including all sort of mediatized communication, and the perspective that media experience is related to particular topics or fields of topics. With our series of empirical studies on climate change communication we can provide a wide range of empirical data underpinning the model of media experience.

SCI03 - Climate change in the blogosphere and think tanks

PP 205: A dynamic perspective on publics and counterpublics: The role of the blogosphere in pushing the issue of climate change during the 2016 US presidential campaign

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Building upon Frasers' (1990) concept of counterpublics, this paper examines the extent to which the English-speaking blogosphere functioned as a counterpublic sphere for the issue of climate change in the wake of the 2016 US presidential campaign.

Previous research has shown that in most cases it is particularly climate sceptical blogs who oppose the mainstream of the debate, thus turning this part of the blogosphere into a counterpublic by acting "as alternative public sites of expertise for a climate skeptical audience" (e.g. Sharman, 2014).

However, within the 2016 US presidential campaign, the mainstream of the debate around the scientific consensus was challenged as all top Republican candidates held skeptical viewpoints. This culminated in the nomination (and election) of Donald Trump, who openly expressed his contrarian position (e.g., in his tweets), and Skeptical views gained more prominence within the political establishment and a higher social acceptance as a result.

Additionally, the conservative movement was very successful at displacing the issue from the agenda – climate change played a next to negligible role during the 2016 US presidential campaign, ranking far behind other top issues such as the economy, terrorism, and health care (Pew Research Center, 2016). From the viewpoint of public sphere theory the question arises whether in this case the relationship between climate skeptics and advocates was subverted, and the blogosphere provided an alternative space (e.g. Downey & Fenton, 2003) where advocates tried to put the issue back on the agenda. This study therefore tracks over time (1) which position (climate skeptics vs. advocates) became more salient in the English-speaking blogosphere during the 2016 US presidential election campaign. To gain a deeper understanding of the debate, we further analyze (2) which climate change related topics were emphasized by the actors of each position.

Using blog data starting from the Republican nomination of Donald Trump (July 20th, 2016) to Election Day (November 8th, 2016), this study applies a classification algorithm to distinguish arguments of climate skeptics and advocates and LDA-topic-modeling to answer our research questions. The results support the idea of an emerging climate advocate counterpublic sphere, as their position and topics become more salient than those of climate-change skeptics. Mapping the dynamic relationship between dominant publics and subaltern counterpublics, the study is able to show how quickly the balance between them can change and relegate formerly central topics and positions to the periphery of public discourse.

PP 206: A not so ideal speech situation: Reconstructing the hoax discourse surrounding climate change in the blogosphere

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An important feature of online communication about anthropogenic climate change is blaming the respective out-group of lying. This 'hoax discourse' constructs one side as deniers of scientific facts and the other side as manufacturing false alarm. We conceptualize the hoax discourse in the English-speaking blogosphere as a disruptive discursive practice with ambivalent implications for public debates. While there are several studies of denial of anthropogenic climate change as a political strategy (Dunlap & McCright, 2015; Hellsten & Vasileiadou, 2015) and of denial in mass media coverage and commentary (Brüggemann & Engesser, 2017; Painter & Ashe, 2012; Feldman et al., 2017; Schmid-Petri, 2017; Elsasser & Dunlap 2013; Kaiser & Rhomberg 2016), there is less research on climate change denial online (with most studies focused on user comments: Walter et al., 2018; Collins & Nerlich, 2015; or Twitter: Cody, Reagan, Mitchell, Dodds, & Danforth, 2015; Jang & Hart, 2015 and only few on blogs: e.g. Elgesem, Steskal, & Diakopoulos, 2015). There is no systematic look at the blogosphere that maps the structures of the hoax discourse on climate change. This is a relevant research gap as the reproach of lying as important consequences for debates: it is a disruptive discursive practice. Habermas' *Theory of Communicative Action* points out that if truthfulness is being questioned this cannot be solved by discourse as repair mechanism for enabling mutual understanding. Nevertheless, by identifying and excluding lies and liars, the hoax discourse may serve rational debate, - if the reproach of lying is handled with care.

We address four questions: 1) to what extent is the reproach of lying part of the climate debate in the blogosphere, 2) what are the wider topics that this hoax discourse is connected to, 3) which role play

contrarians and mainstream speakers in this debate, and 4) who blames whom for lying about what? The study combines automated, qualitative, and quantitative content analysis in order to identify the main patterns of the hoax discourse drawing on 189.297 English language blog posts related to reproaches of lying in the context of climate change from 56.616 different blogs published by on the web between May 14 2016 and 2017. Starting from a topic modelling to identify themes in the debate, a qualitative study developed the coding frame for the subsequent quantitative study of 400 blog posts.

We find that the hoax discourse appears as a salient feature with strikingly similar patterns of accusations on both sides of the debate: accusations of lying are unspecific and mostly directed towards groups rather than clearly saying who is lying. The accusations were mostly not backed by arguments, facts and evidence, but by authority claims. These authorities were presented as 'scientific', with each side suggesting that 'their' science is the correct one, while dismissing claims made by the other side. While the discourse, on the surface, is about science, it does not draw on scientific evidence and facts. Therefore, it plays more of a role in affirming social group identity than it serves the purpose of creating understanding.

PP 207: Dominant frames in think tanks on climate policy in Europe

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In today's society think tanks (TT) are relevant and influential in shaping public policies, the public opinion and the media. Perspectives on TT utility range from pluralist perspectives considering the proliferation of TTs as a sign of progress in a democracy (McGann, 2007) to elitist approaches deeming those organizations tools of the capitalist ruling class (Domhoff, 2010). They also include field theory or discourse coalition theories which link TTs to a network of powerful sponsors and dependencies (Medvetz, 2012) and help adopting a sociological view to understand the spread of some discourses like economic neoliberal hegemony or climate change denial (Plehwe & Walpen, 2006; Plehwe, 2014).

Particularly for climate change policies and public opinion, TT output, influence and political economy have been increasingly researched in the United States (US) to unveil the primary role those organisations have played in the promotion of climate change contrarianism and the creation of a right-wing countermovement opposing fighting against anthropogenic global warming (e.g. Brulle, 2014; Farrell, 2016; Boykoff and Olson, 2013; Dunlap et al, 2016). In part since explicit climate change contrarianism appears to be much more tempered in the EU, TT have not garnered a similar degree of academic interest in Europe. However, climate change denial may adopt different forms (for instance *literal*, *interpretative* of *implicatory* denial, following Cohen 2001 and Norgaard 2011). These map usefully onto varying manifestations of ideological denial also present in Europe. Particularly interesting is *implicatory* denial, denial with regard to the solutions adopted, i.e. to acknowledge the anthropogenic causes of climate change but to endorse solutions that don't fully match the causes. This paper will focus on this research gap.

Adapting from O'Neill et al (2015) frames for climate change in media, this paper will present the results of a frame analysis on the output of leading European think tanks (ETT) generating knowledge for climate policy decision-making. First, for the universe of ETT, a sample of the most influential multidisciplinary and environment-focused think tanks in Europe using English as the main language will be selected (after University of Pennsylvania's 2017 ranking, McGann, 2018). Second, their output in 2017 will be gathered by means of a search using the keywords "climate change" or "global warming" or "IPCC". Third, all textual items which can be coded (reports, articles, posts, etc.) will be so using a frame schema (adapted from O'Neill et al, 2015, which included the following frames: settled science, political or ideological struggle, role of science, uncertain science, disaster, security, morality and ethics, opportunity, economic and health). Through this research we will identify dominant discursive frames in the output of the most influential think tanks in Europe to highlight whether they (i) align with the main concerns identified in IPCC Fifth Assessment Report; (ii) suggest solutions accordingly and/or (iii) incur in some type of denial.

SCI04 - Politicization and climate engagement

PP 287: Denial, Green Consumption or Collective Action? (De)politicization and Climate Engagement

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While public awareness regarding man-made climate change is growing, the willingness to act remains low. Several barriers have been discussed which may prevent people from taking action, denying the uncomfortable truth. These are often (in)directly linked to media communication. Media constitute important sources of information about the climate. Media frames, in particular, have been shown to strongly affect

public and political debates and engagement (Graber, 1988). The five major 'communication' problems identified are 'conflicting values', 'solution scepticism', 'distance', 'alarmism' and 'conflict and uncertainty' (e.g. Dilling & Moser, 2007). Suggested alternatives include 'resonant values/interests', 'collective responsibility', 'global awareness', 'deconstruction-reconstruction' and 'contextualized conflict' (e.g. Lakoff, 2010; Nisbet, 2009; O'Neill, 2017).

Drawing on Brulle (2010), however, we denounce the proposed 'top-down frames' for mainly 'manipulating passive consumers' into supporting hegemonic ('consensus') views (e.g. green consumption/production). That is, reproducing anthropocentric values (e.g. hierarchy, individualism, quantity) (Verhagen, 2008), they contribute to 'depolicization'. We argue, therefore, that frames must facilitate repoliticization, challenging "the contours of the non-level playing field" (Gamson & Ryan, 2005, p.14) and introducing fundamentally different views (i.e. biocentrism: diversity, (e)quality, cooperation) (Verhagen, 2008). Based on the literature, bottom-up frames can be expected to engage broader groups of citizens, encouraging them to collectively imagine and enact alternatives in the common interest (Pepermans & Maeseele, 2014). Mainstream media have been shown to mainly reproduce top-down views, while alternative media are more likely to provide bottom-up perspectives (e.g. Hopke, 2012).

We hypothesize, accordingly, that the dominant engagement strategies are likely to be abandoned or, at least, reinterpreted in the context of such bottom-up frames. Yet, the existing literature does not allow to compare nor to draw thorough conclusions regarding the actual role, status, interaction and potential (de/repoliticizing) implications of the strategies across various frames. That is, among others, due to the fact that many framing studies do not provide detailed discussions (e.g. of underlying argumentations). Therefore, approaching frames as 'packages' (Van Gorp, 2006), this study will start to fill this void. We will draw on the framing analysis of a corpus of 1256 climate change articles published in three mainstream and two progressive alternative media outlets in Northern Belgium (28 February 2012-28 February 2014). Introducing a set of climate change frames and subframes, we will demonstrate that the top-down subframes mainly employ the engagement strategies as goals, giving rise to narrowly circumscribed, individualized ('closed') types of engagement. For instance, contextualized conflict as goal shows that there is only one legitimate solution. Bottom-up subframes, however, use the same strategies as means, facilitating more interactive, collective ('open') types of engagement. Contextualized conflict as means reminds us that there is not one final solution. Thus, while the proposed strategies are useful, one must always apply them consciously. This is essential if we want to encourage – much-needed – society-wide engagement. Alternative media may be important sources of inspiration for other (media) communicators regarding (the building of) engaging (sub)frames. We conclude by providing five suggestions which may contribute to more constructive communication, facilitating mutual interactions among the 'centre' and the 'margins'.

PP 288: Climate change and post-political communication

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As several critics have noted, climate change has become mainstreamed as a 'post-political' issue in recent years. Analysts of the post-political have criticised media research agendas which simply encourage greater consensus, and have instead called for more attention to be paid to the ways in which the media may either promote de-politicisation or work to politicise the issue of climate change.

Examples from political rhetoric, celebrity campaigning and news media framings of climate change confirm that particular constructions of the issue do indeed tend to depoliticise it, whether in terms of moral certainty, personal lifestyle choices or consensus agreement. However, this paper argues that attempts to construct a more radical, politicising appeal – through a more properly ecological humility toward nature, a more pronounced anti-consumerism, or a more emotionally-charged mode of address – tend to make matters worse. In practice, greater 'radicalism' also means greater anti-modernism, cutting away the ground of the political agency it ostensibly seeks to promote.

The phenomenon of 'post-political' climate change seems to offer us a choice between a techno-managerial administrative consensus on one side, and a repudiation of modernist subjectivity on the other. It may simply be mistaken to assume that there was once a radical core in environmental politics that can be recaptured or reignited so as to overcome the problem of the post-political. Perhaps the greatest mistake in this respect is the idea that greater emotionalism will provide the answer to the post-political condition. In today's circumstances, such emotional appeals tend to further reinforce a therapeutic outlook that encourages us to understand politics in terms of a project of the self rather than changing the world.

PP 289: A bad political climate for climate research and trouble for gender studies: Right-wing populism as a challenge to science communication

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Communication about research in the sciences and humanities is not only complicated by the necessity to translate logics of research into various social domains, but sometimes also by politically and ideologically motivated criticism. Right-wing populist movements, parties and politicians have emerged as a challenge to established political forces and more recently to various academic fields.

The validity of scientific findings or even the legitimacy of whole fields of research has been questioned by right-wing populist political and media actors, but also by ordinary members of the population who hold a similar worldview, for example in social media posts or comments on news websites. Climate research and gender studies – two otherwise very different areas – are among the fields most attacked by right-wing populists.

This contribution theorizes the challenges right-wing populism poses to different fields of research and illustrates the theoretical argument with examples. In a first step, we discuss the commonalities between climate science and gender studies that make these profoundly different fields a preferred target. In order to understand the critical reactions, we need to reconstruct the ideological core of right-wing populism, the central elements of its vision of society. We discuss aspects such as anti-elitism, conspiracy thinking, conventionalism and traditionalism, essentialization and naturalization of phenomena, and appeals to commonsense and concrete experience. Most importantly, right-wing populists consider both climate research and gender studies as elite conspiracies indoctrinating the population and threatening ordinary people's way of living.

In a second step, we analyze how the different structures of these two fields shape their response to public criticism (or the responses of other actors involved in communication about the fields such as journalists). We argue that due to the history of the field and the structure of its theories and approaches, academics of gender studies are to a certain degree equipped to counter criticism. Their conceptions of the social world is self-reflexive: It can contain their own discipline as well as their critics. Like similar fields, gender studies can explain why they are met with resistance using the theoretical means available in the field. In contrast, due to the character of its object of study, climate research is not self-reflexive. It has to rely on general conceptions of politics and public communication as well as on recommendations of science communication experts and related research. We discuss the implications of these and further differences for public discussions of the two research fields.

Our analysis underscores the fruitfulness of an approach to science communication that takes a broader political context, different worldviews and visions of society as well as structures of research fields into account. Consequently, this approach can enhance the understanding of the interplay between academic fields, population groups and political camps.

PP 290: Building information networks for environmental activism: An analysis of environmental movement organizations' Twitter use in Turkey

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There has been an increase in the number of environmental concerns in Turkey as a consequence of political resolutions favoring neoliberal policies. In response to government policies ignoring environmental sustainability, several environmental movement organizations are now campaigning for a vast number of cases which have spread all around the country (Knudsen, 2016). These environmental organizations, along with many activist groups, are using Twitter to draw public attention to the environment, as well as to build up an information network incorporating their counterparts. They perform a significant amount of activity on Twitter for the reason that many of those organizations have been founded only a couple of years ago on this very platform during and after the Gezi protests. Other organizations, which have a longer history in campaigning against environmental atrocities, shift their focus toward Twitter since it is now the utmost platform where dissident groups link up in Turkey.

This study aims to explore the communication practices of Turkey's environmental movement organizations on Twitter. In line with this aim, it asks several questions with regards to their role in building information networks for environmental activism: What are the causes and motivations of these organizations? Are they prone to become desolate in their campaigns or do they strive to expand their network? With whom do they connect? What is their relationship like with other activist groups and alternative media? What is the content of information they share? Do they post purely informational tweets or tend to commence interaction? Which of their tweets do get more attention? What are their priorities among environmental grievances? How do they contribute to the broader protest ecology in Turkey?

The research employs a mixed-method approach to analyzing the Twitter accounts of a selected sample of environmental organizations. In the projected framework, the first step is to study the account activities of these organizations based on data from their timelines and statuses, which will be retrieved through a

combination of REST and Streaming APIs. After having revealed the number of links, retweets, unique tweets, and mentions for each account, tweets will be coded for qualitative analysis. At this step, the content of tweets and their attributes will be reviewed. In the second part, common issues that are pointed out at the initial phase of the research will be mapped. In doing so, a network of their mutual concerns at local, regional, and national levels will be illustrated. These concerns will be listed by categories based upon the geographical location of environmental issues, policy decisions on energy resources, relationships, and actions to be taken. Overall, the limits and potentials of information networks in Turkey's dissident environmental Twittersphere will be manifested.

SCI05 - Environmental communication

PP 511: Post-normal science and environmental communication: Talking about risk, uncertainty and controversies

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This contribution presents an epistemological reflection on the impact of "post-normal" science theory for the researches on communication processes around environmental issues. The objective is to show the relevance and usefulness of this vision of science for communication sciences, and to point out how this model allows describing complex and "hybrid" communicational processes.

The complexity introduced by the environmental problems in our everyday life has invalidated certain practices of a 'normal' science (Kuhn, 1970) based in part on laboratory experimentation and its enlargement by applied science. New proposals concerning a "post-normal" science have appeared, where scientific research is carried by an expanded community of peers, hybridizing and crossing the uninitiated and expert contributions.

Thus, "*when facts are uncertain, values are controversial, stakes are important and decisions are urgent*" (Funtowicz, Ravetz, 1993), this approach revises in-depth the entire process of managing issues: from the definition of the problem to its methodological approach, to the resolution process, decision and action. This proposal is close to the thought of Bruno Latour on the sociology of science (e.g., 2004). Its potentialities have not yet been exploited completely.

In this communication, we will propose in the first part to clarify this new theoretical framework proposed by "post-normal" science on environmental issues.

Secondly, we will focus our analysis on its translation for communication research and we will explain what could be the impact. We will develop our theoretical framework, taking into consideration some researches in environmental communication that have partially addressed this issue. For example, when addressing the issues of public participation in environmental decision-making, and more specifically transparency, dialogue and spaces of discussions issues, Martin's researches (2007) focused on the communicational processes by which the compromise was found through participatory processes within native communities. Hamilton (2008) worked on convergences or divergences on nuclear weapons issues and their environmental consequences. Working on environmental co-operation and the resolution of conflicts, Walker (2004) describes the environmental models as collaborative ones. Roqueplo (1988), through the example of acid rains, addresses the issue of the social actors' positioning and the one of controversies and conflicts. Nicole d'Almeida and François Allard Huver (2014) have developed a research on the dramaturgy of risk (see also the doctoral work of François Allard-Huver, 2015). Jean-Baptiste Comby (2012) has analyzed the controversies over climate change and their hybrid and transversal nature (involving actors who have very different statutes). We stress the work of Bolin on the history of science about meteorology and climate change and its effects on public opinion (Bolin, 2007), on the effects of communication to create the conditions for change of perception in facing the climate change (Bostrom and Laschof, 2007), on the predictive ability of the communication on change (Brisse, Oreske and O'Reilly, 2013) or finally on the understanding of climate change by the public (Butler and Pidgeon, 2009).

Thirdly, we will expand our proposal on issues of translation, hybridization and projection in communication issues by examining how the post-normal science leads to rethink the weight and the impact of a hybrid communication in uncertainty context.

PP 512: Challenges of communicating drought and water scarcity in Britain

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Drought in the UK has much in common with climate change communication: hidden, slow onset, distant impacts and lack of personal relevance (see e.g. Moser, 2010). When looking at a green landscape, drought is not the first risk that comes to mind, and media coverage of severe UK floods emphasize issues of water excess. Nevertheless, the UK needs urgently to address water security in the uncertain future of the Anthropocene (UK Water, 2016). The NERC funded *Drought Risk and You* (DRY) project seeks to understand a variety of stakeholders' needs in relation to water resource planning with a view to developing tools to support decision making. As part of these discussions, we explored the challenges associated with communicating drought risk– both from the perspective of different stakeholders (e.g. farmers, river trusts, national agencies, the public/communities) and researchers (e.g. hydrologists, ecologists, social geographers and the arts).

Methods: DRY involved extensive stakeholder engagement, either as part of the national stakeholder co-production group or via local, catchment-level advisory groups. Researchers' observations of discussions held with these groups, analysis of meeting recordings and participatory exercises were appraised to create a cognitive map of the challenges that stakeholders face in drought risk communication, or which the research team have met in engaging stakeholders. The resulting map informed construction of an interview guide. Interviews were conducted with 17 stakeholders with a range of perspectives on water management, from those with statutory roles (e.g. water industry) to those with responsibility for water management in public-facing charities. Stakeholders were initially identified through involvement with DRY and through a snowball technique to widen scope outside those initially involved.

Results: The majority of interviewees are reactive in their drought communication – communicating only when there is an episode of prolonged dry weather. Consequently, few had much direct experience of drought communication. Many (but not all) recognised the need for proactive communication on drought-risk. A general view was the need for 'education' about the ways that water works (both in terms of water supply and ecologically). Major challenges that affect multi-stakeholder engagement with drought risk in the UK include: public misunderstanding of how water 'works'; lack of lived experience of drought meaning that it is not 'on the radar' of small organisations or communities they engage with; language – people like (hot) dry weather, so the term drought may have positive connotations; trust (or lack of) presents challenges to communication for some sectors; public lack a sense of ownership or responsibility in relation to water consumption and may view water as a 'right'; psychological distance - drought is a slow onset, diffuse risk; affective response (particularly if there is a recent history of flooding); domain - some groups more easily engaged (e.g. farming; allotmenteers). This paper will explore these communication challenges, setting them in the context of similar environmental communication challenges.

PP 513: Meat as a matter of fact(s): The role of science in everyday representations of livestock production on social media

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Over the years, numerous studies have shown that knowledge plays a very minor role in shaping people's perceptions of environmental issues. In the context of "post-truth" society, so called "alternative facts," i.e. knowledge that is not systematically produced or information that is not confirmed by reliable sources, seem to have gained even stronger momentum. In Sweden – the location of the current study – "fact resistance" was even recognized as a new word in 2015. Nonetheless, recent studies show that trust in science has not completely vanished and that scientific knowledge (or at least what is represented as such) actually constitutes an integral part of people's online discussions about the environment. Thus, the role of science in laypeople's sense-making of environmental issues is ambiguous and the present study probes deeper into this.

Livestock production for meat and dairy consumption is used as a case for the study. There is solid scientific evidence of the harmful effects of a meat and dairy based diet for the environment but meat consumption is still on the rise. In Sweden, the meat issue has clearly engaged people, not least in social media, and the two most widely shared environmental media items in 2016 dealt with livestock. The aim of the study is to contribute knowledge about the role of science in laypeople's representations of livestock production on social media. By turning to social media, the study adds an important dimension to previous research on how the environment is represented in everyday discourse, which have mostly relied on survey studies and focus-group studies. Social representation theory (SRT) guides the qualitative analysis of a selection of the 646 Facebook comments on the two abovementioned articles. Social representations should be seen both as a product, i.e. a collectively shared mental framework for interpreting etc. events and phenomena, and as a process, i.e. the whole set of meaning-making activities within and between various discursive sites. The analysis revolves around social representations as a process, i.e. on the discursive struggle between various ways of representing livestock's environmental impacts, and the role of science in this. The results show contestation between those who justify livestock production and those who question it concerning:

Reliable facts. There are many diverging understandings of how reliable facts should be assessed, and accusations of ignorance or "lack of knowledge" are common by both parties.

Facts and opinions. Accusations of airing the latter is a way to dismiss each other's arguments, especially those that justify livestock production.

Fact-based sources. Both parties call upon each other to provide reliable sources in support of their respective arguments.

In sum, the analysis indicates that scientific knowledge is neither straight-forwardly "resisted" (as in "fact resistance") nor simply ignored; instead science, knowledge and facts are used in numerous diverging ways to serve as weapons in the discursive struggle for power of issue definition.

PP 514: The multiple meanings of water: Wastewater treatment and reuse seen from a communication perspective

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Water-related problems are increasingly recognized as one of the most immediate and serious environmental threats to mankind. Water use has more than tripled globally since 1950, and lack of access to a safe water supply and sanitation, affects the health of 1.2 billion people annually (WHO and UNICEF, 2000). About one third of the world's populations currently live in countries suffering from moderate-to-high water stress (WHO, 2006) and this has of course made wastewater reuse extremely important. However, different water reuse alternatives and 'solutions' have been meet with difficulties and resistance when implemented, even in societies that experience high water stress and even if reuse of wastewater has a long history (WHO, 2006). This is partly due to the (health) risks associated with wastewater use such as elevated levels of pharmaceuticals and trace metals that can accumulate in crops (Singh et al., 2009). Wastewater reuse for agriculture represents the largest volume, and is expected to increase (UNEP, 2012). Despite water being a vital resource, few communication scholars have studied the meaning-making processes associated with water, also when it comes to reuse of wastewater. Being a scarce resource in many societies implies that having access to water is very much linked to politics and different forms of power. The resistance to technological solutions, and different wastewater treatments, also reveal that water (use) has multiple meanings and that the meaning-making processes of water are indeed rooted in culture. It also varies depending on context. Like Hansen (2010) demonstrates when reviewing decades of environmental communication research, it is key to understand the specific context within which communication about an environmental problem takes place, when trying to understand e.g. communication about water.

In this paper we develop an analytical approach focusing on communication and that manages to identify the multiple meanings of water, and in particular how wastewater treatment and reuse can be understood and received within a particular community or culture. Further we aim to reflect on the role of communication in sustainable implementation or reuse of water in communities and countries that experience high water stress. The work is multidisciplinary (media and communication, psychology, chemistry) and originally built from experiences from earlier, science based projects, that the two chemist in our research group have. Jansson and Frick do research on relatively cheap and easy to use water treatment tools that potentially can help a large part of the world's poorest population.

PP 515: An emerging cosmopolitan outlook of reflexivity: Exploring the transnational audience of global climate change

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According to Ulrich Beck (2009), global risks such as climate change carry a "compulsive force" of cosmopolitan imperative for various actors across the world to work together. In response to global climate risks, "cosmopolitan communities of climate risk" (Beck et al., 2013) as local and global social forces are possibly coming into being and require to be empirically examined. Built on Benedict Anderson's work on "imagined communities" (2006), Beck's theory on cosmopolitanism emphasized the role of global media in the emergence of cosmopolitan communities of climate risk (e.g. Beck, 2011). "Common experiences of mediated climatic threats" (Beck et al., 2013) are understood as a key to cultivate cosmopolitan affiliations. However, few empirical studies have been conducted from this approach so far to study the possible relationship between communication of climate change in mass media and cosmopolitan affiliations, especially from the perspective of audience analysis. Therefore, inspired by Beck's thoughts on cosmopolitanism and media, this paper sets out to address this research gap by exploring transnational audience's cosmopolitan outlook in relation to mediated experiences of climate change. 8 focus groups

(N=40) covering highly educated young people from 4 countries (the U.S., Germany, Italy and China) have been conducted in mainland China. Semi-structured interviews usually lasted for 90 to 120 minutes and discussions were triggered by watching video clips of climate change documentaries and reading recent news reports on global warming. It is found that a relatively clear hierarchy of cosmopolitan reflexivity does exist in the way people talked about mediated experiences of climate change in almost all focus groups of 4 countries. Reflexivity is so intrinsic to cosmopolitanism that Beck (2006) even called it as "reflexive cosmopolitanism", but he did not explain extensively on it. There are 4 different types of reflexivity found in this paper, expressing interviewees' different attitudes, dispositions and relationships towards the Other and the outer world through their mediated experiences of climate change. As the level of cosmopolitan reflexivity in the 4 types increases from bottom to top, they constitute a hierarchy. This paper provides the evidence that mediated experiences of climate change in people's daily life could form a basis for the emergence of cosmopolitan reflexivity. However, this cosmopolitan reflexivity co-exists with non-reflexivity of nationalism in all 8 focus groups. Furthermore, by comparing Chinese interviewees and their foreign peers, this paper also suggests that "real" cosmopolitan reflexivity at top of the hierarchy is contextual and fragile (Ong, 2009). The really existing gap in social and economic development between different countries forms a context within which people from advantaged countries seem to be more (cosmopolitan) reflexive than those from disadvantaged countries when discussing on mediated experiences of climate change. This disparity reveals the complexity behind the "cosmopolitan outlook" of Beck's (2006) theory, and resonates with critics that Beck's cosmopolitanism does not touch on global inequality and structural power (Martell, 2009; Schiller, 2010).

SCI06 - Political and commercial discourses on the environment: a critical view from Europe, the Middle East, and the US

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Today, energy transition is one of the key claims in nearly any political strategy and related agenda - not only from the green parties. Defined as a long-term change in energy systems, the reasons behind, the objectives, the drivers as well as the management, governance and the voices that are heard in the public can be quite different.

"Energy communication" captures all communicative activities by energy suppliers, whereby it is predominantly concerned with the issues of energy production and energy supply. Today, companies operating in the energy sector heavily depend on communication. The discussion on energy transition itself is marked by emotion, insecurity and an increasing complexity (Stehle & Krueger, 2010), mainly because of hegemonic (political) voices. Just like the idea of sustainability as common sense has risen in importance of the past years (Godemann & Michelsen, 2011; Weder, 2017), so has communication on sustainability issues in the energy sector (Philo & Happer, 2013).

Here, issues that have been given specific attention comprise the following areas: energy supply, privatization of resources and of water in particular, prices, new and alternative energy forms like hydro-power and possible resistance, environmental problems associated with the energy industry in general and with fracking or desalination.

Hence, in order to gain recognition as a responsible and sustainable actor, corporate enterprises depend on their stakeholders' trust, which is hard-gained. For this reason, firms operating in the energy sector are called upon to repeatedly stress their contribution to sustainable developments in their communications. In order to appear authentic, initiatives have to be aligned with their core business practices in order to counteract distrust and accusations of unsound business practices by creating transparency (Hermann, 2012). Nevertheless, even if the Paris accords have shown that we need to phase out fossil fuels by 2050 in order to stop global warming and climate change, we will present critical perspectives on how energy suppliers and gas and oil companies in particular position themselves communicatively.

With our panel, we put up various perspectives from around the globe on the issue of sustainability communication in the era of energy transition, focusing on the US, Western and Central Europe and the Middle East. At the end, we will have an interactive debate on the state of the art of research into energy transition and contradictions in as well as challenges of raising the voice (for) sustainable development. The panel includes a mix of international researchers at different stage of their career.

PN 187: The issue of credibility for oil & gas industry's CSR reporting. A US stakeholder perspective.
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In the light of global warming and the Paris climate agreement, oil and gas companies are under pressure to adapt their business model to energy transition. Companies such as Chevron look back at a long history of acting on and communicating about their corporate social responsibility (CSR) strategies to stakeholders, with Chevron's CSR reporting dating back to 2005 (SDS, 2017). Nonetheless, stakeholders display high levels of distrust in oil and gas companies when it comes to CSR and their coping with climate change and energy transition (Perks et al., 2013). However, trust and credibility are the fundaments of stakeholder relationships and thus legitimacy (Johansen & Nielsen, 2011) and communicating CSR to relevant publics in a credible manner (Seele & Lock, 2015) are important means to establish such relationships. Thus, where does this skepticism come from and how does it play out when compared to other industries?

To shed light on this question, an online survey with a US American sample was conducted (N= 1026) testing the credibility perceptions of CSR reporting (Lock & Seele, 2015; scale from 1-5) of the oil and gas industry. Results were compared to a less contested industry, i.e. logistics. Three different stakeholder groups' credibility perceptions were analyzed: investors, NGO supporters, and the general public.

The findings suggest that oil and gas producers' CSR reports were perceived as less credible ($M = 3.7$; $SD = 0.6$) than those of the logistics industry ($M = 3.9$; $SD = 0.6$; $t(1024) = -6.1$, $p < .0$), providing evidence for the distrust that stakeholders display towards the oil and gas sector's CSR actions. Further evidence for the impact of industry on credibility perceptions is provided as the attitudes that stakeholders hold towards an industry significantly influence how credible readers perceive CSR reports to be: industry enthusiasts [industry attitude (Kim & Niederdeppe, 2014): $M = 4.0$; $SD = 0.6$] find CSR reports more credible ($M = 3.9$; $SD = 0.6$) than industry skeptics (industry attitude: $M = 3.6$; $SD = 0.6$), who display lower levels of credibility ($M = 3.7$; $SD = 0.6$; $t(1024) = -4.3$, $p < .0$). Thus, overall the study finds that perceived credibility of CSR reports is highly influenced by industry perceptions ($t(1024) = -11$, $p < .0$). This finding holds true across all three tested stakeholder groups, who overall perceive oil and gas industry's reports to be credible at a mediocre level ($M = 3.8$; $SD = 0.6$). NGO supporters in particular perceive logistics reports as much more credible ($M = 4.1$; $SD = 0.8$) than oil and gas reports ($M = 3.5$; $SD = 0.5$; $t(181) = -6.2$, $p < .0$). Hence, stakeholders' credibility perceptions of oil and gas companies' CSR reporting appear to be rather low when compared to more positively regarded sectors such as logistics. These perceptions seem to be rooted in the attitude people display towards the industry. Thus, oil and gas companies face a credibility issue which is strongly influenced by the perceptions that their stakeholders hold towards their industry.

PN 188: Sustainable water consumption: Discourse analysis of television infomercial campaigns from Israel (2002-2017)

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What can we learn about changes over the years in sustainable water discourses by comparing the changes in strategic (national) campaigns aiming at reducing water consumption? The reality and threats of climate change has led to public awareness campaigns, in the form of advertisements, television infomercials and public education operations, aiming to change attitudes and behaviours of water consumption. They often focus on attitudes, behaviours and perceptions at the level of the households and aimed at more knowledgeable consumption (Herve-Bazin, 2014).This is particularly the case in arid countries or regions with underdeveloped infrastructure, where campaigns tend to target reducing consumption and promoting more sustainable water usage.

This paper is comparing 14 television infomercials from four separate campaigns, produced by the Israel Water Authority (IWA) during a period of 15 years (2002-2017). These campaigns have been supported by other means, such as: price raise and introducing fines, door-to-door canvasing and outdoor advertising. During this period the Eastern Mediterranean region suffered the longest and driest drought of the past 900 years (Cook et.al 2016). The droughts of 2004-2011 and 2014-2017, brought Israel to develop its large-scale seawater desalination operation - nowadays contributing 80% of Israel's domestic water consumption (~40% of total consumption) (Feitelson & Rosenthal, 2012).

By using critical discourse analysis (textual and visual) we identified the main messages from each campaign and the discursive strategies that were used in order to promote sustainable consumption, asking how the concept of sustainability changed between each campaign. How were the competing environmental, economic and (geo)political aspects of Israel's hydro-polices (e.g. desalination) where represented in these campaigns?

Results indicate that a variety of competing strategies were used by the IWA: fear and hope, bio-centric and anthropocentric, legalistic and economic. Different discourses have been presented in order to reason sustainability, mainly nationalistic, religious, economic and anthropocentric. Our finding shows that while the first campaign (2002-2003) started by talking about climate-change, newer infomercials did not connect

local water stress to global climate-change; while the last (2017) used mainly bio-centric discourse. Our finding suggest that mixed messages about seawater desalination could have, in the long run, achieved the opposite goal and encouraged unsustainable water consumption.

PN 189: The fight for safety or "There is nothing above Groningen"

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The paper studies how the local social movement, representing the interests of residents in the northern part of the Netherlands, whose houses were damaged as a result of induced earthquakes caused by gas exploration in the region, fought for inclusion of their claim into national political agenda. The norther part of Netherlands, considered by the rest of the country, including the government, as a periphery (there is even a slogan with double meaning, "Er gaat niets boven Groningen" in Dutch, translated as "There is nothing above Groningen"), has experienced a gas revolution about 60 years ago. In 1959 the gas bubble was discovered in Groningen province, which appeared to be one of the world's largest gas fields. In the coming years the clean fossil fuel replaced the dirty coal and brought prosperity to the Netherlands. The profits have been lucrative not only for NAM (the Dutch gas exploration company, which is Shell-Exxon venture), but also for the Dutch government, who collects taxes and is also a 40% stakeholder in the field. Since the start of gas exploration, the Groningen field has generated almost 300 billion euro. However, the intensification of earthquakes, of which one on 16 August 2012 had a magnitude of 3.6 according to Richter scale, brought the other side of the gas story to the light. For decades the residents of the Northern provinces have been confronted with unpleasant side effects of gas exploration in the region, such as the cracks in the wall or even the necessity to leave their houses, as these became uninhabitable. The intensifying multiple earthquakes, even of low magnitude, made the local people feel unsafe in their own houses. The delays in dealing with the damage claims or their refusal, together with the growing concerns of the people about the safety of their families, activated social voices expressing the safety and environmental concerns. The shared feeling that the people of Groningen were duped by the central authority and NAM, who have been for years profiting from the Groningen gas production, resulted in formulation of the claim to substantially reduce or even close the gas production from the Groningen field.

The paper analyses the communicative discourse between the local social movement, the periphery, and the Dutch Government, the centrum, regarding the situation of residents in the Northern part of the Netherlands and the necessity to diminish or close the gas exploration. The paper employs a case study approach and qualitative content analysis of different printed and digital media outputs to study the political discourse on the environment and the development of social environmental activism

The paper contributes to literature on environmental communication as well as literature studying centre and periphery relationships.

PN 190: You can't please everyone: A case study on renewable energy resistance and civic engagement against hydro-power

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The presented empirical study deals with the question of *which communicative moments stimulate and influence the engagement of stakeholder*. The assumption is the following: individual involvement and engagement in environmental and sustainability issues depend on the intensity and character of the public debate and a strong allocation of responsibility. The case study of a social movement in Austria shows a specific form of citizen engagement by using facebook as only and "extra-institutional" means (Goodwin & Jasper, 2015, p. 3) to protest against hydro-power plants along the Mur River in the greater area of Graz (Austria). With our study, we put up a very specific environmental discourse for discussion, challenged by a lack of understanding of what a sustainable future entails, a politicization of a initially environmental discourse and therefore a paradox situation of raising voice *against* renewable energy.

SCI07 - Science communication

PP 643: Debating social science online: The case of a contract study on "Islamic kindergartens" in Austria

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Introduction

The presentation will focus on the online discourse linked to formal and content-related manipulation allegations of a qualitative study about so-called "Islamic kindergartens" in Vienna/Austria. Commissioned by the Austrian Federal Ministry for Europe, Integration and Foreign Affairs (BMEIA), the "Kindergarten-Studie" triggered an intensive and controversial debate about social science as an academic discipline and profession in online forums of various daily newspapers, when officials of the BMEIA were accused of making text changes aiming to attune the results to the right-wing Islam-sceptical governmental agenda. While the public perception of natural science is well researched, there is still little knowledge about social science in this regard (Schäfer, 2012; Scheu & Volpers, 2017). This is where the present study comes in.

Research questions and method approach

The present study aimed at structuring the public online discourse surrounding the manipulation allegations by identifying thematic aspects and arguments based on the following research questions:

How is the discourse surrounding the "Kindergarten-Studie" organized?

Which topics are discussed, which thematic aspects dominate, which are not or hardly discussed?

Which arguments can be identified?

How is social science and how are social scientists (de-)legitimized within the discourse?

Which knowledge repertoires do participants in the discourse use about social science/social scientists?

We conducted a discourse analysis based on the sociology of knowledge approach (Keller, 2005) using MAXQDA. We examined 937 online user comments, which were posted in the forums of two Austrian newspapers, "Der Standard" and "Die Presse".

Results

We identified five dominant discourse threads: (1) the question of how to evaluate the possible forgery and to what extent this forms a scandal, (2) the question of what is actually (socially) scientific and what applies as (socially) scientific quality standards in general and especially with regard to contract research, (3) the usefulness of (social) science, (4) the independence of social science and (5) possible damage to the reputation of the study author and his institution. After going into more detail regarding the method approach and composition of the analysis corpus, the presentation will elaborate these five dominant discourse threads and corresponding arguments and discuss the research questions, referring to examples from the analysis corpus. Being aware that user comments are only one form of public discussion not representing "the public" in general, that the analysis corpus is quite narrow and that we focused on a special case, we will conclude with suggestions for further studies in the realm of public discourse and social sciences.

PP 644: Citizen science – unexplored potential for the relationship of science and the public?

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Lewenstein (2016, p. 1) perceives citizen science (in the following: CS) as "*perhaps the most dramatic development in science communication in the last generation* […]". The approach describes a participation of citizens in the creation of knowledge, mostly in cooperation with science institutions and universities. CS seems particularly suitable for facilitating dialogue and participation in the sense of a *Public Engagement with Science* (Durant, 1999; Irwin & Wynne, 1996).

The term CS was used for the first time in the mid-1990s, but has recently received great attention from the public as well as from science. Scientific publications on CS have increased and international associations are created (Follett & Strezov, 2015; Kullenberg & Kasperowski, 2016). CS is attributed to have a positive impact on the relationship of science and the public, for example by reducing the gap between scientists and laypeople. Critical voices suppose that the cooperation with citizens reduces the quality of scientific work and question if civil participation in research is truly efficient (Golumbic et al., 2017).

However, research on CS is not far advanced yet. Previous projects have hardly been evaluated. Therefore, potentials and effects are underexplored (Phillips et al., 2014) and it is still unclear how a "successful" CS project is defined. To explore CS more deeply, this research project aimed to conceptualize an evaluation: Which evaluation dimensions can be developed to analyze citizen science and to determine its potentials?

First, a literature review was conducted. Scientific findings, manuals of 'practitioners' and political reports on CS were analyzed (e. g. Bonney et al., 2016; Brossard et al., 2005; Haklay, 2015; Jordan et al., 2012; Pettibone et al., 2016, 2017; Raddick et al., 2013; Riesch & Potter, 2014; Serrano Sanz et al., 2014; Wright et al., 2015). The description of CS, potential outcomes as well as empirical findings were compiled systematically. Derived from this, own considerations were developed as to which aspects can be included in a further analysis.

Results show that CS projects could be evaluated on an (1) individual, (2) scientific and (3) societal level. For instance, an evaluation could investigate (1) its participants, citizens as well as scientists, motivations and effects on knowledge, attitudes and behavior regarding the project theme. Moreover, an enhancement of the participants' scientific literacy could be measured. (2) Project aims, research processes as well as

collaboration forms could be analyzed to identify if citizens are at eye level with scientists. Quality and quantity of scientific findings could be investigated, too. Besides the acceptance of the scientific community, (3) public perception is significant for the success of CS. Effects on politics as well as society such as enhanced social commitment could be explored. Furthermore, to assess if the relationship of science and the public changes, shifts in knowledge and attitudes towards science as well as trust in scientists could be analyzed.

These dimensions should be understood as a first approach to a value-free and evaluation-oriented perspective. They could help to develop empirical tools to study CS comprehensively.

PP 645: Perception of science communication culture by communication scholars in a periphery nation

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The gap in science communication culture between the world's central and peripheral nations is huge. One cardinal nature of the peripherality in science as Arunachalam (1996) notes is excessive dependence on science done in the centre. Also, based on Rafols *et al.* (2016) notions of geographic, cognitive, and social peripheries, this study recognises Nigeria as a geographical periphery contributing negligibly to the world's pool of knowledge. It equally situates science communication research in Nigeria as a cognitive periphery due to its relative invisibility as a scholastic discipline. And then, communication scholars as a subject of research in Nigeria can be regarded as a social periphery being a less centrally studied social group. This study addresses these gaps in research concerning Nigeria, science communication, and communication scholars. As literature searches show, little or nothing is known about the perception of science communication culture among communication scholars in Nigeria, for such knowledge is bound to determine the fate of public perception of science communication and eventually science culture in Nigeria. The European Union (2012) spells out the key parametres for gauging the science communication culture in society. Based on these parametres, this study explores Nigeria's science communication culture based on the perception of communication scholars in that periphery nation. By the time this study is concluded in two month's time, it would provide answers to research questions about the perception of science communication studies and research, science content in the Nigerian media, political attention accorded science communication, stakeholder/actor diversity, means of disseminating science matters, and public interest in science issues among Nigerians. This study necessitates understanding how science communication culture is perceived in core/central nations, a review of extant literature and empirical studies, while the discourse hinges on world systems, and perception theories. This quantitative study would adopt the survey research method involving a census of the one hundred and twenty member-strong Nigeria chapter of the African Council for Communication Education. The instrument of data collection is the questionnaire. Data obtained would be analysed using descriptive statistics. The findings of this study, apart from filing the yawning gap in the research on science communication culture perception in Nigeria, would provide a template for making suggestions about communication scholars in Nigeria as a peripheral social group.

PP 646: Do Frankenstein, Dr. Jekyll, and Mr. Hyde matter? Emerging master plots in the press coverage on genomic research

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Scientific findings have long ceased to confine their importance to the scientific community. Lay publics, policy makers, and stakeholders become interested in highly abstract scientific domains like genomic research as they affect important policy decisions as well as everyday life (Maier, Rothmund, Retzbach, Otto, & Besley, 2014). In Europe, traditional mass media still serve as a primary source for scientific information (Eurobarometer, 2013; Wissenschaftsbarometer, 2016). Thus, the way journalists depict scientific work on genomics affects the public's perception of associated issues as well as science itself (cf. Weingart, 2005). Communicating findings of the highly specialized field to lay audiences, is one of the main challenges of science journalism today.

To overcome these barriers, narratives are considered as an efficient communication mode (Avraamidou & Osborne, 2009). They help to reduce complexities by transforming abstract results into simple coherent stories and thereby facilitate comprehension (Dahlstrom, 2014). Moreover, narratives match journalistic routines of presenting news stories (Bird & Dardenne, 2009). In addition to crafting narratives (e.g. about single patients), journalists draw on existing master plots of science and scientists to convey the meaning of the results of genomic research (Kitzinger, 2010). Master plots are defined as recurring stories of scientists and scientific work spilling over from fictional representations into non-fictional discourses (Haynes, 1994; Turney, 1998). Reappearing over time, these myths are deeply rooted in the cultural memory of the

audience (Maio, 2006). Thus, they are easily addressed by minor text references (for example "Frankenstein" to invoke images of an ambiguous scientist losing control over his own creation), activating schemas of striking science stories as well as their evaluations and interpretations (Turney, 1998). Therefore, they function as "secret arguments" in (ethical) discourses for example about stem cell research or cloning (Wulff, 2002, p. 204). Former research investigated archetypical depictions of scientists predominantly in fictional media (cf. Weingart, Muhl, & Pansegrau, 2003). This study extends the master plots approach to factual media coverage of science taking genomic research as a particularly rich example. A qualitative content analysis is conducted to explore patterns of master plots as well as their association with popular images of scientists. Employing a theoretical sampling strategy, newspaper articles focusing on scientists as well as scientific work in context of genomic research are selected for analysis. Based on existing literature (e.g. Haynes, 1994), deductive categories covering key components of master plots (e.g. the creation of life) are derived. Moreover, inductive categories capture both recently changing and emerging elements of master plots.

This analysis underscores the importance of an approach to science communication taking master plots of scientists and scientific work into account. Conveying both meanings and evaluations, master plots define the general framework within which public discourses about genomic research are understood. Reconstructing these patterns gives further insight into how fictional master plots can guide the public's perception of research fields like genomics.

SCI08 - Science and the environment in the news

PP 722: The struggle between the power of language and language of power: Anti-vaccination movements and the construction of alternative news.

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It is often argued that digital and social media contribute to changing the terms of public debate and the role of citizen participation in public spheres. Public communication about scientific controversies have historically taken place within relatively closed networks of political and scientific elites but have gradually been opened for debate and scrutiny in public domains (Strydom, 2008). The digitalisation of the media landscape may, on the one hand, allow the public(s) to evade the established processes through which scientific debates are conducted and mediated. On the other hand, this new, potential diversity in science communication can display a downside in the form of misinformation, populism, but also new forms of elite and commercial control through algorithms and other means.

With this in mind, we wish to explore how the power of language interacts with a 'language of power' in order to understand the way in which news and facts are construed linguistically and discursively in a changing public domain. We do this through a case study of how anti-vaccination movements use web sites and social media to challenge established knowledge and construct alternative scientific and anti-scientific positions on the controversial issue of childhood vaccination. Anti-vaxx'ers make innovatively use of language and visual material, particularly in memes, videos and textual narratives, to create particular content that emulate, imitate, construct and challenge scientific, spiritual, political and emotional 'truths'. A dialogical-discursive approach to digital media content will allow us to understand how language is simultaneously a platform for creating and challenging power. For this purpose, a number of anti-vaccination websites, memes, and videos are chosen to show the diversity and the broadness of the different positions that can roughly and, perhaps in a reductionist way, be termed anti-vaccination positions. We adopt a two-tier analytical approach: a dialogical-semiotic and a discourse theoretical analytical strategy. Bakhtin's (1981) complex dialogical theory is concerned both with the level of specific linguistic styles and with an overarching, macrolinguistic level. The latter binds together all those who belong to a linguistic community and at the same time is individualized. This captures in our connection how the alternative construction of 'facts' and 'truths' through digital media can be seen in relation to centripetal and centrifugal forces in society, as well as they are expressions of Bakhtin's concept of carnivalesque – the conversion between power and the subjects (Bakhtin 2009). The double movement of the power of language/language of power is also explored through the discursive strategy of instigating and challenging empty and floating signifiers (Laclau 1996). Through this analytical strategy the antagonistic workings of language contribute to understanding how positions via the construction of alternative news challenge and/or support a scientific social imaginary, which maintains particular notions of truths (Taylor, 2004; Laclau, 1990). Bringing dialogical-semiotic theory and discourse theory together allows for an approach to alternative knowledge formation that acknowledges the way that language interacts with media, power and the political in complex processes of truth formation in the modern, fragmented (digital) media scape.

PP 723: News media and datacentres: Covering the infrastructures of digital communication

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Digital communication relies on energy heavy infrastructures which usually have remained discursively invisible. ICT has been enveloped in the myth that it can change "the world *without* changing the Earth" (Maxwell & Miller, 2012, p. 9). Consequently, the material basis for ICT has, until recently, rarely been a topic in the public sphere. Even media studies have largely ignored this aspect of its own domain (Brevini & Murdock, 2017, p. 11).

The development towards cloud computing, internet-enabled devices, and video streaming has resulted in an explosive growth of data consumption. Data centres have become the "factories of the digital economy" (Cook, 2017, p. 17). They are estimated to consume 3% of global electricity and accounting for 2% of global greenhouse gas emission resulting in a carbon footprint equivalent to the airline industry (Bawden, 2016). Data centres have become the symbol of a "black box society" where corporate and public actors collect and store enormous amounts of data about citizens, "while we know little to nothing about how they use this knowledge" (Pasquale, 2015, p. 9).

This study looks at media coverage of data centres. Since 2015 tech giants like Google, Apple and Facebook have announced plans to construct data centres in Denmark. So far, Apple is constructing two different data centres. Facebook is building a third European data centre in Denmark, and Google has bought two plots for future expansion options.

Danish news coverage has been mostly celebratory and technical, particularly in digital media, but also in the traditional press. New stories frequently report that Big Tech is drawn to Denmark by technical and socioeconomic factors. This includes a high reliability of electric supply, an educated workforce, connection to transatlantic communication cables, and access to green energy, which allow Big Tech to run data centres on 100% renewable energy. Nevertheless, the combined demand for electricity by these data centres is estimated to require a 10% increase in Denmark's electricity consumption. Few news stories have critically investigated the overall sustainability of attracting international data centres.

Two research questions guide the study:

RQ1: What are the dominating frames (e.g. technology, economy, environment) in media coverage of data centres in Denmark?

RQ2: How does traditional media (the press) and digital media (blogs, tweets, etc.) differ in reporting data centres?

Based on a probability sample (from 2015 - 2017), and combing content analysis and digital methods (Rogers, 2013), the study investigates the distribution of thematic frames and master frames across Danish press and online reporting.

As Denmark is set to become a hub for international data centres, the study explores to what extent the traditional and digital public sphere manage to cover underlying implications of this development. This includes political questions of tax breaks for tech giants, or environmental issues of how (and to whom) renewable energy is distributed. But it also implies questions of privacy and surveillance (Hogan, 2015), and the environmental consequences of digital lifestyles based on endless data consumption.

PP 724: Rethinking the role of environmental reporting in China: Policy making and global environmental governance

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Since President Xi Jinping came to office in spring 2013, there have been increasing concerns about the state of China's environmental degradation. This has led to increasing protests in polluted areas, and these mass incidents have raised concerns about the competence of the new administration to deal with such issues. This is an issue which impacts on all classes in the Chinese society as well as the rest of the world. While negative stories which criticise the state do not normally make it into the Chinese media. Under the highly centralised regime, it is indisputable that the tensions between nationalist politics and global environmental concerns affect the quality and in-depth of environmental reporting in China. Evidence from my PhD field research has shown that many environmental journalists have deployed self-censorship before they submit their stories to their editors out of various concerns.

The research demonstrates that environmental communication is an exceptional form of journalism in China, and the authorities is altering the existing media model, driven by the unprecedented environmental issues. This paper, particularly look at how environmental reporting in China has promoted/urged the Chinese institutions (especially the MEP) to put forward new Environmental Laws and Regulations released in recent years (such as 'Law of PRC on the Prevention and Control of Atmospheric Pollution', 2014; is the 'New Environment Law', 2014, etc.); it will also examine if the environmental governance has been improved following the release of the new environmental rules.

Since Donald Trump's withdrawal of its commitments made at the Paris Conference on Climate Change, some Western media have speculated whether China will and can take the new leadership on climate promotion.

The paper will show that Chinese journalists and their reporting have already joined the trend of globalisation - they are networking and are part of the global discourse. Meanwhile, the fact is that China has showed its willingness and has also engaged to take more responsibilities from the China's perspectives on climate issues, which can be a positive signal.

This project is based on field research involving in-depth, semi-structured interviews, giving a total of 41 sources, including Chinese environmental journalists, media academics (both Chinese & Western ones), foreign environmental correspondents and their Chinese news assistants, and press officers from foreign embassies based in Beijing, in order to develop a balanced picture. The researcher also conducted participant observation in a significant newsroom for 6 months to obtain inside stories with 'thicker description'. The field work for this research was conducted in China when these changes were becoming evident, and the fact that the researcher had access to working journalists makes this a potentially important contribution to the critical literature on Chinese journalism.

PP 725: Scotland's ban of fracking: Is 'overwhelming public opposition' the explanation?

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This paper investigates policy on shale gas hydrofracturing in Scotland developed between September 2013 when the Scottish Government set up its Expert Scientific Panel and October 2017 when the decision to ban fracking in Scotland ('indefinite moratorium') was made.

Fracking has developed at a commercially significant level in the US since the 1990s and attracted attention in counties across the world with shale gas deposits (Staddon et al, 2016). It is contentious on grounds of its environmental and social impacts. While some governments at national and subnational levels allow it, others do not. Behind these differences, however, lie broad similarities in the composition of pro- and anti-fracking coalitions of policy actors—formed around, respectively, oil and gas companies, and environmental NGOs and local campaigning groups; and similarities in framing deployed in fracking contests — e.g. economic growth vs. environmental risk (Bomberg, 2017a, 2017b).

Research conducted by policy and communication scholars converges on the question of symbolic construction and representation of fracking. Policy scholars employ concepts of *policy network* and *advocacy coalition* to analyse networked dynamics of collaboration and contestation (Weible et al, 2016). Communication scholars investigate media framing to unpack values and argumentation relevant to the construction of fracking (Jaspal & Nerlich, 2014; Olive & Delshad, 2017). The two lines of inquiry converge in the work on *discourse coalitions* (Dodge, 2017) that links discourse dynamics to agency and decision making in the policy process.

The aim of this paper is two-fold. Firstly, the paper gives an account of the new Scottish policy case by drawing on official documents, websites of policy actors, interviews, and media content (framing analysis). Secondly, the paper draws on Dodge's (2017) application of *characters frames* (framing self, others, and institutions) to extend the analysis to rhetorically grounded ideas of character and characterological coherence (Ihlen, 2002). The paper contributes to the existing research on fracking by considering how multiple factors such as contests over knowledge, core political as well as fracking-specific values, long-term political performance and legitimacy of the actors involved influence the policy outcome.

PP 726: A beneficial technology for the German economy: Media frames of autonomous driving

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Self-driving systems shall help to prevent road accidents, which are mainly caused by human misconduct. The technology has potential for increased individual mobility (e.g.,older/disabled people) and for an optimised traffic flow. Because of this, it is a current topic on the media agenda (Maurer et al., 2015). Generally, the media gives recipients orientation about science and technology. However, in Germany, the development of autonomous driving is promoted by the car industry; thus, assumingly economic aspects are highlighted in the public discourse. It is questionable whether the media not only report about innovation and benefits, but also individual and social risks. At this early stage of the innovation process, public opinion is needed to decide on the societal future of this technology.

Previous studies revealed several media frames on complex science and technology issues. Gamson and Modigliani (1989) have found eight frames (e.g.,*social progress*, *economic development/competitiveness*, *morality/ethics*, *scientific/technical uncertainty*, *Pandora's box/Frankenstein's monster/runaway science*). Zeller et al. (2010) have found five frames about digitalisation in Germany (e.g.,*culture/entertainment/spare*

time, *law/safety*, *economy/traffic/energy*). So far, systematic analyses of media coverage about autonomous driving is lacking. The present study will close this research gap.

According to Entman's framing approach (1993, *problem definition*, *causal interpretation*, *moral evaluation*, *treatment recommendation*), we content analysed 540 articles published in nine popular German newspapers/magazines. The material was taken from LexisNexis (N=1.823,2014-2017). Most variables are dichotomous (Holsti=.83-.99). Hierarchical cluster analysis was conducted using Ward-treatment, squared Euclidean distance and 62 variables (frequencies≥5%).

Five frames can be distinguished (elbow criterion, dendrogram).

Articles of the *economic development frame* (n=68) include brand names in the title and most frequently discuss economy and technology/innovation topics. Instead of individual or societal problems of autonomous systems, economic benefits are addressed. Articles positively or neutrally evaluate the technology.

The second frame describes *social progress* (n=129). Whilst no individual or social risks are mentioned, different benefits are discussed (e.g., mobility/comfort, time savings, benefits for safety and the economy). Individuals benefit from the positively evaluated technology.

Articles of the *ambivalence frame* (n=125) are the longest (M=839,SD=616) and diverse in topics (technology/innovation, economy, civil society). They report problems (e.g.,lacking safety, ethical problems, data privacy) and benefits (e.g.,improved safety, mobility/comfort, economic benefits). Technology and the economy are seen as responsible. Moral evaluation is ambivalent, future prognosis uncertain or positive. In contrast to other frames, treatment recommendations are debated.

The shortest articles (M=358,SD=443) describe *neutral technology news* (n=108) such as planned projects and decisions in the automotive sector or by scientific institutions. They rarely discuss risks, benefits, responsibilities, treatment recommendations or moral evaluations.

The *Pandora's Box frame* (n=110) includes articles that only refer to risks (e.g., lacking safety, legal status). The technology, economy, politics and humans are reported as responsible. Negative or no moral evaluation and prognoses are given.

Although different frames of autonomous driving in the media could be identified, analysis proofed this topic to be mainly framed as neutral economic topic rather than a socially critical, individually relevant, political or scientific topic. This finding is to discuss against the background of journalistic roles and aims.

SCI PS - Poster Session

PS 56: The media representations of Big Data – An international comparison between the USA and Switzerland

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The notion of Big Data has gained increasing interest within science, business and media. Big Data is an umbrella term for a variety of innovative technologies (hardware, software and availability of data), commonly defined with reference to the four Vs as specific properties of Big Data (high volume, high velocity, high variety and high veracity (heterogenous quality)). For the sake of simplicity, Big Data will be defined in this contribution as a technology with applications in very different industries ranging from social media and marketing to the health and insurance industry.

According to the theory of innovation, the introduction of new technologies like Big Data is accompanied by public debates that highlight both enthusiasm and scepticism about the technology implications. These debates are instrumental for democratic societies that have to decide about the need and the form of potential technology regulations (e.g. by law or by voluntary industry standards). The mass media play a key role in this process by setting a new technology on the public agenda and by framing their representation. Therefore, this paper will analyse the media representation of Big Data and the associated frames (e.g. progress vs. ethics) in the USA and Switzerland.

Comparable to other science and technology debates, the Big Data discussion has its origins in the USA (as a center nation) that plays a key role as international innovation leader. Europe and Switzerland on the other hand have rather the role of technology follower (as a periphery nation in that context). This paper will compare the public debate in these countries with a content analysis of six newspapers. Three newspaper were selected per country that are read by different audiences with varying educational background (Elite newspapers: New York Times and the NZZ Neue Zürcher Zeitung; USA today and Tagesanzeiger: readership with medium education; tabloid papers New York Post and Blick with an audience with a lower education). The sample includes a total of 534 articles in the USA and 395 articles from Switzerland that cover the debate in the years 2011-2017. Media frames will be identified by means of a cluster analysis that

is run with a number of variables that capture the technological, economical and societal dimensions of Big Data applications.

Preliminary results show strong differences between both the two countries and the tree types of newspapers. As stated by innovation theory, the Swiss debate starts considerably later than the US discussion. Furthermore, the content analysis shows that both countries are discussing critical dimensions of Big Data, but focus on different aspects: The US-media emphasize technological aspects with related terms (risk, security), and the Swiss media refer more often to legislation and data protection. Furthermore, the comparison of the newspaper types highlight that this technology debate receives more attention in the elite newspapers that are read more often by policy makers in business and government.

The paper discusses the methodological limitations of these results and concludes with a reflection on the policy implications of these findings concerning democratic debates on new technologies.

PS 58: Public engagement starts at home: How is the day-to-day communication of communication scientists on Twitter connected to the broader society?

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Lately, science literally marched into the center of society. The "March for Science" – widely promoted on social media – brought scholarly interests into the public eye and made scholars think about their societal and political responsibilities. While this was an exceptional occasion, it highlights the need to focus on the relationship of science to other societal fields. Today, scientists have a variety of opportunities to actively participate in public discourse and to turn into politico-scientists. The microblogging service Twitter is one of their means and used by academics from all disciplines (Ke et al. 2017).

However, the question to what extent social media communication of scholars leads to a greater social opening of science and addresses the broader public (e.g. journalists, politicians) remains vital (Yang et al. 2016). This is also the case for the communication science discipline which has been understudied in science communication research (Fähnrich & Lüthje 2017) and whose general impact on socio-politically issues has been critically debated (Nielsen 2017). Against this backdrop our paper investigates how communication scholars on Twitter engage with the broader society in their day-to-day communication and asks:

1) How is the content of their messages related to different societal fields (topics)?
2) To what extent are they connected to people in different societal fields (relationships)?
3) To what extent does their behavior foster relations into different societal fields (speech acts)?

We conducted a content analysis of 7,513 profiles of users following the ICA-twitter profile (@icahdq). Data was downloaded via the Twitter API using Facepager in September 2017. After identifying 1,842 actively posting communication scholars based on their self-descriptions, their last tweets were analyzed in terms of topics and speech act patterns. The list of followers was downloaded for a random subsample of 100 accounts, resulting in 67,119 distinct profiles. The analysis of these followers will further reveal to what extent communication scholars are connected to other societal fields.

Results show that the greatest share of tweets refers to scholarly communication (30%). However, 59% refer to topics outside of science. Here, societal issues and media (20%), politics and economics (12%) or environmental issues (3 %) become apparent. A fair amount of 33% of tweets appear as discussions or other interactive forms of communication and thus go beyond simply disseminating information. Overall, communication scholars are embedded in quite heterogenous societal contexts on Twitter, but political engagement, participation in public discourse and responsibility is less visible in their day-to-day communication.

PS 59: What should the 'ideal' knowledge-relevant television programme look like?

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As the CfP highlights "distribution of resources are often unequal in terms of information". Access to knowledge plays a key role in today's society and in the everyday life of people. Knowledge gaps, for instance between high and low-educated groups, therefore, can have serious implications (Cacciatore et al., 2014). Such gaps can be observed in many countries all over the world (OECD, 2013), making the decreasing of knowledge gaps an important and urgent issue.

Television has the potential of being a 'knowledge-leveller' as Wirth (1997: 13) calls it. Educational television programmes can reach segments of the population with low education and lower interest in learning (Cacciatore et al., 2014). As such, in an ideal situation, television can contribute to knowledge that, itself, 'is a precondition for social cohesion and integration and creates chances for social participation and peaceful

negotiation of interests' (Thomass, 2003: 31). But normative expectation and reality differ. In order to inform oneself and to learn new things, 'motivation is a powerful determinant of knowledge; the more attentive are more knowledgeable' (Iyengar et al., 2009: 352). Consequently, this contribution differentiates between education-oriented and not education-oriented audience groups. Taking an audience perspective on knowledge-relevant content and looking at similarities and differences between education-oriented and not education-oriented groups, this contributes wants to answer the following research questions:

RQ1: Do audiences realize the potential of knowledge-relevant content in television programmes? Which programmes do they perceive as formats with knowledge-relevant content? Which arguments for or against the possibility of learning via television do they present?

RQ2: What should the 'ideal' knowledge-relevant programme look like according to audiences?

As a case in point, I study audiences of Swiss public service media (PSM). PSM can play a key role in imparting knowledge. On the one hand, education has been a distinct part of PSM content provision. On the other hand, offering knowledge-relevant content can help PSM to enhance their indispensability in today's changing media ecosystem.

The research questions were answered by means of focus groups which allow to gain insights into the process of argumentation. Homogeneous groups of participants by age and orientation towards education were created, allowing people to use their own language and discuss the programmes they were familiar with. Age groups were differentiated by key steps and turning points of school and vocational education (14-17, 18-30, 31-65, 65+). Combined with the distinction between education-oriented and not education-oriented participants, this resulted in a total of eight focus groups conducted by snowball sampling. Each focus group consisted of minimum four and maximum eight participants, and of both men and women. The results show how education-oriented and not education-oriented participants have different attitudes towards gaining knowledge by watching television but interestingly identify and expect similar components in an ideal programme: explanations, playful/narrative elements, participation and references to everyday life. These findings provide PSM with the opportunity to strengthen their programme by implementing more knowledge-relevant content and thereby reaching both groups.

PS 60: How do Swiss and German journalists characterize probabilities? A content analysis of scientific probabilities in German language newspapers

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As concepts like *knowledge* (Lane, 1966), *information* (Tsoukas, 1997) or *(world) risk society* (Beck, 2006) suggest, information and knowledge as well as its *reflexive forms* (as "non-knowledge", Beck, 2006) play an important role in modernity. *Informed* or *shared decision making* (Amendola, 2002) means involving all stakeholders in the decision process in order to allow informed (rational) decisions. Much of the information or knowledge, which is needed for making effective decisions, comes from scientific contexts and experts (Reimer, Jones, & Skubisz, 2015) and is often related to probabilities. Since scientists and lay people have different knowledge bases, which determine how they process and interpret scientific information, science communication is much more than just telling numbers and figures to the public (Fischhoff & Scheufele, 2013). Probabilities are particularly hard to understand, though, both for lay people and for experts (Gigerenzer, 2011; Reimer et al., 2015). Probabilities may refer to the likelihood of the occurrence of an event, or to the confidence in the analytic process, as well as to ontological uncertainty (Spiegelhalter, 2017). Several expert guidelines have been proposed for communicating scientific probability information, e.g., providing numbers in combination with verbal interpretations (Spiegelhalter, 2017), using a "calibrated language" (Friedman & Zeckhauser, 2017; Mastrandrea et al., 2010) or "natural frequencies" (Gigerenzer, 2011). Against this background, we are interested in how far individuals are exposed to scientific probabilities in newspaper articles, specifically in boulevard and quality press in Switzerland and Germany. We automatically content analyzed all printed press articles published in 2017 in *Neue Zürcher Zeitung, BLICK, Süddeutsche Zeitung,* and *BILD* that matched the following search string: <Wahrsch* AND (Studie* OR Wissenschaft* Or Forsch*)>. The total sample comprised more than 1300 news articles. Using part-of-speech-tagging (POS), we determined the form of every word (e.g., verb, noun) in all articles. Results show that quality newspapers contain much more references to scientific probabilities than boulevard newspapers – regardless of the country of reference. Overall, insights and recommendations from expert guidelines (e.g., Masrtandrea et al., 2010, p. 3, recommend to use the expression "very likely" to characterize the outcome likelihood of 90-100%, whereas "likely" is reserved to characterize the outcome likelihood of 66-100%) seem to be neglected in news reporting when characterizing uncertainties. As a consequence, the quality of probability depictions in German speaking quality and boulevard newspapers must to be called into question. Certainly, newspaper articles provide information, which are related to scientific probabilities. It is plausible to assume that journalists believe that they provide useful information about uncertainties to their readers. However, the content analysis shows that descriptions of scientific

probabilities in German language press are often too general to count as valid and adequate characterizations of scientific findings. Therefore, it is open to debate whether newspaper articles covering scientific evidence together with probabilities might serve as valuable sources of information in order to make "informed" decisions.

PS 61: External science communication by young high profile researchers: Engagement and attitudes

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New online and offline formats allow researchers to target non-specialist audiences directly. Various calls from individuals (Cicerone, 2010; Leshner, 2015; McNutt, 2013) as well as from institutions (The Royal Society, 1985, 2006) have encouraged scientists to strengthen their public engagement. Some authors already see a significant shift in the balance of power from journalists towards researchers (e. g. Dudo, 2015). The question is, whether the purported shift actually reflects the reality, i.e. to what extent are scientists really engaging in external science communication (ESC, understood as communication about science directed to a non-specialist audience)? Other questions in this context pertain to the driving forces of this purported shift. Are there specific communication formats (e.g. among online formats such as blogs or social networks) that are more frequently used by scientists than other formats? In the scientists´ views, what are the effects of external science communication?

The current study tries to answer these questions by means of a descriptive survey study conducted with 856 researchers in STEM and economic fields from various countries. In order to depict not only the status quo but also potential future developments, the sample comprised only high-profile researchers born 1981 or later. These were recruited at several meetings of high-profile researchers in Germany between 2014 and 2016.

Results show that nearly all the respondents (91%) had engaged in ESC in the last two years. The average number of formats used was 3.6 (Median = 3, Mode = 2). Classical science communication formats like talks for non-specialist audiences (64% within the last two years) and tours of institutions (44%) were used by a much higher proportion of the sample than digital formats (15% owned a weblog, 14% made videos of their research and uploaded them on the internet). An exception is the participation in discussions in large online social networks. 36% of the respondents had participated in such discussions. Overall, the respondents ascribed clearly positive effects to external science communication. Differences in the ascribed effects existed between researchers in different positions (e.g. doctoral student, assistant professor) and between researchers from different research fields.

This survey contributes to the existing literature by providing new data on the external science communication behavior of young high-profile researchers who will presumably be professors and principle investigators in the future. Interestingly, among this group, digital science communication formats still only play a subordinate role. It would be worthwhile to follow up on their communication behavior in order to observe a potential trend towards a higher use of digital formats.

PS 62: Visual attention to environmental advertising: An eye tracking experiment on eco-labels and green advertising appeals.

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As with all forms of advertising, exposure is a necessary prerequisite for green and social ad effectiveness. However, exposure does not guarantee a user's attention (Lee and Ahn, 2014). And if an ad is noticed, the message may or may not remain in the consumer's memory after cognitive processing. Yet, even if the advertising message is not consciously remembered, the exposure can be unconsciously processed and subsequently change the user's affective state (Lee and Ahn, 2014). To investigate how attention levels influence users, this study uses eye tracking to measure the level of attention that results from two advertisement exposures and explores how different levels of attention influence users in conscious and unconscious ways.

Companies and marketers need to know the attentional strength of an advertisement, e.g. where to place a logo etc (Khusaba *et al.,* 2013). Assessing the allocation of visual attention with conventional methods like questionnaires or simply asking subjects where they have paid attention to, are limited to those processes which are part of conscious reflection and conscious control (Schiessl *et al.,* 2003). Relying exclusively on such methods will lead to a major validity problem. Following technological advances in the recent years, eye tracking has become a promising tool in order to answer advertisers' questions. The main target of the eye tracking method is to assess the allocation of visual attention on the screen. Gaze data reveal information, whether a user is paying enough attention to some specific area. It will be possible to discover

insecurities and hesitations of the users' behaviour, which will not be reliably measurable with other methods.

The basic aim of the application of neuroscience methods in marketing is to guide design and presentation of products to optimize them to be as compatible as possible with consumer preferences. This paper investigates physiological decision processes while participants were exposed to two green advertisements designed to elicit preferences for an environmentally friendly hand sanitizer. A few weeks after the eye tracking experiment, participants were invited to a one-to-one interview in order to measure their ability to recall and recognize the advertisements, and finally, provide explanation as to why they paid attention to specific ad attributes and bypassed others.

The combination of eye tracking data and interviews stimulated the whole story to come to the surface. This can be summarized in: More attention is paid to the ad copy instead of the images. Participants hardly fixated on the product and the advertised eco-labels. Women spent more time reading the text than men who preferred to fixate on icons for longer. After interviewing all 14 participants, the main proposal is that eco-labels are confusing because participants were not aware of their meaning; thus, they paid nearly no attention to them. Also, all participants could remember viewing the ads and could recall the product type. Similar to other studies (Royne *et al.,* 2012), our data indicate that when looking at a green ad consumer pay attention to the advertised personal gains instead of the product's environmental attributes.

PP 283: Changing nature of TV drama series production in Germany

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Since television has become a mass medium serial drama production was important to build audiences and bind them more tightly to TV channels. Historically this was important in the beginning of television in the 1950s and 1960s of the 20[.] century, in the 1980s when the deregulation of the television market in Western Europe started the competition of public service and commercial television, in the late 1990s and the first decade of the 21[.] century to strengthen the market position of cable networks and subscription channels in the USA, and finally in the second decade of 21[.] century when platforms such as Amazon Prime and Netflix entered the market of audio-visual content.

Television drama series have changed aesthetically and economically on the one hand, and on the other hand they are used by audiences in different ways than in the late 20th century. Since Netflix has put a full season of "House of Cards" online at the same time, the distribution of TV drama series has changed massively (Mikos 2016). In Germany the Danish-German series "The Team" was available online before it was aired on the free TV channel ZDF in 2015. In collaboration with Twitter they collected followers, and after reaching 25,000 hashtags the final episode of the season was released online. German broadcasters didn't produce for an international market. But competitors in Europe (e.g. in Denmark, Sweden, Norway and Belgium) and of platforms (e.g. Amazon Prime, Netflix) force broadcasters and productions companies to develop new production structures and produce so called quality content.

The paper will discuss the development of new German TV drama series that can be labelled as quality TV in the context of theories of production culture (Banks et.al. 2016; Bondebjerg et.al. 2017; Caldwell 2008; Redvall 2013). In a study of the TV drama series production culture in Germany in 2017 we conducted 20 qualitative interviews with authors, producers and broadcasters of twelve different series. The results show how the production culture in Germany is changing, because new players such as Amazon Prime and Netflix entered the German market which gives "new freedom" to creative talent.

PP 284: Where do we go from here? The production of fiction by Movistar+ and the role of VOD services in contemporary television

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In 2014, the pay-TV platform Movistar +, the most important in Spain, announced the start of an ambitious fiction series production strategy whose aim was offering between 8 and 10 new seasons each year. Taking advantage of the economic recovery after the crisis that began in 2008, Movistar+ was reacting to the profound changes experienced by television with the then imminent arrival of video-on-demand services such as Netflix, HBO and Amazon Prime Video. Movistar+ is owned by Telefónica, the most important telecommunications company in Europe and the fifth in the world, which consolidated its business after buying Canal +, the satellite pay-TV service, in 2015. Movistar opted for a differentiated production that would help to strengthen its brand based on quality and exclusivity. In fact, many of its first projects were commissioned to prestigious filmmakers, such as the winners of the Goya Award Alberto Rodríguez, Cesc Gay and Enrique Urbizu. In September 2017, the first Movistar series, the spin-off "The Velvet Collection", premiered, followed by the comedy "Vergüenza", the thriller "The Zone" and the historical drama "The Plague", with the platform announcing half a dozen premieres for the rest of the year 2018. In a context of decreasing audiences, Movistar has chosen to offer all the episodes of each season at the same time in its video-on-demand service, following the Netflix model. The aim of this paper is to analyze the development and first results of a strategy that has been an important stimulus for the production of television fiction in Spain, both because of the high budget allocated to these series (around 70 million euros per year) and the innovation in story-telling formulas, genres and topics. To this end, the series premiered between September 2017 and June 2018, its first full season, will be analyzed. The paper will take into account, on the one hand, the strategies of differentiation in the launching phase, especially its interest to highlight the authorship of the series and the premiere screenings in film festivals and specialized events ("The Plague" and "Vergüenza" were presented in the San Sebastian Film Festival, "La zona" in the Sitges Festival). On the other hand, the paper will analyze the reception of the series in terms of awards and critical recognition and how Movistar+ has developed a definition of "success" alternative to traditional TV ratings. Also, there will also some attention to the international distribution strategies of these series, especially those related to the Movistar and Telefónica brands, such as the launch of the Movistar Series channel in Latin America in February 2018. As a conclusion, the paper will link the Movistar+ production strategy with the challenges

created by the arrival of VOD services and the opportunities and perils in the position of telecommunications companies that, like Telefónica, have opted for the creation of content.

PP 285: Original modes of production for television: The case of Portuguese Soap Operas

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When we talk of television serialized content, soap operas immediately pop as a great example of such. In the last decades, several countries have managed to develop greater distribution opportunities for their audiovisual products, and the emergence of new distribution platforms, namely in the context of SVOD, as prompted even more soap opera formats internationalization. This process started long ago, namely in the seventeens, when Brazil started to export millions of episodes of a new soap opera genre called "telenovela". The particular dynamics the distribution of this special genre entails, can be well depicted by the case study of the Portuguese locally produced "telenovelas". Portugal holds a special place, not only because the genre is massively consumed at a local level – a fact common to many other European and South American countries - but most of all, because the rapid growth in the production of this genre directly resulted from a transformation, both in the production and distribution structures associated to the genre. Massive Soap production was prompted by the PBS service in Portugal back in the 80', but gradually became the core asset for private networks. In the XXI century, the introduction of novel digital technologies and several changes in the distribution and production arena, marked the emergence of what we consider to be a specific production mode with characteristics that make it different from those we find in other European and South American Countries. Since its very beginning, the "telenovela" discourse was deeply anchored in Portuguese reality, with its narratives reflecting local society cultural patterns and normalized consumption bias. This paper will discuss, from the point of view of the actual actors involved in this process – directors, actors, producers -, the evolution of the Portuguese soap operas production mode, trying, not only to isolate the main variables of such process that made it unique when compared to the evolution of the genre in other European countries, but more importantly, to highlight how changes in the distribution and production modes resulted in an innovative model for television production and distribution in small markets. Changes in the production mode will be discussed focusing both in the technological and aesthetical aspects, but more importantly, we will discuss how the texts, themes and artistic features, such as acting, have evolved in order to mould an original mode of production. Nowadays this model is being confronted with the changes brought about by the transformation in distribution and consumption patterns, namely on what concerns the crisis of the generalist Tv operators and the end of family based tv viewing. Our research is based both on the analysis of secondary information resulting from audience analysis from the studied period (1975/2015), and primary information resulting from interviews and questionnaires with relevant stakeholders in the industry. Our main goal is the map the emergence of this specific production model and then relate that to the evolution of the television production landscape in the country and evaluate the lessons that can be learned from that process.

PP 286: Societal relevance as success factor of TV series: The European creators' perception

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Media mediate messages not only in the often-investigated information formats. The dissemination of specific societally relevant messages also takes place in entertainment formats. Among these, scripted fictional TV series can be seen as an important object of study: the format attracts substantial numbers of viewers, and constitutes varying, yet large shares of a) the program of many content suppliers, and b) of the media consumption of the audience. In addition, TV series are versatile products distributed on a variety of channels and platforms for a wide range of target audiences. TV series by nature allow ample narrative space for the communication of ideas, for the inclusion in a variety of ways of specific intentional messages. The topic of this study is societal relevance as success factor of TV series. It investigates the creators' perception of what societal relevance as a content element of TV series consists of, and in how far these elements (can) contribute to the success of TV series. Investigation of content and messages in TV series leads inevitably to (logically preceding) questions pertaining to the decision making. The composition of content and, thus, the inclusion of specific messages, also those regarded as societally relevant, are determined by numerous influences.

The deployed method in this study is content analysis (after Mayring, 2000, 2008) of in-depth interviews. The sample consists of 40 TV series' creators (writers, developers, producers, commissioners) from European countries (incl. UK).

The report outlines first the perceived influences on content of TV series. The influences emerging in the data are organized, ordered, and interpreted on the basis of a conceptual model of influences on media

content by Shoemaker and Reese (2014). Analysis shows that the perceived influences on content of TV series can be assigned to the model's five conceptual levels, and a hierarchical structure of influences is confirmed.

In the second part of the study, analysis reveals that a variety of (categorized) societally relevant elements emerges. In addition, certain types of societally relevant content elements are perceived as substantially contributing to success, whereas others are regarded as 'nice to have' elements, especially with respect to distribution by specific types of broadcasters. Along dimensions of production country (CH, B, D, UK, NL, DK, SW, NO, I, F), and type of commissioning organization (public service broadcasters, advertising-based broadcasters, pay-TV/subscription-based suppliers) marked differences emerge. The findings are, where relevant, contrasted to results of secondary analysis of interviews and portraits of US-American creators. The proposed research report topically fits the sections 'Television studies', 'Media industries and cultural production', and has some common ground with the section 'Mediatization' as well.

TVS02 - Television and young audiences

PP 358: TV in convergent media environments: A multi-method approach to practices of using series and news across platforms and devices

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The digization and mobilization of our society is changing media use and, particularly how we access and consume content: Broadcasters' VOD services and digital platforms such as Netflix and YouTube offer video content that is always accessible, with the rise of ownership of internet-enabled mobile devices such as smartphones and tablets further fueling this growth of continuous, anywhere, anytime video content consumption. This is particularly embraced by the younger audience, who turns away from traditional broadcasted TV as TV ratings suggest – also in Germany (Zubayr & Gerhard, 2017).

Audience research in a converging media environment is challenged for a variety of reasons, one being that traditional approaches linked devices and specific types of media, associated with distinct practices of media use, e.g. people sitting in front of a TV set were watching TV. But new devices and platforms come with new practices that need to be investigated and understood. Taking the user perspective, Hasebrink and Hölig (2017) propose the concept of communication modes, which describe a concrete form of using a specific communication service in a given situation, as a result of functional expectations and the way of handling the respective type of media. The concept has already been applied to different communicative practices (for example Hasebrink, 2012; Hölig, 2014; Siebenaler and Hasebrink, 2016), but yet little is known about how and why people are viewing video content across platforms and devices.

This paper addresses this gap and explores the use of series and news across devices and platforms in specific situations to identify patterns that could be described as new practices of use. A multi-method approach with media users aged 18-29 in Germany was applied. 21 personal interviews were conducted and analyzed applying qualitative content analysis (Mayring 2002) and the qualitative construction of types according to Kelle and Kluge (2010). The results of the qualitative analysis were used to design the quantitative survey which was conducted with 750 participants, describing 1,316 specific situations of using news and series across platforms and devices, which were afterwards statically analyzed.

The results indicate that media users refer to a specific set of factors to differentiate between situations of using series and news across content, platforms and devices. Factors being, for example, motivations of use, time, location, and the presence of others. Furthermore, different patterns of specific situations across platforms and devices were identified. For example, watching a series on a tablet while commuting or watching news on a smartphone to catch up on specific topics during a break at work. This study's findings add to the body of research necessary for the development of advanced approaches within audience research to account for the afore mentioned new practices of media use, that evolve within the fast pacing technological development and continuous convergence of media and technology.

PP 359: The 'moulding influence' of television in Portuguese households with young children in 1996 and 2016

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Old and new media became pervasive within households across time shaping practices, memories, power dynamics, relationships, literacies and forms of communications. In the turn to the 1980s television massively entered in the Portuguese households. Today, almost all Portuguese families with children under 15 have internet access (INE, 2017). With the increasingly inclusion of touch and swipe devices in domestic

daily life, toddlers and preschoolers first media experiences are rooted in family's active consumption, in which parents and older siblings are influent mediators (Bieke et al., 2016; Bulck et al., 2016). Considering family as a "communicative figuration" (Hepp, 2014) affected by social and technological transformations (Clark & Kehily, 2003), this paper presents a compared analysis covering data collected within a twenty years span.

The analysis covers empirical information arising from two studies, carried out in Portugal. Pereira (1999) gathers data in the form of ethnographic interviews with a purposive sample of 50 families with pre-schoolers in 1996. The study aimed to capture the role(s) of television sets and related contents in the everyday life of the family back then, and how parents considered their mediation, including their motivations, concerns and values. In 2016, Ponte et al. (2017) using a mixed-methods approach (a national survey [N= 656] complemented by qualitative field work among 20 families), offer updated evidence on domestic screens consumption and mediation, capturing the voices ans practices of two generations: parents and children (aged 3-8).

Despite methodological differences, taking into account 'pre-digital times' and 'digital times', allows to identify continuities and changes on children's electronic media accesses and practices, parental motivations and concerns.

Following the model of 'communicative figurations' (id.: 30) composed by: 1) *actors constellation* related and communicating amongst themselves; 2) *frames of relevance* that guide its constitutive practices; 3) *communicative practices* that are interwoven with other social practices and are entangled with a media ensemble, substantial differences were found. In 1996, a low number of screens, no TV channels targeted to children, and alternatives like VHS videocassettes and games consoles were very popular when the internet was almost unknown; in 2016, a plethora of mobile and touch screens besides the TV set, multiple channels targeted to children available on a multi-platform basis, where their path may be captured in processes of datafication that will influence further opportunities (Lupton & Williamson, 2017). In both moments, television was the hegemonic medium used by children.

A thematic analysis identified consequences of this changing media ensemble and reasons for the (still) hegemonic presence of the TV screen, which ultimately reveals the "*moulding influence* of a medium in its respective typical constellation with other media" (Hepp and Hasebrink, 2018: 28) in these families with young children, at the levels of *media ensemble* (the subset of media used in the families) and the level of *media repertoire* (the selection of media they use and appropriate as part of their everyday practices).

PP 360: Spanish youth and television: Crossroads between new habits of digital consumptions and traditional channels

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Television in Spain continues recording high following figures among the population older than 45, particularly among those over 64, which exceeds five hours of TV viewing daily. On the contrary, children between 4-12 years (with 129 minutes daily) and especially young viewers from 13 to 24, with 123 minutes each day, spend less time in television viewing (Source: Kantar Media 2016). At the same time, according to the Estudio General de Medios (2016) the level of Internet introduction among the under the age of 45 is higher than television one, with percentages exceeding 90% among young people aged 14-24, in comparison to television percentage that reach about 83-84% figures. However, in spite of this recent prevalence of new ways of media consumption through portability and new devices (such as Youtube or pay-contents online platforms such as Netflix or HBO), the annual report of INJUVE of 2016 indicated that 80% of Spanish youth still viewing traditional television regularly. Fiction content such as series shows or sitcoms head the list of their preferred contents, followed by current news and entertainment programs, which also lead the main topics of their conversations in social media.

In this trend of a contradictory context (elderly viewers leading TV traditional audiences; youngest population increasingly connected to other AV contents and devices), the main aim of this paper is to describe, through statistical sources and academic recent publishing, the principal trends about current Spanish Youth TV viewing (both via traditional channels or via others non-linear ways of consumption). The analysis will draw conclusions referred to their habits and also about the traditional contents that still maintaining the interest of the youngest Spanish audiences. The first objective is to clarify if some of the most successful TV programmes are creating bridges between the "oldest TV" and the "new TV" followed by young viewers in new devices or digital media; the second is to discover if the attractiveness of these programs among young audiences is at the same time due to the non-stereotyped way of representing youth (mainly on fiction shows; entertainment programs and reality TV shows).

This paper is based on a recent research project titled "New Consumption vs. Old Stereotypes: Audience Research on the Spanish Youth Perceptions of their current TV Representations" (CSO2017-85483-R) funded by Ministry of Economy and Competitiveness (MINECO, Spain, 2018-2020). The project tries to identify, among other topics, what youngest Spaniards audiences think about their current portraits and

depictions offered by traditional television channels in Spain at primetime schedules, apparently devoted to mature audiences. With the application of a mainly qualitative methodology, the project´s purpose is to identify what opinions and recollections are prevalent in those Spanish population aged from 14 to 24 about their depictions as group showed by Television contents. In the current context of social change and TV transformations, the expected results of the research will try to find if there are other possible or alternative reasons -apart from the technological one- to explain the new TV consumption of youngest audiences.

PP 361: Sensitive prime-time. Developmental- and disease-related topics in a popular German TV-series

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Television programs, and in particular films and series, tell lifelike stories and have a strong orientation function for the audience (Lampert, 2007; Singhal, Cody, Rogers, & Sabido, 2004), especially when own experiences or sources of information are missing.

In 2015, the entertainment-series 'Club der roten Bänder' was broadcasted on German television. The program focusses on the particular situation of adolescents in hospital and is the adaption of the Catalan television series 'Polseres Vermelles'. It is based on the novel 'El Mundo Amarillo' by Albert Espinosa (2008) that tells his own experiences as a juvenile cancer patient. The novel has been the basis for different versions of the TV-series across 18 countries (with high success in Germany).

The series fills a gap insofar as it is very strongly oriented towards the developmental and disease-related information needs of adolescents. In general, adolescents are in a special and sensitive phase of emotional, cognitive and social development (e.g. Havighurst, 1972; Hurrelmann, 2012). With a life-changing disease like cancer this stage becomes much more sensitive as they have to balance between the (often interfering) demands of being a 'normal' teen and being a patient within a medical environment (Bellizzi et al., 2012; Cassano, Nagel, & O'Mara, 2008; Corey, Haase, Azzouz, & Monahan, 2008; Morgan, Davies, Palmer, & Plaster, 2010). Quite strikingly, age-specific needs and developmental tasks of adolescents with cancer seem to find little consideration in medical areas, what links to an existing gap between pediatric and adult health care (Clark & Fasciano, 2015; Coccia et al., 2012; Docherty, Kayle, Maslow, & Santacroce, 2015; Nass et al., 2015). A TV-program could have a high potential to address these needs and to serve as an orientation. Therefore, our study aimed to analyze the successful TV format with regard to how it deals with developmental and disease-related topics and to discuss its opportunities and limitations to address the specific needs of health-impaired adolescents. The following research questions were of particular interest: RQ 1: How are different aspects of a cancer disease depicted? RQ 2: How do the protagonists and other people deal with the cancer disease? RQ 3: How is the management of age-specific developmental tasks of adolescents with cancer considered?

We conducted a structured qualitative sequence analysis of the first season (out of three) of the series 'Club der roten Bänder' based on a total of 289 cancer-related scenes.

The analysis show that the series considers the broad spectrum of development tasks, adolescents generally have to face and shows the particular challenges, young cancer patients are confronted with. Special emphasize is put on the ways to cope with development tasks and illness related challenges, the self-efficacy of the adolescents and the relevance of social support. The series considers negative and positive aspects of dealing with age- and disease-related challenges as well as coping-strategies. Thus, the series can be seen as an adequate way to raise awareness for health-related challenges in the very sensitive stage of adolescence and to show ways of how to face them.

PP 362: When dating shows encounter parents: A reception study of "Chinese Dating" and "Meet the Parents" among Chinese young audiences

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In recent years, television dating shows have become a fast growing industry in China. Facing the problem of an increasing number of "leftover men" and "leftover women", TV dating shows established a platform for strangers to meet their potential marriage partners which gained unprecedented popularity in China. In December 2016, Shanghai Dragon TV launched *Chinese Dating*. Hosted by a transgender dancer Jin Xing, this dating show embraces the traditional Chinese way of dating. Parents compete for their ideal son or daughter-in-law in the studio, while their children sit backstage. *Chinese Dating* borrowed its idea from *Meet the Parents,* a British dating series produced by ITV. This paper conducts eight focus group interviews among Chinese young adults (aged 20-30), including 20 females and 20 males, and compares their reception of both dating shows and examines their attitudes towards love, marriage, and family values that are represented in the shows. The focus group discussions reveal that when the audiences watch the shows, they regard them as entertainment. In this sense, the British version is more welcomed by the

Chinese audiences, as they find the show funny and the atmosphere relaxed. From their perspective, unlike Chinese families which demonstrate a high degree of power distance, the British parents know their children better, and the parent-child relationships in the British version are harmonious. However, when discussing about the values in mate-selection preferences, the audiences feel the affinity with the Chinese version. The male audiences all agree that the parents in *Chinese Dating* are similar to their own parents. In contrast to the British families who pay attention to the living habits and hobbies of the candidates, the Chinese parents put the girls' housekeeping skills in the first place. The male audiences find the latter understandable and acceptable even though they believe appearances as well as shared interests are equally important in mate selection. The female audiences, however, heavily criticize the preference for a hardworking and devoted wife, as they believe both sides should keep balance between the family and professional life. Different from older generations who aim to seek a wealthy and high-status husband, the young female audiences place greatest values on good personality and common interests, which are rarely mentioned by the parents in *Chinese Dating*. According to the audience discussions, the values represented in *Chinese Dating* stand for the traditional view of marriage in the social reality. The findings also indicate Chinese young audiences' attitudes towards love, marriage, and family values are in transition. Most male audiences look for "princess charming" and are keen on building a romantic relationship, which is emphasized in *Meet the Parents*. Not quite consistent with this, influenced by the Confucian ideal of "virtuous wife and good mother", they still adhere to the traditional gender roles. Chinese young women's attitudes change faster than men. They persist in the trend that men and women should have an equal amount of power and should pursue an egalitarian marriage.

TVS03 - Television from broadcast to online

PP 440: Pay Tv in the frame of cultural consumption

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Audiovisual contents available on different pay platforms constitute an important part of a wider sphere of Italian cultural and leisure consumption today. Television continues to have an audience substantially covering the whole Italian population (97.5%). Overall viewers still increase in 2016 (+ 0.8% in one year), especially those of digital terrestrial TV (+ 1.5%) and satellite (+ 1%), while online TV users (web TV through pc and smart TV) are 24.4% (Censis-Ucsi, 2016). Besides the data, however, it is possible to point out a key turning point over the last few years: pay TV platforms do not any longer play only the traditional role of broadcasting (guide to other media products and tradeoff with other cultural forms and markets such as movies in cinemas, live sports in stadiums, shows in theaters), but they are more and more acting as cultural producers, essential in making great spectacular events, in defining quality standards of serial fictions, in shaping sports calendars.

This further cultural role implies both new models of competition and partnership in the field of both production (between broadcaster TV and other cultural industries) and consumption (in the "media diets" of different audience targets), where pay TV plays in cooperation or in competition with other forms of - in and outdoor - cultural consumption.

Nevertheless, the literature on cultural consumption tends to consider separately the different cultural sectors and the relative audiences (Livingstone, 1998), as if they were really distinct and not communicating each other (Couldry, 2010; Durham-Kellner, 2009). Research on television audience tends to replicate the same model, ignoring the fact that TV viewers are - at the same time - book readers, cinema/theater goers, music listeners, sporting practitioners, museum visitors; and that these cultural practices are connected, in various ways, to the consumption of television, and contribute to shaping and sizing it.

On the basis of a qualitative research conducted in 2017 in Italy (68 interviews to household members with high cultural consumption - compared to Italian average - through CATI, face-to-face familiar interview and ethnographic notes, daily consumption diaries via WhatsApp), the paper focuses on how audiences select and mix cultural and media contents in a more or less coherent puzzle, made up and negotiated by individual and collective needs, technological and cultural resources and constraints (also of economic nature) of the household.

In order to understand the dynamics of integration (according to "the more, the more" logic) or substitution (according to "the more, the less" logic) of pay TV consumption compared to other non-audiovisual or outdoor cultural practices, the choice to subscribe to a pay-TV is interpreted as the outcome of some "enabling factors" (a set of habitus and a set of material, temporal, cultural, social, technological "capital" and resources) and a decision-making process in the household, with the central role of the "moral economy" (Silverstone, Hirsch, Morley, 1992) and value orientation of the family.

Television Studies

PP 441: Binge-watching (Netflix) product placement: A content analysis of different product placements in Netflix originals vs. non-Netflix originals, and drama vs. comedy shows

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Traditional television advertising became less popular among marketers, as viewers often tune out during commercial breaks, and with streaming platforms becoming highly popular (Dias & Borges, 2017). A common strategy to reach an audience through television content is product placements (Ferraro & Avery, 2000), a popular advertising strategy among marketers (Williams, Petrosky, Hernandez & Page, 2011). As messages can differ between medium and genre (McLuhan, 1964), this study examines how product placements are applied in an up-to-date digital environment, and how product placements differ between traditional and streaming production companies and genres.

Product placement strategies can be implicit, playing a passive role in the program, or explicit, when a product placement is formally expressed and plays an active role (d'Astous & Seguin, 1999). Additionally, the two dimensions on which a product placement could be presented: visual and verbal, i.e., seeing and hearing the brand (Ferraro & Avery, 2000).

Streaming platforms as Netflix constructed new means of consuming content, offering licensed content and their original content. These digital platforms share similar economic interests as traditional producing companies (Dias & Borges, 2017), nevertheless, streaming platforms differs from traditional broadcasting in the means of operation. Therefore, the differences in product placements between Netflix and non-Netflix original shows were explored.

Former studies have been comparing the appearance and features of product placements in different genres, however, there is no cohesive answer regarding whether comedy or drama genres provide better settings for product placements (e.g., Park & Berger, 2010; Sapolsky & Kinney, 1994; Ferraro & Avery, 2000). Hence, the differences in product placements within these genres were explored.

Product placements can portray many product types (e.g., Lee, Sung & de Gregorio, 2011). Considering the assumption that medium and genre can affect the nature of the product placement, the possibility of occurrence of different product placement categories based on the producing company and the genre of the show was investigated.

A content analysis was conducted of shows on Netflix (Netflix, n.d.b). Twelve shows were chosen with three shows of each type. Four episodes per show were randomly sampled and coded by three coders, resulting in a total of 376 product placements.

The results indicate that Netflix original shows include more product placements than non-Netflix original shows. There were no significant effects for the producing company on the strategy or dimension of the product placement. Drama shows include more product placements than comedy shows. Moreover, drama shows include more explicit and more visual product placements. Product placements categories can be predicted by the genre of the show, but not by the producing company. The odds of a product placement being a certain product category are higher to be in drama shows than in comedy shows.

Viewers are exposed to different amounts and types of product placements according to their media preferences. The amount of product placements one is exposed to relates to one's decision to watch certain content on a certain medium. However, one thing is clear; the more one is 'binge-watching', the more they are exposed to product placement.

PP 442: "An accurate portrayal of a bygone era" or "unimaginably offensive": Audience reception and canon curation in UK television comedy

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Broadcasters have always been curators of content, conferring implied value to the programmes included in the schedule. Of all potential programming, they had selected specific shows to fill the limited number of broadcast hours available, presumably in response to audience preferences. Even as viewers become more accustomed to the post-network abundance, content curation is still at play. Video-on-Demand platforms still rely on some level of gatekeeping as they limit availability of content.

This curation, and the value placed on certain content, influences the way programming is viewed and the ways in which television is studied, both in academia and industry. Taking a close look at UK television comedy, this paper interrogates the ways in which the broadcaster-curator influences which past programmes are included in (or excluded from) the genre's canon.

This paper will draw on a larger research project which aims to identify content elements that drive television viewership, both in a traditional linear mode and in the growth of non-linear and VoD platform viewing. In the context of an increasingly global audience for content, and an audience that has easy access to content produced globally, this research combines quantitative audience measurement analysis and studies of the

audiences themselves (Ofcom: 2016, 2010, 2005) with a qualitative, literary criticism-based content analysis to produce a view of how and why viewers choose – or choose to reject – certain programming.

Comedy is a particularly informative example of this effect. Audiences now find themselves able to access a vast amount of television comedy – new, old, domestic, foreign, canonical, and cult. At the same time, the genre's canon has been developed, redeveloped, and rejected by both broadcasters and audiences. Has this access, through a multitude of channels and VOD platforms, fundamentally shifted which programmes are considered canonical?

In short, yes. The comedies considered the best, either through critical accolades or highest audience ratings, can quickly find themselves forgotten or considered out of step with the collective sense of humour. In some cases, programmes are removed from VoD archives when they are deemed too far out of step. Looking at the specific example of *It Ain't Half Hot Mum* (BBC: 1974-1981), a once-popular sitcom now deemed too racist for inclusion in the list of past comedy on the BBC's iPlayer platform, this paper further looks at the implications for such exclusion on the genre's canon. As a comparison, other comedies from the same era are examined to identify their recent audience demographics, and how they are critically discussed, and a concept of what makes one comedy 'good' and another 'bad'.

Are the 'canonical' comedies intrinsically better, less offensive, and funnier? Or are they, too, at risk of rejection as the number of available comedies grows? In total, we begin to see a picture of an unsettled canon, content curators aiming to strike a difficult balance, and a viewership not totally at ease with its culture's historical comedy.

TVS04 - Global industry strategies of Northern European TV drama

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This panel engages with the global strategies of (Northern) European television drama and its multiple flows into different markets and to different audiences. When TV drama, and other media content for that matter, travels from one place to another, it is not simply 'passed on'. It circulates from one specific system to other specific systems of production and distribution, accessibilities and taste formations that, in turn, all form part of the global system of audio-visual content flows. In this sense, this panel critically explores "cultural and communicative flows in a global system" (Schlesinger), focusing on the mobility of content and its conditions of circulation. Our theoretical starting point is that whilst cultural commodities increasingly cross borders, they are produced within very specific local systems of economic and political conditions and regional cultures, bearing the specific cultural markers of their places of origin. Empirically, the panel will focus on particular industry strategies of Northern European TV content and its distribution and adaptation within countries of origin as well as transnationally. We shall draw on specific case studies whilst aiming to provide a holistic perspective of the current state of emerging transnational TV cultures.

Three papers have their origin in a research project on Danish Drama series and therefore deal with the same cases, albeit from different perspectives, while two papers engage with other drama series and/or countries of origin. This allows for a variety of perspectives on the phenomena of TV drama and its industry logics within the global/local nexus.

Taking its point of departure in two online youth series, *Skam* and *Anton 90*, simultaneously produced in 2014-15 by the two Nordic public broadcasters NRK/Norway and DR/Denmark, the first paper comparatively analyses the distinct strategies and production approaches of the two broadcasters in their attempt at making fiction for an online youth audience. The second paper considers the unexpected global success of Danish television drama and examines how its journey from a small European nation into the world has relied significantly on the export to the German and British markets, respectively. It considers the specific market dynamics of these two countries and explores how Danish TV drama entered each market. The third paper remains with Danish television drama series and is concerned with remaking processes in the US market, arguing that the original Danish formats can be seen as various kinds of social, economic and cultural currency/capital within the US entertainment industry. The fourth paper takes the British series *Sherlock* as a case and follows its path from Britain to China, examining key decisions and strategies that opened up the Asian market for the cult show. The final paper takes on a more holistic and theoretical perspective, elaborating on and extending theories of proximities that are conventionally used to account for the distribution and reception of audio-visual content produced in one national/cultural context to another

PN 150: Key international markets: Distribution and consumption of Danish TV drama series in Germany and the UK

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Danish TV drama series have had an unexpected global success during the past decade. Their journey from this small European nation into the world significantly led through Germany and the UK. The success of the Danish crime drama *Forbrydelsen* (*The Killing,* 2007-2012) in the UK (2011-2012) opened the door for the global success of television productions from Scandinavia by revealing that there was an international audience for subtitled drama. But even before *The Killing* gained global visibility through its critical and popular acclaim in the UK, "Nordic Noir" attracted a considerable audience in Germany. This was fostered by the close collaboration between the Danish and German public broadcasters, DR and ZDF, who have co-financed Danish TV drama since the international acclaim of *Unit One* (2000-2004, DR) and *Nikolaj and Julie* (2002, DR). Both series received an International Emmy in 2002 and 2003 respectively. The German, like the British market has been vital in driving the global success of Danish television drama. But instead of acting like a global shop window, it has supported Danish drama production through financial investment, thus raising production values and with this the appeal for international audiences.

This contribution will consider the specific market dynamics of these two countries and explore how Danish TV drama entered each market. Furthermore, it will reveal the very different and multiple audiences for Danish TV drama broadcasted and consumed in Germany and the UK. In the process we will critically explore the concepts of cultural proximity (Straubhaar, 1991, 2007) and cultural discount (Hoskins and Mirus, 1989), which have dominated TV scholarship concerned with international TV programme trade since the early 1990s. Overall this chapter aims to contribute to a more nuanced understanding of transnational flows of TV programmes and their consumption.

PN 151: How scripted Danish television formats serve as social, cultural and economic capital in the US entertainment industry

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This paper is concerned with remaking processes, using studies of Danish scripted formats remade in the US as a case. It studies how differently producers, showrunners and agents talk about and approach Danish television series originals. Using Bourdieu's capital forms, the paper proposes that the original formats can be seen as various kinds of currency within the entertainment industry, having vastly different functions depending on who you ask. Seen from such a perspective, scripted formats do not always travel because they were "successful" in their original territory. Sometimes they travel because they serve a specific function in their new context, such as making a pitch easier or attracting certain people to a production.

While some theory on remakes and adaptations try to approach the issue from perspectives emphasising cultural transformations using frameworks of 'critical transculturalism' (Perkins & Verevis 2015:677), most theory on the subject contends that the premises of trading television formats are cost effectiveness and risk management (Chalaby 2015:5). The costs of adapting are allegedly lower than the costs of developing an original format from the ground up, and the proven success of the original format is seen as a kind of insurance that the remade format will be a success as well. These reasons for adapting content seem intuitively true, but they may sometimes be lacking explanatory power. How, for example, do the remakes of scripted formats that look nothing like the original versions fit into such explanation models? My research suggests that the picture is more complex: Sometimes just having an original format can make the difference in a pitch, even if the format has to be changed beyond recognition before airing.

PN 152: From UK to China: Distribution and circulation of contemporary British television dramas in China

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Contemporary British television dramas such as *Sherlock* and *Black Mirror* have swept over mainland China with an irresistible trend, in spite of the fact that they were virtually unknown just a few years ago. Commentators on global television are observing a massive demand for British Television dramas in China with a 40% year-on-year rise to 17 million GBP in 2014, which makes China the most intriguing market for UK producers. Popular British television dramas have occupied the top ranking spots on the major streaming websites such as Youku and Sohu, and millions of discussions have ignited on a variety of social media platforms.

With the recent limitation of foreign audio-visual content on streaming websites, all the foreign programs' content need to be censored before releasing, this has made it impossible to watch foreign Television dramas simultaneously through official channels in China. Furthermore, foreign TV and Films are not allowed to exceed 30% of the total number of domestic ones on the streaming websites. This has in a way encouraged Chinese fans to look for more up-to-date and diverse resources through piracy channels, such

as fan subtitled piracy versions. As such, regulations and media censorship have played an important role in shaping the distribution and circulation of the popular British television dramas in China's market.
Using the case of *Sherlock* and *Black Mirror*, this paper seeks to explore how contemporary British television dramas made its way into the Chinese television market and to Chinese audiences online. It examines the particular conditions and distribution strategies that allowed TV drama from (northern) Europe to circulate through diverse channels to the Chinese audience. It considers media policy decisions with a special focus on regulations of the Chinese media landscape, at distribution strategies and decisions that paved the official way for the journey of British drama to Chinese screens, and at audience and fan activities that ensure the "grey" circulation outside of the official paths.

PN 153: Crowding proximities theory: Considering other proximities on the transnational travel of Danish television drama

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This paper aims to elaborate, develop and crowd well-established theories of proximities that are conventionally used to account for the distribution and reception of audio-visual content produced in one national/cultural context to another. Taking its point of departure in the work of Straubhaar (2007) and other scholars who have recently augmented theories of proximities, this chapter suggests the influence of three other types of proximities – emotional, cosmopolitan and grapevine proximities - which have influenced the transnational travel of television drama series produced in Denmark.
Denmark is commonly perceived as 'a small nation' and a 'peripheral nation' - especially by its own people. It describes how the export, consumption and media hype surrounding Danish television dramas came as a surprise that prompted national and transnational funding agencies, and media industry professionals to re-examine their production practices and funding/distribution business models to trace the reasons for their export success. The inquiry into this surprise also motivated audience research of five export-successful drama series in eight different territories from 2014 to 2017.
Although there is plentiful evidence to suggest that conventional explanations of the influences exerted by cultural, genre, value, and theme proximities have been influential in the global circulation of Danish television drama, lessons drawn from the audience research requires questioning proximity theory in two ways. Firstly, findings show how many of these proximities have been defied and transgressed, for example by their movement to acutely different geo-linguistic nations such as Turkey, Japan, Brazil and Argentina. Secondly, how the 'enforced proximity' induced by the global media industry (Szerszynski and Urry 2002) surfaces three other proximity types: Emotional proximities connect individuals at the level of perceived universal affect that transcend cultural differences; cosmopolitan proximities refer to perceptions of both stylistic and ethical-political sameness with distant others; and grapevine proximities centralize the importance of the relationships of individuals and networks within the global media industry and how the power of word of mouth marketing continues to exert influence on the acquisition, viewing and positive reception of Danish television drama.

TVS05 - Global/public values in transnational television drama from small nations

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By taking the transnational circulation of the Danish TV drama series as its starting point, this panel aims to rethink and discuss the particular value creations that takes place at all stages, from idea to production, cross-sectoral collaboration, distribution, international reception and fandom. The term 'value' in this context does not only indicate monetary values, but also societal, cultural, entertainment and political values (Harrington, 2017). Based on the work of Turnbull & McCutcheon (2017) assessing the value of a specific television drama series, as well as Eva Redvall's (2013) theories on the screen idea systems, the panel aims to develop theories and frameworks for understanding and assessing the specific production values as well as economic, cultural, societal and public values created in relation to television drama. In this context, we will focus on a) the particular role that public service broadcasters play (Lowe & Martin, 2013), b) the value of the Nordic media welfare system (Syvertsen et al, 2014), and c) to which extent these values work across national markets and borders. The different papers and case studies contribute and relate in different ways to the ongoing research project on *What Makes Danish Television Drama Series Travel* funded by the Danish Research Council (2014-2018, http://danishtvdrama.au.dk). So far production value has no exact theoretical definition but is significant to the study since it encompasses a *balance* of market interests and

aesthetic values. Related terms are Wyatt's (1995) 'high concept' and 'quality TV' (McCabe and Akass 2007, Jancovich 2003, Rothemund 2011, Thompson 1996). 'Quality TV' is used as a trade name for certain HBO and AMC TV series, a cross-generic designation, a mark of quality and an aesthetic concept as well as for ideals of democratic, cultural impacts and 'good television' (Nelson 2007). Among other things, we want to rethink the concept of 'quality' in relation to our discussion about values in transnational television drama series by looking at Nestingen's (2008) notion of 'medium concept', including particular institutional and generic affiliations, as well as Flew's (2012) perspectives on transforming values and production systems within the creative industry more in general.

Based on five different case studies, all representing different countries, continents (Denmark, UK, Germany and Australia) and perspectives (value chain, quality drama, golden age, transnational co-production, global impact, public sphere and globalisation), the papers in this panel will critically investigate and discuss the particular values created at the different stages, as well as the difficulties of assessing and legitimising cultural and societal values of public service drama operating on global and digital media markets. The first paper will suggest a 'transnational value chain' as a theoretical and methodological framework, and the following papers will reflect and respond to this value chain in different ways.

PN 191: Rethinking production values and the value chain of Danish television drama series

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By taking the terms *value*, *production value* and *priced content* (Lotz, 2014) as the point of departure, the paper contributes to media industry studies by suggesting a theoretical framework for analysing values in transnational and subtitled television drama series (Doyle, 2013; Flew, 2012; Redvall, 2014; Wyatt, 1994: Nestingen 2008). The *transnational value chain* describes the particular value creations that takes place at all stages, from idea to production, strategic collaboration, distribution, international reception and fandom. The paper will focus on four aspects of this value creation, each with a distinct theoretical and methodological approach to the overall question: why and how Nordic television drama currently is travelling.

Transnational production values: we experience an increasingly international orientation among producers and public service broadcaster within the Nordic region. This tendency can be explained by, respectively, the Nordic media welfare system itself, the Nordic collaborative model (Nordvision, Nordic Film and TV fund), and a more general international orientation within the industry, for example transnational co-productions, screen tourism initiatives and branding. This part is based on interviews with producers, distributors and their strategic partners (local municipalities, tourism organization).

Transnational sale and promotion: This part encompasses a field study of MIPCOM TV market, paratexts (catalogues, websites, marketing events) and interviews with stakeholders related to international trade of the Nordic drama series, and, thus, analyses what Caldwell (2008) describes as "semi-embedded media industry deep texts and rituals".

Places and climate as production value: based on the location study approach, this part illuminates the values of the Nordic landscapes, places, and climate conditions and how they influence the international trade of the Nordic drama series (Hansen & Waade, 2017)

individuals become the motor for international sale and collaboration. This part is based on interviews with sellers and buyers as well as articles from industry magazines.

The paper contributes to new ways of researching and teaching media industry studies by focusing on new players, new empirical material and new methods.

PN 192: The golden age – Danish public service drama series 1995-2015

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There is a general agreement in TV drama research that Danish public service TV drama peaked with *Forbrydelsen* (2007-2012) and *Borgen* (2010-2013). These productions acquired a special status for audiences worldwide as well as other public service and commercial broadcasters / producers (Creeber 2015, Bondebjerg & Redvall 2015), justifying the term of 'Golden Age' for the period. The reasons why this happened are evaluated differently, according to research tradition and choice of perspective. Some researchers accentuate the redefinition of the cultural field of which television drama is a part, the 'quality TV' and consequently the innovation of narratives, genre and style (Nielsen 2016, Nelson 2016). Others point to the profound changes in the production culture of especially DR (Redvall 2013, Hochscherf & Philipsen 2017) and subsequently TV 2 (Degn & Krogager 2017) and to new ways of cooperating on a transnational basis (Jensen, Nielsen & Waade 2016), exporting basic values of national public service drama. A third point of view can be found in the massive interest surrounding the phenomenon in popular

culture labelled 'Nordic noir', originating in the Nordic crime bestsellers that paved the way for an international interest in all Nordic (Agger 2016, Stougaard-Nielsen 2017, Hansen & Waade 2017). Yet another explanation of the international break-through for Danish TV drama include the strong coherence between prevalent themes and dilemmas in contemporary time and the series, from fighting wars in foreign countries to equality of women (Agger 2015). These approaches are not opposites, but complementary. The aim of the paper is to investigate the implications of the Golden Age concept in relation to this allegedly unusually productive period in Danish TV drama. Coined by Hesiod, the concept is widespread among nations, in several contexts, in all cases indicating a period of high level achievement. The concept implies a beginning and an ending. I shall scrutinise the period leading up to the break-through of Danish TV drama, discussing the values of public service drama and pointing out important factors facilitating innovative approaches. By combining the above-mentioned perspectives in a TV drama historical point of view, I shall describe the period 1995-2015 as a classical golden age. I shall conclude by discussing its limits and not least its heritage.

PN 194: Valuing the global impact of Danish TV drama series: An Australian case study

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Since their first appearance on Australia's unique second public service network, the Special Broadcasting Service (SBS), Danish TV drama series have attracted considerable interest and much critical acclaim in Australia. Although the niche audience for these series may have initially been quite small, it was also extremely influential. As our research has revealed, this audience included Australian TV executives, producers, screenwriters and other creatives eager to emulate the success of the Danish series in reaching a global audience in an increasingly complex market (Turnbull and McCutcheon forthcoming 2018). In the Australian context, hybrid TV dramas produced for Foxtel such as *The Kettering Incident* and the crime thriller, *Secret City*, demonstrate how the perceived qualities of the Danish series (in terms of their aesthetics, use of location, and appeal to a global micromarket) have been appropriated and transformed. In this paper, we want to further explore this relationship against a backdrop of significant shifts in the production and consumption of television in Australia. Our focus here will be on the forthcoming crime drama *Mystery Road* produced for the public service broadcaster. This series, a spin-off of from two award winning films directed by Ivan Sen (*Mystery Road* 2013 and *Goldstone* 2016) involves both an indigenous detective and an outback setting. While such a setting and character might appear to be a long way from Denmark, we will argue that this series has been enabled by the revitalisation of the Australian screen industry enabled by the success of Nordic noir.

PN 195: From convergence to conflict: Public service values in the co-productions between DR and ZDF

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Supporting democracy, culture and social integration with programmes that are of high quality, different and engaging, produced independent of state or commercial interests. Even though their individual remits will spell them out differently, these values unite the public service broadcasters (PSB) across Europe. They are the values the PSBs need to demonstrate towards their regulators and the governments which have put them in place as well as towards the public in whose service they are supposed to operate. The increasing choice of native and international content on a digitalized and globalized television market, coupled with increasing costs for production and consumption have created a situation, in which public service broadcasters find it increasingly hard to stake their claims and make the case for their license-fee funding. With the conditions for maintaining and making public service broadcasting becoming more adverse, it has become all the more important to make their public service values visible in their programmes and perform them towards the regulators/governments and the general public.

Pooling scarce financial resources and creative talent in order to create high-quality programmes that engage viewers across borders, appears like a win-win situation for public service broadcasters under pressure. The co-productions and co-operations between the Danish DR, the German public service broadcaster ZDF and its commercial wing ZDF Enterprises, beginning in the 2000s (e.g. *The Eagle* 2004, *The Protectors* 2009-2010, *The Killing* 2007-2012), are evidence of such a convergence of public service values across borders. They have furthermore been a catalyser for Danish television drama's success at home and abroad. In '*The Team*' (2015), the model of the cross-border co-production between public service partners has reached a pinnacle, involving ZDF and DR as well as public service broadcasters from five other countries. At the same time, the transnational crime thriller marks the point at which the convergence of PSB values in co-productions turned into conflict.

What constituted another popular and innovative TV drama, helping to rejuvenate its audience for ZDF as well as an exciting business opportunity for distributor ZDF Enterprises was a distraction for DR in its effort to fulfil its remit of supporting and representing Danish culture on a small budget. By looking at the different ways in which DR and ZDF performed public service values around the drama in press material, policy documents and statements by management of the broadcasters, this paper charts how DR and ZDF interpret their public service values differently in an increasingly global television landscape. The conflict between the broadcasters' interpretation of their public service values in relation to this co-production highlights that despite the shared public service ideals, the individual contexts of the national media systems and TV cultures determine the way public service values are put into practice.

TVS06 - Television between the past and the future

PP 647: Radio represented on the TV: Exploring A/V narratives of historical news events

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Many hours of AV material have been digitised in the Netherlands since 2007. As a result, the access to radio, film, and television programmes from the past has increased immensely, offering more opportunities for re-use and research. Since this 'archival turn' (De Leeuw 2011), infrastructure and contextualisation function as important preconditions for users of archives to find their way through the enormous amounts of audio-visual material. Such users include television programme makers, media professionals and academic researchers (Hagedoorn and Agterberg 2016).

From a cultural-historical perspective, I conduct a comparative and exploratory study into the cross-media, AV representation of historical news events, particularly radio news events. Drawing upon the AV archival materials from various collections of the CLARIAH Media Suite (http://mediasuite.clariah.nl), I study the cross-media representation and historical narratives of news events, focusing on the representation of the medium radio in televised narratives (factual programming), and it's representative power. From the overarching question how events and narratives can provide context for interpretation of cultural heritage collections, this research study specially explores the biggest potential of DIVE+ (http://diveplus.beeldengeluid.nl – the Media Suite's digital heritage browser), which lies in its focus on narratives.

DIVE is a tool for explorative search where narratives are central. DIVE offers exploratory search, and collections are interlinked and enriched with linked open data. Events are a central part of this data enrichment: giving context to objects in collections by linking them in events. My study draws upon the exploration of narratives, and compares narratives as tool for exploration (narrative centric approach) to other types of search (more traditional or document centric approaches). Based on the specific case of the AV representation of historical news events and following the research process in all stages, this study considers what the added value of DIVE's narrative model is for researchers: what is a narrative (how to define a narrative (as a method for interpretation used by (cultural) historians) in terms of LOD and the 'Simple Event Model' (SEM) used by DIVE)) and why narratives are important for media scholars in their research process – providing further insight into the roles of narratives in Digital Hermeneutics (the encounter of hermeneutics and web technology; Van den Akker et al 2011) and how events (and in what narrative form) help interpretation.

This study will also function as a follow-up and continuation of my dissertation research into the audio-visual (archival) representation of the past in television and related cross-media practices, specifically practices of 'doing history' (Hagedoorn 2016). In this context, and the context of the forthcoming anniversary of 100 years of radio in 2019, a main emphasis will be placed on the particular case of radio as a historical object, and radio news events specifically, as represented in television narratives.

Such a combination of historical and digital humanities research can aid in providing specific interpretations of the vast amounts of newly digitalised materials, as well as critically assessing how an event narrative exploration tool can support a researcher from beginning to end.

PP 648: Television as an archaeological site

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As television archives are becoming digital and transition to new online spaces, physical places of television's past – such as broadcast buildings - are decaying, becoming repurposed or defunct. These places accomodate the 'living cultures' that television has left behind through its everyday professional practices. These places present historians with a televisual culture made up of machines, work practices,

specialized knowledge, site-specific believes, customs and habits that have been left undocumented or unarchived, dismissed, discreted or trivialized by mainstream historical narratives.

Using an archaeological method similar to the way Giannachi (2016) used it to study archives as physical place, this paper explore the physical site of the Romanian Television Center (TVR) in order to bring to surface material and physical remains of television's past that help shine a light on neglected historical narratives of television. The method approaches material spaces of television broadcasters as 'deep maps' in the 'attempt to record and represent the patina of place' by 'juxtaposing fact and fiction, data and oral histories' (Pearson and Shanks, 2001: 64-65). As deep maps, sites of television broadcasters operate as laboratories in which television has performed itself and televisual pasts were constructed at the intersection of different social interactions. By exploring the physical site of TVR through surveys carried out by means of photography, video recordings, oral interviews and written notes, the paper will illustrate some of the findings of this archaeological exploration: neglected document collections found on the premises of the Romanian broadcaster that have been left unarchived; television professions such as broadcast building engineers and screening assistants[1] that have remained unknown to historians; site-specific knowledge and work practices that have been ignored, such as the practice of 'socializing at *La Scoica*', a coffee place inside the Romanian broadcaster where collective brainstorming and critiquing of television programmes took place and where political and professional hierarchies among TVR employees collapsed; or practices like the private appropriation of film footage by television producers who aimed to safeguard their work from Ceausescu's politics of economizing on film negative that witnessed the destruction of important archive-worthy material at the time.

This paper makes several contributions to television historiography. It extends the locus of historical research to physical places of television by developing a theoretical understanding of television as an 'archaeological site'. It operationalizes this theoretical understanding by 'doing television history on site' and proposing 'place' – through its physicality and materiality - as a locus for grounding television histories into historical records and narratives that shaped everyday work practices of television broadcasting, and yet have fallen outside the ideological filters of the archives. Last but not least, the paper argues that treating television as an archaeological site and situating television historical research on the physical sites of television helps retrieve neglected, marginalized histories of the medium.

[1] Employees that gathered and loaded materials for the censorship screenings inside communist Romanian television.

PP 649: The challenge of creating a Public Service Media: The case of À Punt, as the regional PBS closed down and recovered as a convergent media.

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Convergence forces television to relocate itself as a multiplatform online distribution media (Meike and Young, 2008; Creeber and Hills, 2007; Caldwell, 2006). In the case of public television, convergence requires the conversion of the Public Broadcasting System (PBS) to the Public Service Media (PSM), which opens a strong debate about its role in the digital age (Syvertsen y Aslama, 2007).

This paper addresses the study of a unique case of PSM in Europe: À Punt. The exceptional nature of this case study is determined by three factors: (a) its status as a PSM which reopens after becoming the only regional PBS closed in Spain by the government; (b) its commercial potential, which gives it a broad organizational structure and a budget unimaginable for any new media company (although it is far from its public counterparts); (c) its multiplatform and convergent nature derived from the need to adapt to the current media system. À Punt becomes the firs and unique PSM conceived from the outset as a convergent media.

This case constitutes a reference in the European scenario. The study contemplates the phenomenon within its social, cultural, economic, political and technological context. The main objective is to observe the degree of adaptation of the À Punt media project to the convergent requirements for a PSM. The results allow testing the theoretical hypothesis about the role of PBS and its adaptation to a convergent structure and service. In addition, it allows a critical assessment of the degree of adequacy of this model for the public service it must provide.

PP 650: Televisuality and ethnic culture in North America: Finland Calling (1962–2015) on local television

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Suomi Kutsuu – Finland Calling addressed Finnish-American television viewers in Michigan's Upper Peninsula for more than 50 years. First broadcast on the local WLUC-TV channel in 1962, the show continued until the retirement of its longtime host, Carl Pellonpaa in 2015. *Finland Calling* featured

interviews, Finnish music, and views of Finland. As a longstanding, bilingual (Finnish/English) ethnic local television show, *Finland Calling* is a rarity in the US television landscape.

Research on immigrants and television, such as Hamid Naficy's classic *The Making of Exile Cultures* (1993), has largely concentrated on the media use of recently arrived immigrants. *Finland Calling* offers a chance to explore how television has contributed to ethnic culture over several decades. Thus, this paper asks, how did the qualities of television as a medium enable *Finland Calling* to perform Finnish-American ethnicity for over 50 years? Moreover, can we use *Finland Calling* to question established ideas about television, which has mainly been studied as a national medium?

Drawing on theorization of television by Lynn Spigel, Paddy Scannell, and John Ellis among others, the paper explores these questions through three themes: intimacy, temporality and television's promise to offer a "window to the world". The paper is based on the analysis of selected *Finland Calling* episodes from 1989 to 2015 (earlier episodes have not been archived), Pellonpaa's published memoir and interviews, and articles about *Finland Calling* in local (Michigan Upper Peninsula) and Finnish-American newspapers.

Pellonpaa's role in keeping *Finland Calling* on air for over 50 years was essential. He embodied an intimate mode of television celebrity. Hosting the programme required a great deal of affective labour: Pellonpaa made his own family a part of the programme, communicated with guests and viewers in a familiar manner and met viewers at *Finland Calling* dances, which he organized. The labour of local television celebrity extended far beyond the actual television programme.

Finland Calling built some of its appeal on television's ability to connect with the rhythms of everyday life. The programme was always broadcast on Sunday mornings, making it a familiar part of the weekly schedule. By the 1980s, *Finland Calling* marked itself as a site of memory, highlighting its longevity and celebrating its anniversaries. Thus, television's temporalities enabled *Finland Calling* to become a kind of tradition and shared memory object.

When *Finland Calling* appeared in the early 1960s, satellite technology seemed to be heralding an era of global television. Early *Finland Calling* offered a different version of transnational television, relying on recorded music and photographs to connect viewers to Finland. In addition, Pellonpaa hosted tours to Finland – *Finland Calling* was initially sponsored by a travel agency. Instead of satellite technology, *Finland Calling* thus promised to connect viewers to a faraway location through travel and material culture.

While *Finland Calling* relied on characteristics theorized as typical of television, it also highlights some aspects that have been ignored in histories of television that focus on national television. In particular, it offers material for an alternative history of transnational television, beyond the master narrative built around satellite technology.

PP 651: Imagining 'shared' historical moments: A comparative approach to The Americans and Deutschland 83

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In the post broadcast era, the massive number of TV contents are easily accessible in a multitude of platforms both local and global, not minding the 'tangible' boundaries. Despite the wide variety of contents waiting for the potential viewers to keep up with, there are inherent similarities especially between TV dramas which attract the attention of a great number of audiences at a global scale not only in terms of genre and format but also with regard to the sources of inspiration.

Stories that are inspired from political, social and economic struggles that once kept the whole world busy and on alert at certain moments of history could serve as useful materials for drawing the attention of a wide range of audiences worldwide. Owing to the changing dynamics of global TV flows which cannot be defined as a 'one-way street' anymore[1], TV dramas from different localities can add variety of narrational dimensions to the representation of these shared historical moments and make global impact. Building on this background, this paper brings the popular American TV drama *The Americans* (FX, 2013-) together with the German-American co-production *Deutschland 83* (2015 -) in order to elaborate on the reasons behind choosing shared historical moments as sources of inspiration to TV dramas.

The Americans and *Deutschland 83* are set in similar time periods flagged by shared political, social and economic concerns but chosen different sites to express those concerns from diverse angles with distinguishing national signifiers. By making comparative textual analysis of both series, the paper collects the necessary data to understand the 'shared' markers of the Cold War era in the narratives of *The Americans* and *Deutschland 83*. It uses Ulrich Beck's conception of 'cosmopolitan outlook'[2] to approach these 'shared' markers as the tools to create a TV drama with a global impact since they stand for 'imagined commonalities' that could be familiar and identifiable for a vast number of audiences. In this way, the paper finds the necessary ground to claim that imagining 'shared' historical moments could serve greatly for achieving 'global success' in contemporary TV drama market as *The Americans* and *Deutschland 83* aptly exemplify.

TVS07 - Television and representations

PP 727: 'Cosmopolitanism in Dubai's Pan-Arab drama: Case study of the television series "04" (Zero Four)'

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'Pan-Arab drama' *(Arabic: al-drama al arabiya al-mushtaraka)* is a trend of serialized fiction series portraying an ensemble of characters from various Arab nationalities presented in a transnational narrative setting. It has come to the fore following the 'Arab Spring' uprisings in the Arab World and the consequent immigration of talents from various Arab countries to the emerging 'cosmopolitan' metropolises of the Gulf - where transnational Arab broadcasting networks are based- introducing a distinct genre within the Arabic drama series *(Arabic: Musalsalat)*. As television has taken the lead in the creation of the twentieth century's 'Imagined Communities' (Anderson, 2006), the rise of transnational television networks has helped creating a 'mass-mediated imaginary that transcends national space' enabling people to imagine themselves living and working in places other than where they were born (Appadurai 1996). Indeed, it is believed that imaginative travel through TV develops a sense of cosmopolitanism (Hebdige, 1990; Urry, 2000). By considering transnational television as a potential tributary of cosmopolitan imagination, it becomes necessary to understand the manner in which cosmopolitanism is represented in transnational Arab drama content (i.e. pan-Arab drama) especially as some argue that the Gulf cities are replacing the historical Arab capitals and becoming 'new centers' for Arab culture, education and business. Drawing on a theoretical exploration of the notions of cosmopolitan imaginary (Calhoun, 2003) and cosmopolitan sociability (Schiller, Darieva & Gruner-Domic, 2011), and a cultural contextualization of the Arab world, this paper examines the nature and limits of pan-Arab cosmopolitanism through analyzing the 'everyday cosmopolitan' practices (Bayat, 2010), portrayal of characters and their dramatic relationships in a case study of '04' (Zero Four), a pan-Arab drama series that tells the story of four young expatriates from four different Arab nationalities going through their personal, professional and private lives in modern-day Dubai, a city often celebrated as a model of cosmopolitan living with its remarkable mix of peoples and lifestyles but also questioned for the communal and spatial boundaries between its distinct social components.

PP 728: "Chiamala Vanessa" ("Call her Vanessa"): Death, mourning and postmortem bonds in 2000s Italian tv series

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Death is still a marginal topic in contemporary western television and in TV series. At the turn of the millennium corpses and morgues have become very popular (especially in Us television). However - with a few exceptions such as the cutting edge but unique series *Six Feet Under* (2001-2005) (Akass, McCabe 2005) - and some recent innovations in the scenario of "quality tv", such as the British mini-series *River* (2015) - death, bereavement and mourning are rarely treated (Weber 2014, Penfold-Mounce 2016). Media representations play a relevant cultural role, offering symbolic resources and showing people how to react to death and the strategies for mourning (Walter 1999), a role even more crucial today when the well established modern thesis of a denied, individualized and privatized death is challenged by national and regional glocalization dynamics, needing to be more deeply investigated (Walter 2012, 2018).
In this paper we present the first results of a qualitative research on media representation of death in Italian TV series in the frame of the wider research project "Death, Dying and Disposal in Italy": founded by the Italian Ministry of Education, University and Research, and based on a survey (2000 interviewees) and 480 in-depth interviews with Italian families' members, the research represents the first systematic and multidimensional national research on attitudes, behaviours, beliefs and rituals concerning death in Italy. For our qualitative focus we chose a sample period (2010-2018), and we selected 7 Italian TV series featuring dead characters playing an active role within the plot; of course from one side these characters can be connected with the classical figure of the ghost but from the other side they shape new and particular views of postmortem bonds and afterlife (Benvenuto 2013, Scotti 2013, Brancato 2014). All the series in our sample are produced by the Italian public broadcasting company (RAI) and co-produced by public institutions or private companies.
Our first research question concerns with the idea that we are witnessing a cautious attempt of Italian prime time, mainstream TV series in copying with death and bereavement. In this perspective we investigate the

relation between these unprecedented TV narratives and the symbolic needs and expectations of Italian audiences.

In this paper we present a case study based on *La porta rossa* (The red door) a series aired in February 2017 (the second season is announced for 2019). We conducted a content analysis of the series' narrative, that we are triangulating with its author's interviews and with audience reception (we have analysed the tweets posted by audiences during the airing of the episodes) in the broader framework of the survey and of the in-depth interviews with Italian families members. Our second research question concerns with the way La porta rossa allowed audiences to reflect on death, bereavement, mourning, postmodern bonds and afterlife, autonomously from the authors' and producers' expectations and intents, and we aim to presents the main results of that symbolic work and, more in general, of the focus of our research.

PP 729: The representation of power: Visibility and invisibility of the elite classes on television

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The global tendency towards rising inequality and the increasing concentration of economic and political power, in combination with the rise of anti-elite and populist sentiments and movements across Europe, urges media research to analyse the relation between the media and the elite classes. This paper analyses the participation, visibility and representation of the elite classes on mainstream television. The theoretical framework consists of previous research on social elites (Daloz 2010; Khan 2012; Savage & Williams 2008; Thurlow & Jaworski 2017) and how the power of the elites is linked to questions of visibility and invisibility (Thompson 2005; Brighenti 2007). Using a combination of quantitative content analysis and qualitative methods the paper analyses the extent to which the elite classes are visible on television; which part of the elite classes that is represented; and in which kinds of programmes and contexts they are present; as well as how they are depicted under these various circumstances. The paper mainly focuses on the participation and representation of the political, cultural and the economic elite in news and documentaries, film and drama, and reality television. Crucially, the paper brings forward differences between how and in which contexts the political, cultural and the economic elites are represented. For example, the political elite is highly visible in news and factual programming, but the visibility of the economic elite and the capitalist class is much more diffuse and spread out within the televisual landscape.

The sample analysed in the paper consists of 1000 hours of Swedish television from 2015 and of 10 000 people appearing on television, of which 19% belong to the elite class, according to the definition used in the study, which include high-level politicians and bureaucrats, capitalists, CEOs of large companies, etc. Clearly the elites are strongly overrepresented compared to their actual size and share of the population in large. The results from the mapping of the elite class on television furthermore show that the gender balance among the elite class is surprisingly equal, compared to results from previous research. It is also clear that "serious" programming such as news and factual programming are the main spaces within the television landscape where elites are visible, but they are also overrepresented within the genre of reality television. The composition of the elites in this study follows patterns from previous research: elite groups are mainly European or North-American, the majority are high-level politicians followed by high-level civil servants, academics and members of the cultural establishment, while the capitalist class (owners of large corporations, etc) are rather invisible, only making up 4% of the elites as shown on television. In the qualitative analysis we go on to analyse in more detail the ways in which social elites are visible on television and the ways in which visibility is linked to different kinds of power and capitals (economic, celebrity, political, etc.). Furthermore, we contextualize these analyses to the current political and social landscape and the role of elites in contemporary neoliberal societies.

PP 730: Anti-poverty television campaigns in Egypt: A worthless solution for an unsolvable problem

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The poverty rates in Egypt have significantly increased in the last few years for several reasons, some of which are corruption, unemployment, and illiteracy. In dealing with this problem, some unofficial television anti-poverty campaigns were launched to combat it. In the context of social marketing theory which concentrates on mixing marketing principles and social issues for achieving the social benefit, this study discusses the effects of watching anti-poverty television campaigns on Egyptian youth's attitudes toward poverty problem. Methodologically, the empirical data were collected using two methods: a content analysis of an anti-poverty campaign comprised of six advertisements that were presented in tow Egyptian television channels; and a survey of 400 Egyptian respondents aged 18¬-35 years old. The results found a lack in anti-poverty campaigns presented on the Egyptian television, not to mention the technical weakness and poorness of available campaigns. All anti-poverty advertisements depended on emotional stimulations to

induce audience's social responsibility, aiming to support social participation and solidarity. It has also been found that most youths adopted negative attitudes toward the contribution of Egyptian awareness campaigns in solving the poverty problem. In addition, most respondents did not change their attitudes toward the poverty problem after watching the anti-poverty awareness campaigns, and no significant relationship was found between watching anti-poverty campaigns and youth's attitudes toward poverty problem.

PP 731: Opportunities and obstacles for doing quality news stories at the Croatian public television

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New digital technologies have been seen as an opportunity for better-quality journalism and news (Jarvis 2010), but this optimism has often been broken with proof of amplified trivialization (Kunelius, 2006), negativity bias in news (Lengauer et al, 2011) and ultimately a profound credibility crisis (Broesma, 2010). The proliferation of new media sped up news publication (Domingo, 2008). Breaking the news first has sometimes become more important than telling a good story (Starkman, 2010). For European public broadcasters, the efforts to keep their audiences and yet remain dedicated to good-quality journalism in this new environment remains a challenge (Syvertsen 2003; Bardoel and d'Haenens, 2008). This has been reflected in changed newsroom cultures, in the processes of news selection and production (Larrondo et al, 2016). In Croatia, television is still the most influential media (Reuters Digital News Report, 2017). The Croatian public television (HTV) has been caught up between the chase for the audience it lost to the commercial TV channels and the fulfilment of the public service purpose (Mučalo, 2004; Perišin 2008). In this research, through a series of in-depth semi-structured interviews with journalists and editors at the HTV, and ethnographic observation of newsroom routines in the production of daily news, we examine in what way these challenges are reflected in the newsroom culture, the journalists' notions of quality journalism and in their daily workflow. In this sense; we investigate the main opportunities and obstacles that (dis)encourage journalists to produce what they perceive as quality TV news stories for the news programme.

TVS PS - Poster Session

PS 63: Innovation and public service media: A systematic literature review

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The digital and network society (Castells, 2001) has modified the traditional media environment, causing changes to various levels of television culture (Keinonen & Klein-Shagrir, 2017). The convergence of media platforms arises television to the post-broadcast era (Tay & Turner, 2008) where products flow through multiple channels and where the participative culture of spectators opens up new possibilities of interaction between media and consumers (Jenkins, 2006). Digital media have made it possible for audiences to decide when, what and where consume television contents (Marinelli & Andò, 2016), so their habits of consumption varied towards a more individual and personal use of the media (Suárez-Candel, 2007). In this sense, television must adapt to this new changing socio-technological landscape, making users engage with their contents (Hallvard, Poell & van Dijck, 2016). Terms as interaction, cocreation and participation are part of public service media's task (Vanhaeght & Donders, 2015) and they are a key strategy in the PSM's response to the challenges in the new multimedia and polymedia environment (Bardoel & Lowe, 2007; Enli, 2006).

The paper analyses the articles that addresses the innovation in public service media with the purpose of answering the following research questions: 1) What is the perspective from which innovation in PSM is studied?; 2) Which methodologies and analysis are carried out?; 3) What is the object of study of the article? The method employed is a systematic literature review of the articles published on the Web of Science and Scopus databases from January 2013 to February 2018. The protocol for the search and analysis of the studies selected is based on the Framework SALSA –Search, AppraisaL, Synthesis and Analysis– as a way to conduct a rigorous, defensible, systematic, evaluative and transparent review (Onwuegbuzie & Frels, 2016). The search in these two databases is executed according to the topic, using the keywords innovation and public service media, public service broadcasting, public television or public broadcasters. Inclusion and exclusion criteria are the type of document (articles), the field of study (Social Sciences) and the period of time (the last five years). The analysis phase is carried out through a narrative synthesis of the studies, categorizing them according to their methods –quantitative, qualitative or mixed–, the type of analysis –descriptive, exploratory, explanatory and correlational–, the object of study and the results. To summarize the findings, articles are grouped within each of the categories of innovation defined

by Ranaivoson, Farchy & Gansemer (2013): innovation relative to content enrichment –narrative and contents, use of social media, interactivity and audience engagement–, innovations relative to ways of accessing content –new technologies and formats– and innovations relative to business models. The article describes trends in this research field, where public service media face questions regarding the changes caused by technological convergence and digitization.

PS 64: Television in Bulgaria, Belgium and Romania, 1960-1980: Between 'center' and 'periphery'

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Between 1960 and 1980, the decision to select a certain program for the grid of a national television was not accidental. On the contrary, it was primarily correlated with the mission assigned to television within the democratic or socialist regimes: television was a leading institution for creating the national symbolic space, with a ideological and educational function in communist states and with an informational and entertainment function in democratic countries.

Our research intends to answer one main question: Which is/are the center(s) from where Bulgarian, Belgium and Romanian televisions import TV programs, between 1960 and 1980? By center we mean country as a political, socio-cultural and economic space internationally recognized, where media institutions (television, cinema studios, other cultural institutions) create TV products to be disseminated and "consumed" by wide audiences. By products we mean TV programs found in the program grid in various formats, such as news bulletin, shows, films/TV series etc. Our objective was double fold: 1) to identify the source of imported programs for each TV channel in Bulgaria, Belgium and Romania; and 2) to identify the import center(s). Our main hypothesis was that the countries of the semi-periphery (I. Wallerstein, *World-System Analysis. An Introduction*, 2006) of the European TV system imported broadcast content mainly from countries–"center", in terms of production and/or distribution of TV programs.

Data collection was made by quantitative content analysis. The category grid was formed on the basis of a corpus made of TV guides in Belgium, Romania and Bulgaria (Télémoustique in Belgium, Programul de radio şi televiziune in Romania, Televisiya i radio in Bulgaria). The decision to analyze the TV broadcast based on the TV guides from each country was directly influenced by the restricted access to the TV archives and by the intention to homogenize the corpus, given the international dimension of the research team.

Our aim was to assess to what extent cultural, linguistic and political vicinity fingerprinted, in the case of center-periphery relationships, television programming before the global scale conquest of the American TV model, during the 1980s. We evaluate the thesis of a fundamental difference between democratic and socialist television networks as related to precise "centers": France and USSR in Europe, whose TV content and forms were exported to Belgium, Bulgaria and Romania. As well, we bring evidence of the quantity of US and UK television programs, which advocates for television as one of the first modern globalizing institutions, regardless of political, economic and ideological borders.

This research is conducted within the project TNSPE (Télévisions et nations en « semi-périphérie» européenne: comment constituer une identité nationale par la télévision (1958-1980). Etudes de cas : la Roumanie, la Bulgarie et la Belgique), financed by IFA (Institutul de Fizica Atomica) - PN 3 / Sub-3.1 Bilateral / Multilateral/ Module AUF-RO, 2016-2017 and by AUF (Agence Universitaire de la Francophonie). The project teams: University of Bucharest: Romina Surugiu, Alexandru Matei, Mădălina Bălășescu, Adriana Ștefănel, University of Namur: Anne Roekens, Alexandra Micciche, Annemarie Sorescu Marinkovic, University of Sofia "St. Kliment Ohridski": Vyara Angelova, Snejana Popova.

ADR01 - Branded content practices and research: from peripheries to centres

PN 130: Branded content and criticality: Implications of practitioner and stakeholder discourses for communications governance and media-marketing industry studies.

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Despite their rapid expansion, practices of branded content, programmatic and native advertising remain controversial and contested, especially when appearing in publisher-hosted formats. The integration of media and marketing communications has been subject to academic and some journalist practitioner critique as 'stealth marketing', expanding commercial speech and undermining the trust in editorial it feeds on. Other academic work is more supportive of media and marketing industry claims for advertising integration as a necessary but also creative and user-oriented set of practices, involving cultivating norm entrepreneurship suitable for contemporary market and cultural conditions. Industry practitioners and professional bodies negotiate a range of established and emergent critical perspectives and variously engage with these, as well as developing their own criteria for evaluating effective and appropriate marketing communications. This engages a mix of aesthetic, ethical, commercial and social responsibility values, with on-going debates concerning appropriateness, permission, trust, and user identification, amongst others.

This paper presents finding from interviews with more than 30 leading UK practitioners and analysis of UK and international professional trade bodies and trade media, corporate and other literature to set out the scope and tropes of criticality and normalisation within and across industry-practitioner discourses themselves. The paper then considers the implications of such industry debates for informal and formalised governance of media-advertising integration. The paper argues that investigating how governance is developing in respect of branded content contributes to broadening understanding of the ways in which rapidly evolving commercial communications practices are subject to various interacting forms of governance. In turn, the study of branded content governance has value for investigating digital communications governance more broadly, given the ongoing shifts from 'command and control' regulatory arrangements towards reliance on more flexible co-/selfregulation initiated across industries. This research forms part of a larger pan-European study of the practices and governance of branded content arising from the work of the UK Research Council funded Branded Content Research Network. The paper also considers the implications of industrypractitioner generation of criticality and engagement with wider criticisms of branded content, for industry-academic collaboration in university research and teaching. With increasing pressure in the UK and other systems to provide university courses that serve industry training needs against forms of 'media studies' provision regarded as overly 'academic' and 'critical', the paper discusses the findings of more complex positionalities within industry discourses and the implications this has for debates on higher teaching and research agendas. Finally, the paper assesses how engagement with industry articulations of criticality, and those of wider civil society stakeholders, may both help to counter limitations within existing 'affirmative' and 'critical' academic responses to branded content, and help advance scholarship and pedagogy in higher education institutions.

PN 131: Branded content marketing as creative labour: An invitation to disciplinary trespassing

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Branded content is any form of media text originally created by a commercial brand for marketing-related purposes. It exists in multiple media forms, but surveys show that videos are the most popular among marketers, as well as digital media users. Compared to traditional adverts, branded videos are more diverse in terms of length and genre: from short to full-length features, from comedies to dramas, and from fiction to documentaries. Branded videos do not interrupt the viewers' experience, as in fact they *are* the source of entertainment in which viewers are interested. To create their videos, some major brands like Unilever, Starbucks and BMW have set up in-house production units, but most advertisers rely on creative agencies, production companies, as well as audio-visual freelancers.

This paper argues that branded videos should be regarded, and scholarly addressed, as a form of screen entertainment media; consequently, branded content marketing should be approached as a media production practice in all respects. This paper does so by drawing conceptual and theoretical frameworks from the growing tradition of critical media industries studies (Havens, Lotz & Tinic 2009; Holt & Perren 2009; Mayer, Banks & Caldwell 2009), and notably, from a production-centric perspective rooted in John Caldwell's "integrated cultural-industrial approach" (2009). The paper performs a micro-level analysis of creative labour in the production of audio-visual branded content. Particularly, the paper addresses three main questions: (1) How do creative workers engage with commercial constraints in the production of

audio-visual branded content? (2) How do they conceptualise *creativity* in the production of audio-visual branded content, as opposed to 'pure' entertainment media? (3) Does such conceptualisation of creativity affect their work-based identity (Du Gay 1996) as *creatives*?

The paper applies a qualitative methodology based on semi-structured interviews with creative professionals, such as filmmakers, cinematographers and post-production artists, working in the production of branded videos. Moreover, the paper also uses data gathered from "interface ethnography" (Ortner 2010) conducted in February 2018 at "The Great Content Revolution", an event organized by the Branded Content Marketing Association within BVE, the UK's largest entertainment and media industry expo.

So far, branded content has been predominantly, if not almost exclusively examined by scholars in marketing and management, and particularly by a kind of "administrative research" (Lazarsfeld 1941) concerned with finding and measuring criteria for promotional effectiveness. This paper invites media and communication researchers to extend the borders of their field of inquiry to include audio-visual branded content. Such 'disciplinary trespassing' finds justification in the inherent hybridity of branded content that straddles art and advertising, and indeed it is increasingly needed to foster critical understanding of a practice that has come to occupy a central role in the audio-visual media production industry.

PN 132: Audio logos to transmit brand personality traits

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The publics have become a key strategic element in building social and human brand experiences (De Chernatony, 2001). On the one hand, consumers engage with brands that they consider to be congruent with their own self-concept (Schmitt, 2012). Drawing on the principles of the anthropomorphism theory, human beings tend to associate human attributes with non-living objects such as brands (Avis, Aitken, & Ferguson, 2012). Brand personality is the "set of human characteristics associated with a brand" (Aaker, 1997: 347). Consumers adopt symbolisms such as brands' personalities to project a specific social image of them (Kressmann et al., 2006; Sirgy, 1985; Usakli & Baloglu, 2011).

On the other hand, sensory marketing fosters emotional connections between the brand and the consumer (Hultén, 2011). In particular, sound branding applies the value of sound resources to convey the values of a brand (Vorster, 2015) and transmit brand attitudes (Argo, Popa & Smith, 2010; Bonde & Hansen, 2013). Sonic branding is the strategic use of sound to communicate the identity and values of a brand in the different touchpoints with its publics (Groves, 2007; Jackson, 2004; Krishnan, Kellaris & Aurand, 2012). Thus sound branding is a key component of the social and human experience between a brand and a consumer.

To our knowledge, no previous study has focused on how brand personality can be transmitted by sound branding. The objective of this study is to determine which brand personality traits are associated with the different sonic logo features. A 3x3x2 within-subjects experiment is applied to 50 participants -intensity of the stimulus (fade up, fade down, constant), pitch (ascending, descending, constant) and pace (fast, slow). These features are manipulated resulting in 18 versions of a 3-seconds sonic logo with 18 unknown brand names, embedded in a 9 seconds voice message. Results show that slow sonic logos are perceived as simpler than fast sonic logos and fast sonic logos are perceived as more ordinary than slow ones; whereas the descending logo is considered more down-to-earth and simpler than the ascending or the constant sonic logo.

This study is insightful in the brand personality traits most used by publics to define (and identify) sonic logos, and how these personality traits are associated with slow versus fast sonic logos on the one hand, and ascending versus descending or constant sonic logos on the other. The advent of the portable or wearable ICTs and the new models of marketing, PR and branding, have stablished a new paradigm in which researchers and practitioners should collaborate to make the most of sound's capacity to create atmospheres in each cultural, social and commercial setting (Rodero et al., 2014) and transmit emotional brand values (Jackson & Jankovich, 2013; Spence, 2008, 2012; Spence et al., 2010).

PN 133: Neuroscience as a tool to measure the effectiveness in branded content media piece

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Nowadays, we are surrounded with lots of information due to media improvements and digitalization. This brings to an overload information issue, so all this communication becomes a landscape. On the other hand, brands have a crucial importance on the media sector and invest more in developing audiovisual pieces to create branded content. It is proved that to have a good media piece, you have to hold people's

attention and to create engagement in order to connect with them. That is the reason why Brands want to arouse emotions in people.

Branded content overcomes the spot or advertisement perspective as it is made up of proper exhibition tools such as Social Medias, this technique is usually called Buzz Marketing. Indeed, this is the best way to generate the highest WOM (Word Of Mouth) impact. Besides, media pieces are very important for brands as they summarize the branded content action with the aim of broadcasting it and share the experience with the audience. Moreover, a high impact of the action is guaranteed with an effective media content.

The purpose of using neuroscientific tools in this field, is to develop a measuring standard dedicated only to branded content media pieces. By doing so, it is possible to know the attentional levels and the engagement of the audience while viewing the content. Taken as a whole, this methodology allows knowing the effectiveness of a media branded content piece with the target.

This investigation studies how effective are the different elements within a branded content media piece and to know if it connects with the target. To fulfill this project, a hundred of different pieces within the branded content field will be studied. Moreover, a unique Neuroscientific Methodology called Sociograph Technology will be used to analyze the piece impact level (levels of attention and engagement), within the target. The two variables obtained with this Technology are the following ones: (i) Electrodermal Level (EDL) is the idiosyncrasy of each subject which indicates the basal levels of activation with a significant involvement in the attentional processes. (ii) Electrodermal Response (EDR) which consists of the psychophysiological responses referred to the rapid changes within the conductivity evoked by triggering, known or unknown stimuli and controlled by the researcher.

The results allow to know that the investigation corroborates two key aspects within the branded content: (i) how branded content media pieces influence the target (ii) Evaluate the effectiveness within the branded content from the data obtained (levels of attention and engagement).

PN 134: Advertising after the end of advertising

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In the past decades the advertising industry has undergone a profound change. By inventing and utilizing new media technologies, advertising media have continuously proliferated in the past decades. Although surreptitious advertising has been an issue throughout the entire history of advertising, in the past the vast majority of corporate advertisers presented their promotional messages clearly indicated as advertising framed by edited content. With the rise of digital media, however, corporate advertisers have massively started to present their messages as edited content in their own right. Furthermore, marketers are increasingly employing covert advertising strategies, producing an insoluble amalgamation of advertising and edited content. There are many different conceptual approaches labeling these strategies as "content-based marketing", "branded entertainment", "native advertising", "stealth marketing" or "product placement", and so forth. While in the past advertising usually appeared sided by a distinguishable editorial context, most new approaches of advertising have in common that they try to match this context, as in the case of "native advertising". How has it come about that more and more advertisers are moving out of the traditional advertising space and are themselves becoming providers of attractive media content? The fact that advertisers are increasingly turning themselves into providers of attractive content that does not require an edited program siding or supporting the commercial messages, as it were, is due in two ways to the process of digitization in the media system. First and directly because digitization has empowered advertisers to reach their audiences and distribute their own content at low cost. The development towards more entertainment orientation in advertising is, second, indirectly due to the digitization process, mediated through the labor markets of the creative industries. The internet economy, as one of the most famous apologists of the new digital media world, Chris Anderson, once said is an economy of the "radical price". With less euphoria this means, that almost all digital content on the net is highly sought after and, at the same time, chronically underfunded. The economy of the radical price affects all producers of attractive digital content. Whether it is music or film, TV series, journalistic content or literature, all of this is hotly sought after in the digital media and at the same time it is poorly paid. This presentation will delineate some of the main dynamics behind this profound transformation process in today's advertising. Special emphasis will be put on the transformation of one of the advertising industry's most important outlets: television. As the technologies to distribute and receive television content have advanced in the past decades, audiences have steadily gained more power over content selection. One consequence of this development, which has been little discussed in the debate so far, is the increasing aesthetic aspiration level of the audience, to which the advertising industry had to react. The increasing importance of branded content is an answer to this development. Advertising that entertains and informs, advertising that knows its audience better and more intimate than the classic advertising, permeates our everyday lives in a previously unimagined way and, therefore, deserves our attention.

CYM01 - Children, youth and media: use and Abuse

PP 031: Young children's tablet computer play as sociomaterial practices of teleology and affect

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Jackie Marsh has recently put forward, in relation to digital toys, that traditional theories of play "privilege human experience in the analysis of play episodes" (2017). This paper explores how young children's play practices with tablet computers can be viewed as sociomaterial configurations (Gherardi, 2017) across a number of child informants (n=7) ages 4 to 6, observed in their homes using a video ethnographic methodology. Furthermore, the sociomaterial practices are viewed as dynamic meaning-making processes characterised by teleological and affective elements (Karoff, 2013; Schatzki, 2001).

This paper presents preliminary findings from a research project that asks how young children play with *DR Ramasjang*, a transmedia environment provided by the national Danish broadcasting company, on tablet computers (Lundtofte, 2017). The video ethnographic methodology centres on a dual-camera setup that provides synchronised audio-visual data of the tablet computer and the child (Lundtofte & Johansen, forthcoming). Consequently, the methodology affords production of highly comparable data focusing on the child and the tablet computer as key sociomaterial actors.

Analysis is still in process, but the findings presented here will centre on a bottom-up strategy to understanding how teleology and affect inform play practices across actors and settings. It will be presented how we can identify practices in relation to mood or affect and how meaning-making processes (Blumer, 1969) transpire and develop in time, but also across settings. This research project is grounded in practice theory consequently treating tablet computers as actors in the sociomaterial configuration where humans and technologies are seen as a body-machine relationship in constant development (Morley, 2017). Cathy Burnett has recently described tablet computers, in relation to young children, as objects of "fluid materiality" (2017). This could perhaps be described as a general trait of multimodal technologies, yet, it is key to understanding how different actors materially construct tablet computers in relation to children in numerous ways. Furthermore, it points to how tablets are, for instance, sometimes viewed as tools for learning and at other times as toys – or "toyblets", as put by Isabel Fróes (2017). The findings from this research project will provide new perspectives to how tablet computers are constructed materially in play settings featuring young children. Moreover, parental views, involvements and 'rules of the house' will be considered in relation to child informants and their tablet computer play practices.

The above aspects of tablet computer play practices will be discussed in order to develop a research perspective on digital play that takes non-human actors and their materialities into consideration along with affective and teleological aspects of meaning-making. It will be discussed how micro-level video data, using a rigid dual-camera strategy, can develop our current understanding of young children's tablet computer play. Lastly, limitations and future perspectives of this research project will be reflected upon.

PP 032: Pre-adolescents' early exposure to games of chance, gambling, and digital games: Insights from interviews with parents and children.

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The convergence of gambling and digital gaming affects children's entertainment culture (De Cock et al., 2018). Previous literature on the development of possible problem gam(bl)ing behaviour has overlooked the role of socialization (Dussault et al., 2017), and failed to corroborate information from different family members (Schneider et al., 2017). Although gambling behaviour starts in pre-adolescence (Bellginger et al., 2014), empirical research is lacking on this age cohort.

In a response, this paper draws on information about gambling and gaming practices reported by parents and their preadolescent child. Twenty semi-structured in-depth interviews were performed in 10 Flemish (Belgian), middle-class families, with 7 mothers, 3 fathers, 3 girls and 7 boys aged 11-12, taking part. Parents and children were interviewed separately about knowledge, attitudes, behaviours, motivations, parental mediation, and situational factors regarding games of chance, gambling, and digital games. Interviews were audio-recorded and transcribed verbatim, and iteratively coded through rounds of open coding and axial coding.

Children and parents reported similar autonomy-supporting parenting practices, but they differed in perceived parental involvement (children think it is less). Children reported less rules and emphasized different rules: they mentioned purchase and time restrictions, whereas parents stressed 'homework first' and 'living room only' rules. Both parents and children mentioned scratch cards and lotteries as part of occasional family activities with the child directly involved. Parents consider them as pleasant, socially

acceptable activities, and harmless, if the child plays them with adults just for fun (instead of alone or for money). As their prevalence is low, parents do not feel the need to discuss them. Parents showed a neutral to slightly positive attitude towards sports betting if played for fun and low bets, but perceive gambling as problematic and addictive, given the money involved, and the lack of social control and regulation. Although many children said not to be interested in games of chance and gambling, some reported to have engaged with slot machines, and (online) poker, or to be interested in skin gambling [1]. None of this was reported by their parents. None of the parents thought their child had ever made micro-payments in games whereas half of the children reported doing so, typically with the left-overs from game vouchers.

Advertisements seem to play an important role in shaping children's knowledge about gambling. Parents often use advertisements as a trigger to discuss potential risks. As a general conclusion, our study reveals that parents feel uncertain how to avoid the 'forbidden fruit effect' and that children's early exposure to especially online in-game gambling practices stays under the parental radar, warranting more profound future research.

[1] Skin gambling is when skins (i.e., decorative, virtual items like knives or guns within a video game) are used to place bets within the digital game environment in an attempt to turn them into a more valuable virtual item or on third-party websites to cash them out for real money.

PP 033: "Take it down!": Parents' and pre-teens' views about sharenting

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Becoming a Facebook friend with your parent is currently one of the opportunities parents use in order to communicate with their children (West, Lewis & Currie, 2009). In fact, many parents join social media platforms in order to be in touch with their children and monitor their practices (Child and Petronio, 2011) so as to get a better idea of the child's online behaviour, content creation and friendships (Child and Westermann, 2013). At the same time, many parents engage in "sharenting" i.e. parents regularly use social media to communicate a lot of detailed information about their child and while doing so, fail to take their children's views into account. For instance, according to Davies (2015) over 70 percent of parents who use social media know of another parent who has shared information that might embarrass the child. Considering the above and the fact that various policy documents (e.g. Recommendation CM/REC(2018)x of the Committee of Ministers to Member States; COPPA 2012) emphasize the role of parents and caregivers in protecting children's privacy, personal data and online reputation and the need to respect the confidentiality of their correspondence, we set out to explore how Estonian parents handle this task. During summer 2017 semi-structured individual interviews were carried out with parents (n=15) and their 9-12- year old children (n=15) who were each other's Facebook friends to study their views, experiences and practices of sharing personal content on Facebook. We focused on exploring their opinion and experiences with privacy in the context of their Facebook friendships and were especially interested in finding out if they had some unwritten rules or family regulations to guide their Facebook communication. We made use of snowball sampling to find the parents and pre-teens who were each other's friends on Facebook and would be willing to take part of the study.

Our interviews indicate that there is a big discrepancy in the attitudes of parents and pre-teens about if a parent should ask a permission to post about their child on social media. In fact, our interviews revealed that even when parents know that the child resents their sharenting practices, they still continue this practice despite the child's wishes. The latter is also a reason why pre-teens in our sample were often frustrated by the posts their parents made, as they found many of their posts either "embarrassing" or simply "inappropriate". Children did not want their parents to share information or unflattering visuals (e.g. "ugly photos") that would reflect negatively on their self-presentation, however, most of the pre-teens were happy about their parents sharing content about children's achievements or about their happy family life. Furthermore, pre-teens were highly critical about parents' using diminutives (e.g. "my sweetheart", "my little princess") in their public Facebook posts as such phrases were only considered to be appropriate when used in the private setting of the home. Our findings thus reveal that due to sharenting pre-teens often feel they lack power to exercise their agency and to have ownership over their own online identities.

PP 034: Smartphone pervasiveness polarizes pre-existing educational inequalities. A mediation analysis on high school students

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In recent years, smartphones have become the most popular and ubiquitous tool for adolescents to access the Internet (Mascheroni & Ólafsson, 2016). On the one hand, smartphones diffusion has contributed to the closing of the so-called "digital divide". However, the pervasiveness of this device even in relevant moments

of the day, such as family dinner or sleeping hours, has raised some concerns about the difficulties in containing and addressing its use (Turkle, 2016). An extensive literature exists on smartphone overconsumption, which highlighted the psychological roots and the negative consequences of an excessive use of this tool (see Lee et al., 2014; Demirci et al., 2015). However, we lack a social science approach to this phenomenon. Is smartphone overuse unequally distributed along with pre-existing social inequalities? Does it contribute to a widening digital inequality? We test these hypotheses with unique data coming from a survey carried out in 2015 on the entire high-school population of Valle D'Aosta region (northern Italy). The survey involved more than 4,500 participants, collecting information about students' smartphone usage habits, socio-demographic characteristics, their final middle school grade and current academic performances. By means of a mediation analysis, we evaluate whether smartphone pervasiveness mediate the positive relationship existing between family educational level and school performances, so contributing to deepen the academic polarization between high and low performing students. Considering the clustered nature of our data, we empirically tested our final model specification in a multilevel structural equation modeling framework (MSEM) (Preacher et al. 2010), realizing a 1-1-1 mediation model with random effects. Our principal mediator consists in a newly validated scale of smartphone pervasiveness in adolescents' daily life (SPS-a), derived by 5 items asking participants to report how frequently they use it in the following moments of the day: during dinner with family, while talking with friends, during homework, while watching television or movies and at night when awake. Results of the mediation analysis underline the existence of a significant indirect effect of parents' educational level on students' average school grade, demonstrating that part of this relationship is significantly mediated by the amount of smartphone overuse reported by them. With respect to the theory and literature on digital inequality (Di Maggio et al. 2004; van Dijk, 2005), these results open a new field for theoretical inquiry and empirical research. Indeed, so far in this field a homological relationship between social stratification and internet inclusion has been considered, where those having more educational, economic and social resources were more included in the digital environment and more capable of exploiting them. Here, instead, we show that the capability to limit digital media use consist in an additional dimension of digital inequality. Therefore, digital advantage does not come only from more access, use and inclusion, but also from more skills to limit and guide these practices. From a policy perspective, these results highlight the relevance of education interventions focused on a proper use of smartphones in daily life, both for school learning improvement and for the reduction of social inequality.

PP 035: Adolescents, media and migration: How is global migration reported in the offline and online media that adolescents use?

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Since the sharp rise in immigration to Europe in 2015, global migration has become one of the most salient topics in the European public debate. Many Europeans have become increasingly confronted by migration, integration and cultural diversity in their everyday lives. This applies especially to adolescents, who frequently come into contact with migrants at school or in sports clubs. Due to their day-to-day interactions, adolescents play an important role in social coexistence and can have decisive impacts on the integration processes of young migrants.

Thus, it is relevant to understand the bases from which adolescents form their perceptions, knowledge and attitudes about refugees, migration and integration. Research has shown that offline and online media are even more important than the adolescents' social environment for acquiring information about refugees (Götz & Holler, 2016). Due to their prevalent and unregulated use of smartphones (mpfs, 2017), one can assume that the significance of media content for adolescents' information, opinion-formation, and behavioural processes has increased. Therefore, this study's purpose is to investigate how the online and offline media outlets and channels that adolescents use report on refugees, migration and integration. Through the examination of dominating frames and news values, particular attention is paid to the media content's prevalent thematic aspects. In addition, we inquire into the attitudes the media holds towards migrants and the extent that politically tendentious information can be found. Furthermore, we focus on the content's comprehensibility and degree of emotionalization (e.g., the extent that adolescents are confronted with content that challenges them emotionally). Finally, we determine if age-appropriate recommendations are provided for certain actions.

These questions will be answered with the help of a standardized, long-term content analysis of information about refugees, migration and integration that have been published by German offline and online media outlets in 2018. The analysis is based on (a) media content that does not explicitly target a specific group but enjoys a high reach amongst adolescents and (b) media content that explicitly targets adolescents aged 10 and above. Specifically, we examine various media types, including traditional journalistic content in radio (e.g., 1LIVE), television (e.g., Tagesschau, logo!), print media (e.g., SPIEGEL, BILD-Zeitung, Geolino, Bravo)

and online presences (e.g., spiegel.de, bild.de, bento.de). Non-journalistic social media content, such as various YouTube channels (e.g., LeFloid), are also included.

By analysing offline and online media, textual and (audio-)visual media, media that targets specific and non-specific groups, as well as journalistic and non-journalistic media content, this study significantly contributes to (1) research about refugees, migration and integration and (2) research about media content that targets adolescents.

The data obtained so far indicates an ongoing and extremely high media presence in the topic of refugees, migration and integration. The presentation will focus on (1) how this content can be described in regard to the above questions, (2) how the content of the examined media channels differs from each other and (3) how content that targets specific groups differs from those that do not.

CYM02 - Children, youth and media

PP 112: What are you concerned about? Classifying children's and parents' concerns regarding online communication

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Societal concerns regarding children's online experiences are manifold – and in a constant process of change. Therefore, in order to understand children's online practices and their parents' mediation of these practices and to foster online safety and online literacy, we need to monitor what children and parents are concerned about when it comes to online and mobile communication. This is the focus of this paper. We present findings on the following questions: 1) How can we reliably classify children's and parents' concerns? 2) What kinds of concerns stand out for children and parents, younger and older children, boys and girls? 3) How do children's and their parents' concerns match, i.e. what constellations of concerns can be observed? 4) How are these constellations related to practices of parental mediation and child protection and to children's online use and online skills?

The empirical basis is a representative survey in Germany in 2017 (n=805 children between 9 and 16 years and their parents). The survey was one part of a larger project commissioned by the German Association for Voluntary Self-Regulation of Digital Media Service Providers. The questionnaire started with an open question to parents and children, what they are most concerned about with regard to the child's online use. The open answers, sometimes quite complex and referring to several concerns, were coded with a coding scheme that has been developed in a combined deductive and inductive procedure.

As for the deductive part we started from a well-established classification of online risks (see e.g. Livingstone and Haddon, 2009); it refers to different roles of children with regard to online communication and assumes that these are linked with particular risks. According to this classification children can be considered as

recipients of pre-produced media content that might affect them in a negative way (*content risk*),

participants in individualised communication processes during which they get into contact with different kinds of people, some of whom might hurt children (*contact risk*),

agents who themselves produce or spread content that affects others in a negative way (*conduct risk*).

More recently this classification has been enhanced (see Hasebrink/Lampert, 2016) by a fourth "c" stressing the fact that children can be considered as

market participants and contracting parties for media providers who are interested in getting children's data and money (*contract risk*).

After coding all answers along these categories we identified three additional categories for the remaining answers: concerns regarding *technology* (e.g. viruses, hacking), *time* (e.g. the amount of time spend on online communication) and *personal consequences* (e.g. addiction, obesity, low performance at school). Beyond this main classification of online concerns, we also coded if there was a clear indication of the child being referred to as a victim or as an actor. Particularly for the parents' answers it was often possible to identify if they are rather concerned about "what their child is doing on the internet" or about "what others on the internet do to their child". Finally we coded to which particular value the concern refers, e.g. violence, sexuality, privacy, commercial risks.

PP 114: Legal decisions under uncertainty in the area of child internet safety

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In an increasingly complex and differentiating society, legal decision-makers often encounter knowledge deficits that are crucial to decision-making. The decision-maker must make assumptions on the basis of the

(partial) knowledge available and take a decision on this basis. The legislator can also delegate the uncertainty - or rather, its processing - to downstream decision-makers, especially competent administration bodies. Such forms of delegated uncertainty can result in regulatory advantages if, for example, more informed decision-makers are able to adapt more flexibly to changes in real life conditions, new scientific or technical findings or societal developments (Weisbach 2017).

At all decision-making levels, however, the fundamental question arises as to how far the form of uncertainty, the strategies for its processing in law and the constitutional guidelines result in consequences for the standards and scope of the legal decision-making process. Here, determinants arise from the general requirements for legal decisions under uncertainty, and - in view of the relevance of youth protection decisions from a human rights perspective - from the sector-specific civil rights requirements in this area. Against this background, the contribution examines regulatory decisions under uncertainty in the area of protecting minors against harmful media.

The proposed contribution takes a perspective focussing on the specific uncertainty aspects of youth media protection decisions and examines the forms of knowledge deficits as well as their respective determinants for decision-making. Regarding decision-making processes of public authorities (and self-regulatory bodies, where applicable), the contribution focuses on day-to-day decisions in order to identify prototypical decision situations on the basis of the analysis' results, with a specific focus on their respective forms of uncertainty. Methodologically, the identification and categorisation of decisions under uncertainty build on subject and causes of uncertainty that have been discussed within the general context of legal decisions with knowledge deficits (Spiecker 2002). In the area of youth media protection, legal decisions under uncertainty occur in structurally different forms regarding the underlying knowledge deficits, the regulatory aims and the respective actors. As a result, the various decision types are subject to partly differing determinants, decisive standards and limitations. This provides a typology of prototypical decision situations under uncertainty in regulating child internet safety (leap ahead: scientific findings with regard to the insights of media impact studies, future-oriented knowledge deficits of normatively guided content ratings, uncertainty regarding the addressee's behaviour, knowledge deficits regarding the consequences of decisions for a balanced governance structure and uncertainty about acceptance of decisions and implementation in private life). Such a cluster of prototypical situations of uncertainty will help to look at relevant decision programmes and their respective guidelines and margins of appreciation in a more differentiated way, be it either on the requirements for considering scientific-based knowledge or situations where remaing uncertainty in material decision-making results in a stricter control of the decision-making *process*.

PP 115: Implementing children's right to data protection across the EU: Mapping of national legislative and policy developments

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The EU General Data Protection Regulation (GDPR) will become applicable in May 2018. One of its provisions has a potentially far-reaching impact not only on children's right to privacy and data protection but also on other rights laid down in the United Nations Convention on the Rights of the Child – the right to participation, the right to education and development, the right to freedom of expression and association and the right to protection against economic exploitation.

Article 8 GDPR requires parental consent for the processing of personal data of children under 16 years when information society services are offered directly to them (and consent is the legitimation ground relied upon). However, Member States may choose to derogate and decide to lower the age threshold to 15, 14, or 13 years. Although in many countries no final decisions have been made, preliminary research into a selection of the national approaches shows that a fragmented landscape is gradually emerging. Available public documents reveal that eight countries have chosen 13, one has chosen 14 while six countries opted for 16 years (Milkaite & Lievens, 2018). Some countries have clarified their reasoning behind the choice for a certain age, but others have not.

Such a fragmented implementation of the GDPR raises serious questions regarding legal certainty (McCullagh, 2016) for children, teenagers, their parents, companies and data protection authorities. An important question in this regard, for instance, relates to the age limit that companies will have to take into account for cross-border services. Will all internet users, including adults, be screened to make sure that data is not being collected from minors? How will companies address the issue of children lying about their age? Will children be barred from having the opportunity to take part in certain services or will minors be excluded from them even though they are users already?

The paper aims to provide a comprehensive mapping of the state-of-play of (ongoing) national legislative and policy processes, including the reasoning behind them, in relation to article 8 GDPR, as well as an in-depth assessment of the consequences of the specific choices for children('s rights), parents and service providers.

PP 116: Assessing young children's digital skills against DigComp 2.0 - Evidences of what they acquire, of what they lack

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Witnessing few young family interactions is enough to realize how much the experience of childhood has changed over the last years. The use of digital technology peaks out, young children, babies sometimes, use daily tablet, smartphones, and other devices. The impacts of this phenomenon on education, skills and learning, have been at question over the last years.

If the digital engagement of teenagers in Europe is well known today thanks to more than ten years of research, there is a lack of knowledge about the digital engagement of young children and the status and development of their digital skills.

What are the digital skills developed by young children in the home context? How and why? What are the particular conditions that promote and support or on the contrary hider the acquisition and development of young children digital skills?

To provide elements of answer, researchers interviewed families and observed 112 children aged between 6 and 7 years old across 11 countries (Belgium, Bulgaria, Croatia, Cyprus, Denmark, Latvia, Norway, Romania, Slovenia, Spain and Switzerland) following a common protocol which aims to understand in depth both young children's digital engagements and digital literacy development in the household context while mapping and understanding the parental mediation strategies and their impact on children's digital skills.

Out of the data-set generated by transcripts and ethnographic notes, researchers reported the digital skills of each child in short narratives while categorizing and evaluating them against the five areas of the DigComp 2.0 framework: Searching and Information, Communication and Collaboration, Content Creation, Safety Skills, Problem Solving.

The DigComp 2.0 has not been developed to categorize specifically digital skills of children and our work address also the theoretical challenge of testing the appropriateness of using DigComp 2.0 to evaluate young children's skills. Yet, the categorization based on DigComp 2.0 shows an interesting picture of observed skills, the one that children seems to acquire more easily and in majority confronted to rarer or absent others. Thanks to the rich data set provided by the qualitative approach of the study, researchers could interpret the results and provide hypotheses of factors influencing the acquisition of young children digital skills including digital landscape that children have access to, parental approach and the influence of other family members, socioeconomic background, the integration of digital technology at school and the level of acceptance and penetration within the society at large. Finally the study provides recommendations to support the development of the skills of the digital age from early childhood education and points out also future challenges to take care of such as the rise of the Internet of Things in our everyday life.

CYM PS - Poster Session

PS 66: Children's media experience: Understanding their view on fiction and production

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Classic Media Literacy (Mastermann, 1985; Potter, 2010), who also partly informs recent Digital Literacy models (such as JISC, 204; Livingstone, 2004; Botturi, Geronimi & Kamanda, 2018), are mainly concerned with critical literacy, decoding messages and understanding ideology. While they apply well to teenagers and adults, they do not provide a suitable framework to describe children's media experience, and actually produced a "protective" approach aimed at keeping children safe from media effects.

Children media mainly propose fiction: fascinating princesses, invincible (super)heroes, funny animals, breath-taking settings, and compelling action sequences convey stories that entertain and (intentionally or not) educate the younger generations. Adults can of course analyse children media products, but to what extent can we expect children to be critical? How should we understand it for 6- to 10-year-olds?

This small-scale exploratory study presented in this poster aimed at generating initial insights on how primary school children understand films, and focused on two classic elements (Mastermann, 1985): distinguishing facts from fiction, and understanding the production process of media messages. The study involved 34 grade 3 pupils (age 8/9), who attended a 1-day workshop on cinema and stop-motion animation in February 2018. A short survey was distributed at the beginning of the session, and additional data were collected in a group discussion at the end. The main findings were then discussed in a focus group with three children of the same age who did not participate in the session.

Children indicate that they all like watching movies, they do it every day and mostly see animation films. Children mainly watch movies in company, (58% with parents or other adults). Interrogated about the last film they had seen, most of them indicated that what they had seen "was all fake". Interestingly, children who saw movies for older audiences (like *Bud Spencer & Terence Hill*'s movies or *Star Wars*) tend to find more "truth" elements in the film, which is not the case for children who saw real-actors films for their age group (like *Harry Potter*). When asked about how a short *Shaun the sheep* clip was produced, most indicated "with the computer", and that it was like a magic. After the session, in which they explored stop-motion techniques, they had a more precise ide of what it takes "to make an animated film" and of the different professions and skills required. The poster will present key results and propose insights and questions for reflection and discussion.

PS 67: Measuring media and information literacy (MIL) among students aged 9 to 14 years old from Portugal and Austin

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This proposal presents the findings of GamiLearning (2015-2018), a research project that aims to promote Media and Information Literacy (MIL) in children through the creation of digital games. Students aged 9 to 14 years old from Portugal and Austin, Texas (USA), participated in the study that included an intervention at schools, based on a project-based approach. Fieldwork was conducted in four schools and a MIL questionnaire was administered before and after the project's intervention in schools and at a representative sample of students of the 2nd and 3rd cycle of basic education in Portugal.
The MIL questionnaire was developed to measure the impact of the GamiLearning project and its effectiveness. Core MIL skills include operational skills, editorial skills and organizational skills (Frau-Meigs, 2014). Beyond its importance as an individual skill, media literacy opens a social and cultural dialogue that emphasizes its plurality (Livingstone, Wijnen, Papaioannou, Costa, & Grandio, 2013) where literacy practices evolve. Additionally, digital identity management skills (Costa, Sousa, Rogado & Henriques, 2017) are proposed as fundamental skills in a digital environment.
The questionnaire was operationalized as a self-reported MIL assessment and as such, it evaluates the children's perception of their own skills.
The research design includes an exploratory multi-case study with four schools, three schools located in Lisbon and one school located in Austin, with students aged 9-14, enrolled in Grades 5-7. A curriculum was developed based on online digital identities, online security, data protection and encryption, game design, game mechanics and animation, using Scratch software as the primary game engine.
Baseline and endline data were collected and compared through pre and post surveys to measure the impact of game creation activities on MIL learning in the selected classrooms.
Results from the four schools indicate statistically significant differences between pre and post questionnaires, considering MIL skills in general, and in several groups of skills, namely Operational Skills, Editorial Skills, Digital Identity Management Skills, Critical Media Literacy, Learning and Social Interaction.
A Mann-Whitney test indicated the existence of statistically significant differences between the GamiLearning sample's post-intervention results and the national sample in: Operational Skills, Critical Media Literacy and Social Interaction, having the GamiLearning sample higher means.

PS 68: hAPPy kids: How families with young children select and use apps

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In our digital society, young children live in tech-savvy and connected homes, and start using digital media almost since birth. At very young age, they are already keen with smartphones and tablets, using these devices as toys and sources of "endless entertainment". The parents of these "digitods", many of them heavy users of digital media themselves, are challenged to mediate the adoption, appropriation and use of digital devices, navigating this digital environment without any roadmap set by previous generations. Digital media are prone to blur boundaries and foster connections, which for parents translates in doubts about privacy protection and access to opportunities, learning and play, virtual experiences and outdoor activities, mediated connections and social skills, scaffolding and setting rules. Our research focuses on apps, as the tablet is the favourite device of young children, and their most frequent activities are playing games and watching videos on YouTube. Drawing on the work of Sonia Livingstone on "positive content" and "digital rights", we set out to study how families with young children perceive, negotiate and decide on which apps

they use, exploring the criteria used and the features considered as negative and positive. Our research is interdisciplinary, combining contributions from Communication Sciences and Education Sciences.

We used mixed methods in order to triangulate the perspectives of parents and children. Our methodology thus includes an online survey to a purposive sample of 2543 parents of children under 8 years old, and visits to a purposive sample of 81 families with children under 8 years old. These visits included an ice-breaker activity with the whole family, and separated simultaneous interviews to the parents and to the children. The interviews to the children included a game and a "digital tour", in which we asked them to show us their devices and favourite apps, not just for collecting data, but also to build trust between them and the researcher and make them more comfortable and participative (Brito & Dias, 2017). Our research was conducted in Portugal, in 2017. For analyzing the quantitative data we conducted a descriptive statistical analysis in SPSS, and for the qualitative data we used a thematic analysis in nVivo.

Our findings show a gap between the perspectives of parents and children about what are "good" apps. The content that parents consider suitable, educative and positive does not usually correspond to what children enjoy - parents perceive as educative the apps that develop knowledge or skills that are a part of the school curricula and do not value the development of other skills. Also, parents prefer traditional formats such as puzzles and quizzes, and do not value innovative formats that children prefer, such as simulators and adventure games. Moreover, children enjoy the possibility of active participation, not just interacting but building content, which is rarely afforded by apps or valued by parents.

PS 69: Motivations to interact with different types of social network profiles by young people. A uses and gratifications perspective.

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Introduction. This paper analyses level of participation of youth in diverse spheres regarding their online life: social, politic, economic or entertainment. Specifically, it focuses on the motivations for differentiated access to SNS profiles, taking into account the type of activity and degree of interactivity.

Literature review. Youth carry out different types of activity in relation to the degree of interactivity in social networks (Livingstone & Helsper, 2007; Hargittai et al., 2014). Muntinga et al. (2011) have identified various levels of participation that imply different degrees of involvement and engagement. Similarly, Tsai and Men (2013) study implications of diverse kind of activities: consumption of passive messages, active bidirectional conversation, participation and online recommendation.

Researchers have been also interested in knowing the motivations leading user to participate in social networks. Theory of Uses and Gratifications has provided a suitable theoretical framework to these studies. One of the main motivations of young people for participating on social networks is related to social needs concerning relationships and identity (Park, Kee & Valenzuela, 2009; Ifinedo, 2016). Other motivations for using social media are entertainment, information seeking, passing time, escapism and professional advancement. Overall, psychological variables, social factors and personal motivations, both intrinsic and extrinsic, are involved: self-expression, social interaction, entertainment, need of empowerment, and information seeking (Malinen, 2015), in many domains (De Veirman, Cauberghe & Hudders, 2016; Lutz & Hoffmann, 2017).

Research questions, objectives and methodology and research question:

The first set of research questions is:

RQ1: What motivations explain the participation in different types of social network profiles and more specifically associated with the political, social, commercial and leisure spheres?

RQ2: What are the common motivations that guide the participation regardless of profile?

RQ3: What are the motivations for contents contribution in different types of profiles?

Based on a self-administered survey for young students (from 18 to 25 years old) in the Community of Madrid (Spain), andsupported in the uses and gratifications theory, several factorial analyses are applied to 33 items related with motivation to participate in different social networks profiles. The profiles included are: companies or brands, political parties and trade unions, non-profit organisations, celebrities and other influencers. The final sample obtained is composed of 461 students, distributed in 12 different degrees and four fields of knowledge, and with similar percentages per course. The field work was carried out during 2017. A database was generated and treated with the statistical package SPSS Statistics 22.0.

Relevant first findings: Motivations of entertainment and search of information load together in the same factor (infotainment) to explain the participation in profiles of GNO, celebrities and other influencers. Decision making is associated with the search for information, loading in the same factor, for the participation in profiles of political parties and unions and other influencers. Social utility and influence load in a single factor in all profiles, and it appears disaggregated in two factors for participation in companies and brands according to whether it is to influence others or the company behind the profile. Other finding are also discussed.

PS 70: Uses and consumptions of apps and media in tablets and smartphones among children from 0 to 12 years, teachers and parents in Spain, the "CATS&ZT" research

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Introduction:
Our article provides a discussion and analysis of the consumption and uses of Apps and Media in Tablets and Smartphones among children from 0 to 12 years in Spain. We present the results of Research Project "Children Apps Tablets and Smartphones & Zero to Twelve –CATS&ZT-" which is lead by the University of Salamanca, Research Group "Audiovisual Content Observatory" and the Salamanca Institute for Educational Research and Development.

Despite having long been studied by media and communication scholars, it remains the case that children from zero to twelve are often treated as something exceptional. Our Research aims to bring a valuable spotlight onto children in this age span. We present the results of our Research Project "CATS&ZT" in Spain and a proposal for a transnational comparative study in 12 European Countries.

The dynamics that occur in audience research is rapidly changing with the emergence and convergence of media to the new all digital era.

The Methodological Approach:
Literature-Academic revision on 0 to 12 Research, reports and investigation in children uses and consumptions of media in tablets and smartphones. We present the main findings and state of the art in the Anglosaxon and Spanish speaking Academia.

Face to Face Tablet Assisted Personal Interview-Questionnaire (FFTAPI) with 26 items, carried out to 320 children from 0 to 12 years and their mother/father and/or Tutor. Statistical analysis was carried out in the contrast of hypothesis and descriptive variables.

Two Focus Groups dynamics were undertaken: Focus Group I) 7 children, 30-40 minutes Focus Group and video-audio recorded Focus Group, Focus Group II) 7 children 0-12 child together with their respective parents in a Complementary Focus-Group. Video-Audio and Text Content was analysed and presented for deep insight conclusions, Atlas-ti was complementary used for deeper contrast.

Conclusions:
The ability to negotiate behavioural habits and digital forms of education and literacy carries high relevance for future life destinations and competitiveness, but in early childhood education consumers´ patterns and in particular literacy still tends to be approached as predominantly cellulosed-based. The technologies through which children now engage with all forms of knowledge are constantly changing with the widespread use of an array of digital, interactive and personalised devices in particular Smartphones and Tablets. These are transforming the habits, skills and literacies and challenging the academic, social, economic, and competence development efforts of parents and teachers to support their learning. The development of relevant abilities and knowledge for the uses and consumption habits of children, parents and teachers in Tablets and Smartphones is crucial for educational, economic, social and cultural progress in Europe. We investigate the Gap detected in our research in the lack of penetration of these devices and methods associated to Tablets and Smartphones at the physical school among children from Zero to Twelve and teachers, and the intensive however use which parents and children are undertaken for the education, learning and entertainment out of school.

PS 71: Children's and adolescents' Internet use: Possibilities and risks tendencies in Lithuania

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Due to technologies, the Internet becomes accessible to everyone and every year more interactive. For that there are changes in the Internet use and also in opportunities and threats that affect children's development from a very early age. However, it is not clear how the changes of technologies are related to the changes of Internet use, what differences of the Internet use exist in some countries. Researchers are interested in the Internet use consequences; however, research does not answer the question about the mechanisms underlying relationships between the Internet use and consequences. One of the mechanisms could be identity formation and various child's context (family, friends). Thus, it's important to analyze threats and opportunities for children and to reveal the Internet use and psychological functioning mechanisms, while analyzing the identity formation while being active online. This study is a part of EU Kids online network data collection. The aim is to evaluate changes of the 9-17-year-old children's Internet use in

Lithuania since 2010 (using EU Kids online data collected in 2010) and to start to reveal the mechanism of children's Internet use on their psychological functioning. Methods: results of two studies will be compared: I) 1000 Lithuanian 9-17-year-old children and 1000 parents participated in face-to-face survey on children's Internet use, personal, family and friends' contexts; II) 1000 Lithuanian 9-16-year-old children and their parents in 2010. Results. 9-17-year-old children are very active internet users (from 86% in 2010 to almost 100% nowadays in Lithuania). Children experience more threats and upsetting things while using the Internet. Children who use the Internet daily and whose relationship with adults or friends are disturbed, experience more cyberbullying and do not feel safe online. Expediencies online are tightly related to children 's identity aspects and behavior issues. Taken all results together, parental or teachers involvement (control, help, rules, instructions) in children's Internet use helps them to cope with issues that are online and are related to the safety.

PS 72: Children and IoT: Finding the balance between safety and control

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Outline of the argument

Children get steadily more surrounded by "intelligent" technology: from wearables that record and track their health data to toys with artificial intelligence components, forming the Internet of Toys – part of the Internet of Things (IoT). IoT has some acknowledged risks: collection and use of personal data by companies and government agencies, personalized advertising, hacking and stealing of personal data, blackmailing etc. (Li & Da Xu, 2017). Current regulation (European GDPR) talks only about parental consent for children's use of various technologies under a certain age. At the same time, stronger measures might affect children's rights and freedoms (Livingstone et al., 2017). This paper studies the dilemma of finding a balance between children's safety and the freedom to explore the Internet of Things.

Specific research questions include:

To what extent are children aware of the safety and privacy risks when they use the IoT devices?

What are children's perceptions about the introduction of parental consent and its implications for their safety, privacy and access to information?

Theoretical framework

We rely on the framework of datafication and data surveillance ("dataveillance") of children (Lupton & Williamson, 2017). It shows how children's lives are increasingly recorded and monitored both from their parents, other adults and by platforms for commercial purposes, and also explains how it affects children's privacy, the right stipulated in the UNCRC. Additionally, following the theoretical framework of children's digital media use, risk, harm and opportunities (Livingstone et al., 2017), we emphasize the need of media regulation and policies to protect children while maintaining their right to participate in digital environments (Livingstone et al., 2017), as well as to take into consideration children's feedback and input and encourage children's agency (Staksrud, 2016). This has, however, largely not been the case with the design of the GDPR's Article 8 which will have implications for children's access to social media and smart devices (Milosevic, 2018).

Method

The study details the results of the Internet of Things module of the EU Kids Online 2018 survey with representative samples of internet using children age 9-17 in different European countries. The module contains questions on children's frequency of use of various types of "smart" technologies. The questions are designed within our theoretical framework of datafication of childhood and children's rights to capture children's awareness and concern about possible risks when using IoT. Following the introduction of the GDPR, we included a question on children's perceptions about introduction of parental consent.

PS 73: Learning the digital by making, communicating and playing in the early years. A "Space Academy" for young children developed in MakEY Project

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Makerspaces are places where the materiality meets the digital and even the virtual (reality); where the individual projects (DIY movement) meet the community (DIT movement); where tradition meets future (as traditional means for craftmanship are often enhanced with digital fabrication tools); where the entrepreneurship meets the social, learning meets entertainment, and where the center (as some of makerspaces are developed in universities, seen as 'centers of knowledge') meets the periphery (on the opportunities of developing makerspaces in poorer and peripheric neighborhood, see Barton et al., 2017 and Sheridan et al., 2014), all coming together around the unifying aspiration for creating or ,making' things.

Due to this multitude of facets and promises, makerspaces are especially appealing for educational purposes, both in formal (schools) and informal setting (museums, libraries). While the blend of digitality and materiality is often outlined in the literature on the makerspace as justifying the promises of future educational achievements, how exactly this two-folded way of engaging in makerspace activities functions and potentates one another is not yet fully understood. The MakEY project is attempting to break down these barriers and to look at this interaction with regards to young children's engagement in such spaces. This paper will report on Romanian empirical case study from the MakEY project that is created around the concept of "Space Academy" with the attempt to introduce young children in STEM subjects through the concept of space.

 Three main topics were of interest in research: 1. Tangential learning STEM subjects in video games, 2. Cooperation and communication in tasks involving digital (video game), non-digital (artistic creation) and a blend of these two (robots), and 3. How, through being engaged in a makespace, young children will enhance their communication skills, including that mediated by digital devices. We are particularly interested in how kids with various socio-economic backgrounds would engage in making activities in these mixed environment. To answer these questions we relayed on data collected during the workshops (with fixed cameras, mobile cameras operated by researchers and children and with chest-attached Go Pro cameras) and on interviews with parents and teachers.

 The design of the Romanian project consisted of three series of nine workshops each, offered by the staff of a makerspace together with researchers to three groups of 10 children (7 years old) of various economic background. During these workshops, that emulated the concept of makerspaces, kids used a series of tools as Kerbal Space Program (a NASA-created videogame that perfectly mirrors the physics' laws; for more on this game see Klopfer & Klopfer, 2016); Cublets modular robots and 3D dooddlers; pearl beaders; plasticine and drawing. We encourage children to film and document their activities and to create collaborative visual data.

The theoretical framing was the teaching and learning with digital games model (Arnesth et al., in press) and the, boundary object' theory, located within the broader frame of the post-Vygotskian theory of making as a culturally and historically situated activity (Kontopodis and Kumpulainen, further-coming).

TWG - Communication and the European Public Sphere

EPS01 - Fake News, StratCom and Europeanisation

PN 233: Digital disinformation in the European Union: To the digital brink and back?

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The paper investigates information disorders (e.g. fake news) facilitated by the proliferation of social media platforms, and their societal and political consequences. In the "post-truth" era, the increasing complexity of the digital milieu takes media studies to new territories. We address an underdeveloped are of research: the impact of the new information disorders of the digital age on strategic communication at EU level.

More precisely, the study focuses on the negative aspects related to strategic communication - misinformation, fake news, and manipulation of public perceptions - leading to changes in information management by governments and central European institutions.

We argue that countering the phenomenon is the responsibility of strategic communication units at national and EU level. Nevertheless, there are three main difficulties associated with this endeavour. Firstly, the proliferation of social media platforms makes the control of the flow of news almost impossible, making fake or manipulative information un-censorable. Secondly, fake news in their current form are immensely successful because they blur the lines between true and false, between satire an actual information, and between reliable news outlets and obscure ones. Lastly, the emerging (social) media, which combine human emotion with the power of algorithms, are the ideal hosts for the phenomenon. The proliferation of the new information disorders is mostly favoured by social media platforms and apps, without exonerating traditional media from their share of responsibility.

Since the European arena is the battlefield of many interests, there is growing concern over the impact of fake news for the EU democracies. The European Commission recently acknowledged the need to look into the aforementioned challenges and to initiate a reflection on what the EU can do to counter the phenomenon.

By conducting a series of semi-structured interviews with professionals from the "trenches" of strategic communication, such as public communication experts, policy makers, EU experts, members of the central administration, and journalists, we explore the ill-defined concept of fake news. Our aim is two-fold. On one hand, we investigate the respondents' representation and understanding of digital disorders in the European setting; on the other, we ask for their expert opinion on the consequences of the phenomenon for EU strategic communication, and the impact on EU attitudes.

The study will lead to conceptual clarifications on strategic communication in the European public sphere, digital persuasion, and information disorders, and will provide a reference for future policy recommendations.

PN 234: Fake news and the European public sphere

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The paper discusses the role and functions of the media in European policy process and in the construction of European identity. It presents the implications of media communication (elite media, mass media, or social media) for the creation of the European Public Sphere and explores the impact of media on the quality of public discourse in Europe. In parallel, the paper examines the phenomenon of fake news and elaborates on the journalistic challenges connected with it. Pointing out to new trends in media and communication environments and their consequences for public communication it analyses both intentional and unintentional spread of incorrect or inaccurate information. Moreover it proposes possible ways to strengthen the resilience against fake news, among others by examining various forms of identifying these news and referring to classic as well as modern communication theories.

PN 235: Barbarians at the gates: Narratives for resilience in EU/NATO neighbor countries

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The EU and NATO have been rightfully worried by the malign use of information techniques by State (Russia) or non State (Isil) actors both inside the Member States and in the vicinity of the two, prosperity respectively security driven, clubs.

More focus should be devoted in the months and years to come to strategic wins in terms of "hearts and minds" in the Balkans and Eastern Partnership countries. Beyond 2025 progress-based accession promises, EU and NATO need to get their Stratcom operations in shape, based on clear objectives, as well

as aligning ends, means and ways - looking at the size of the challenge and competing interests / entities, mounting resources are key.

We will deal during the seminar, followed by a subsequent paper, with the best ways to define a credible charm offensive in EU/NATO neighbor countries, based on a smart narrative, a permanent campaign to enhance resilience, and the best practices in fighting anti-EU/NATO propaganda, disinformation and fake news.

PN 236: Mediatized world and citizenship – perspectives on media education in the Romanian society

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The Dahrendorf's decade of the 90's called the "citizenship" decade has become the "mediatized world" where digital natives have replaced the adults' competency for media use. The issue addressed is not any more focusing on what is media doing to the children (media effects), but how adults (parents and teachers) can do with media for children. Recent studies developed in Romania (Velicu, Mascheroni, Olafsson, 2014) demonstrate that Romanian children aged between 9-16, poses digital competencies in different levels and practices. In the same time, they receive different types of mediation, but more on restrictive bases than creative and pro-active towards active citizenship and media critical thinking. Other social reports (Badescu, Petre, Angi, 2016) show that 1 of the 10 children of the rural area goes hungry to sleep in the evening and he/she is co-participating with the family's farming activities. There are two worlds divided by economical discrepancies. These gasps reflects the social reality and the level of the types of media education existing and the issue of the lack of media education and digital competencies mediated and trained properly. This is the Romanian social context where "blue whale effect" triggers social hysteria, where none of the official policy makers had an expert and committed public reaction to abuses and fake news current. We aim to present an analyze of the social reality of the other side of the Romanian children where mediatization exists in everyday life, but the principles and proper training and education are lacking hopelessly as the simple right to qualitative education is missing. In this framework, we consider that the quality of media education is a solid indicator of future active civism and citizenship. The paper's aim is to analyze the Romanian public policies in the field of media education in the last decade (2008-2018).

PN 237: European public sphere after Brexit decision: Theoretical considerations and some new empirical data

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Especially in the context of the Brexit and political debate in the UK, but also concerning the EU sceptical debate in other EU member countries, a question one might very quickly ask is if this communication has been Europeanised after all these "united" years. The author of this paper would be quite sceptical about this issue. The aim of this paper is to discuss communication practices in the European Union (EU), its institutions and different political discourses. For this purpose, theoretical considerations will be linked with empirical data from content analysis out of printed media in different European countries from 1996, 2008 and 2018. According to many experts (only very fiew can mentioned here), the EU was and is moving towards a realisation of its vision, a kind of social unification, at least at two different speeds: the economic and political one vs. the European public one (Gerhards, 1993b: 96). Gramberger also of a "history of neglected dialogue" (1997). The problem that arises is increasingly described as a democracy deficit and a (too-) large influence of PR and lobbyism (Dagger & Lianos, 2004: 16). Seifert also talks of the "unfulfilled longing for Europe" (2007: 31). The paper will look for this question if these perspectives are still valid ten years later these days – or if after Brexit decision even more scepticism is needed. The question now is, how to apply 'functional equivalence' and 'formal similarity' out of comparative politics in a precise study? The best way to solve these problems seems to build mainly on secondary analysis, i. e. on already existing knowledge and existing comparative studies from various other academic disciplines. In order to explain communication, practices, this paper will refer as a theoretical framework to the conceptualisation proposed by Weischenberg (cf. 1992). The paper will compare old and new results on the frameworks to be introduced (but not named here for reasons to keep the anonymous structure of the peer review) for five European countries on the question "National vs. European". The selected European countries are Germany, the UK, France, Poland and Denmark. The paper will describe the results by context, not country, in order to make direct comparison easier. It is of fundamental importance to be aware of differences, but also common points within the communicative culture of the different EU member states. To conclude, we can note on this prelimary basis of the abstract that the differences or "cultural gaps" between the selected countries here are significantly more prominent than the similarities. But does this also help concerning the public communication of the European Union itself? On one hand, yes, because increased knowledge of

similarities makes it easier to address pan-European issues. On the other hand, however, this necessary condition is only one important step, but not a sufficient condition for creating such a public sphere for European citizenship. Therefore, new theoretical consideration on the issue will finish this proposed panel paper.

PN 238: In the shadow of men: Representations of Romanian Prime Minister in satirical media outlets

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On January 29th, 2018, the first woman prime minister in the history of the country was appointed at the head of Romanian government. The positive and modern connotations of this appointment, introducing Romania as an emancipating country within the European Union, which gives equal chances to both men and women in politics, have been shadowed by allegations against the new prime minister, considered as a mere puppet in the hands of the ruling party and lacking the skills required by this position.

In this article, we analyze the way the first woman prime minister is represented in Romanian satirical media outlets, in a European context where female heads of state and government benefit of a positive image both in the media and in the public perception. We start from recent insights into political satire, which highlight that this particular journalism genre plays an important role in people's knowledge about and engagement with politics and that it often fulfills the critical function that should belong primarily to mainstream media. Relaying on the irony and/or on the impact of images, satire invites the reader/the viewer to question what is being delivered as taken for granted and oftentimes unveils the truth behind politicians' mask.

We draw on a qualitative analysis, based on a one month corpus – from January the 16th, the moment when the prime minister was nominated, to February 16th – of articles published in four different satirical media outlets, all of them highly ranked within their counterparts: *Starea natiei*, a late-night show, broadcasted on the public television channel, TVR1; *Tetelejurnal*, a one man comedy show, broadcasted online; and two fake news dailies, i.e. *timesnewroman.ro* and *kmkz.ro*). We list the attributes and the actions ascribed to the prime minister and we use visual framing analysis in order to question the prototypical roles and master frames used in both television and online media images.

We expect all four media outlets to put forward a similar depiction of the prime minister, which plays heavily on gender stereotypes: the prime minister is unable to think and to speak for herself; her actions gravitate exclusively around typical female occupations, like appearance and cooking; we anticipate that visual framing of inappropriateness for the position she was appointed for to be associated with the prototype of the parvenu. Behind the humor and the gender stereotypes, the satire points out an important aspect: despite the progress made in this direction and despite Romania's belonging to a European political culture, in this country, women in politics are still being used as mere tools in the hands of men.

EMS01 - Witnessing across media

PN 253: The Xray as a medium of Witnessing

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Among the 911 albums that comprise photo enthusiast Ottoman Sultan Abdülhamit II's (1876 - 1909) vast collection is one containing x-ray images introducing the technology brought from Germany to his majesty. X-ray technology was discovered by W C Roentgen in 1895 and first used in the Ottoman Empire just a year later. Three other albums in the palace contain x-rays of wounds sustained by Ottoman soldiers in the Turkish-Greek war of 1897. At least according to one historian of radiology the earliest use of Xrays in military surgery was in the Ottoman empire during this war at the Yildiz Military Hospital adjoining the sultan's palace. This paper considers what it means to think of the xray as a medium of witnessing. What can be witnessed through such a medium?
Zeynep Devrim Gürsel is a media anthropologist and Associate Professor in the Department of International Studies at Macalester College. She is the author of Image Brokers: Visualizing World News in the Age of Digital Circulation (University of California Press, 2016), an ethnography of the international photojournalism industry during its digitalization at the beginning of the 21st century. She is also the director of Coffee Futures, the first in a series of short ethnographic films that explore contemporary Turkish politics through the prism of the everyday life of women. (www.coffeefuturesfilm.com) Her current research investigates the intersections of photography, politics and sovereignty in the late Ottoman Empire.

PN 254: Portraits in courage: A sovereign renders his subjects

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Reversing the normal vector of sovereign representation, former U.S. President George W. Bush is currently engaged in an ongoing project of painting his subjects. Producing exhibits and a book, titled: Portraits of Courage: A Commander in Chief's Tribute to America's Warriors (2017), Bush has painted hundreds of portraits of veterans of Iraq and Afghanistan, many of them wounded in battle. This paper explores what it means to have the sovereign witness and render in oil the very subjects he sent to war. The paper tracks the politically vexed exchanges of courage, identity, and accomplishment in such portraits, taking as its model Foucault's analysis of the troubled "reciprocal visibility" in Velazquez's painting Las Meninas.

PN 255: Selfies and the ethics of the face. A case study in refugee self-representation

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In this talk, I propose an understanding of the selfie as moral practice. Extending current approaches to the digital genre of the selfie as an aesthetic or a techno-social practice, the proposed understanding of the selfie as moral practice stems from two places. First, it stems from the function of the selfie to confront us with the face of the other (as a locative 'here I am' and an existential 'here I am') and, in so doing, to make a demand for our moral response. Second, it stems from the capacity of the selfie to flow across digital networks, both horizontally across social media (intermediation) and vertically onto mainstream news platforms (remediation). As both face and flow, the ethics of the selfie becomes particularly relevant in research questions around excluded or marginalized groups whose 'face' struggles for visibility in Western media spaces – for instance, refugees. Taking my starting point in the 2015 refugee crisis and its extensive coverage in European news, I explore the complexities of the selfie as moral practice, by addressing the following questions: What does it mean for refugee selfies to circulate on Western media platforms? In which ways are their faces inserted in 'our' visual economies? How is their news value justified? And what role do these justifications play for Western media not only as news platforms but also as moral and political spaces?

PN 256: How to witness invisibility

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In an era where invisible currents motivating the news are increasingly at play, the very possibility of witnessing must wrestle with new challenges to its authority. What does it mean to witness suffering when the account of a news event lacks a visible center? This paper takes the #MeToo movement and its

cataloging of sexual harassment and abuse as a launch-pad for addressing the limitations of the witnessing trope as it relates to news photos. What would the visualization of sexual harassment and abuse look like? And are there circumstances under which it could foster different witnessing practices? Arguing that an increased accommodation of invisibility in the current news record is making witnessing difficult, if not impossible, this presentation considers the uneven capacity of witnessing as a possible response to suffering.

PN 257: Who suffered in the war?: The Second World War as triumph or tragedy in three national museums

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Nations tell stories to explain, justify, and compel the loyalty of their citizens. These stories highlight the struggles of past generations to create and maintain the nation; wars are commonly defining events in these stories. As with all historical narratives, national stories include and exclude certain aspects of the past and in so doing, define who has participated and suffered and, less obviously, whose suffering is not part of the story of the nation. These stories change over time with the shifting challenges nations face in maintaining the loyalty of their citizens, with the ascendence of different regimes, and with the occurrence of different world events. Based upon our recent visits to the National World War II Museum in New Orleans, the Museum of the Ukrainian People in the Second World War in Kiev, and the Museum of the Second World War in Gdansk, this paper examines the ways new national museums in three very different countries attempt to engage their audiences in telling the story of World War II, a conflict central to the current national identity of each country. While ostensibly chronicling the same set of events, these museums address not only three different citizenries but, as they craft tales of the same conflict, present the historical narrative in ways that are so radically different that there is almost no overlap in the stories they tell. As a result, each nation's story of World War II differs in its presentation of who participated, who sacrificed, and in particular who suffered — and, through exclusion from the story, whose suffering is invisible. Consequently, each museum presents an entirely different moral imperative to its audience about the responsibilities of citizens for the horrors of the second world war, and the different moral imperatives citizens face in learning the war's "lessons" as taught by these museum presentations. Both Eastern European museums represent the suffering of civilians in many nations as inherently tied to the story of World War II, and present the war as an unimaginably costly tragedy which destroyed the evil of Nazi Germany at the cost of an unjust peace for many of the nations that suffered the most in the conflict, and continued to suffer after it. The implication of these stories is an imperative for ongoing participation in opposing oppressive regimes, and a spotlight on the absence of such moral action in the past. The US museum tells an entirely different story, one emphasizing the heroic and successful intervention of our nation in a stark conflict between good and evil. The suffering of civilians is barely present, and the ongoing suffering initiated by the World War II conflict is not presented at all. Examining public controversies over the presentation of the war in these museums, and discussions in some instances with curators, provides a window into the conflicting influences shaping each distinctive story. Of particular importance is the influence of the state in the case of Ukraine and Poland, and corporate philanthropy in the case of the U.S.

MEC01 - Practices of urban mediation

PP 084: The politics of ruin porn: Mediating urban decay on the Russian-speaking Internet

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Decrepit urban landscapes are a common sight for most denizens of post-Soviet countries. In the face of rapid modernisation of transit and communications infrastructure, coupled with ongoing construction of new office and housing real estate in more central locations, decay is a pervasive presence in less visible, peripheral urban spaces. At the same time, given that urban life is now increasingly mediated, city dwellers are now interacting with these spaces in hybridised ways, underpinned by new layers of infrastructure, networks and personal connections. How do users of the Russian-speaking internet engage with the political and aesthetic notions of making visible the 'falling apart' of their cities?
The paper examines the visual material published in the "Эстетика е*еней" ("Aesthetics of F*ckville") community on VK, the most popular social network on the Russian-speaking internet. The community, founded in 2014, aggregates and curates images of 'ruin porn' and 'godforsaken places' submitted by users from cities around the post-Soviet space. Grounded in the disclosures of community founders and users in existing media interviews and public online comments, and contextualised in the region's urban, political and social transformations, the study performs a social semiotic analysis of the roughly 2,000 images posted to the VK community feed (as of January 2018). The findings offer insight into the motivations for posting urban decay-focused content and the meanings present in the images themselves, the objects within them and the act of sharing them. The analysis reveals a dualism in the visual fascination with publicly shared images of urban decay. On the one hand, it is indicative of a desire to inspire a romanticised appreciation of the uncanny beauty of decrepit infrastructure. On the other, it emerges as a politicised act of networked resistance to the normalisation of decay as the dominant status quo associated with cities in the post-Soviet block, often seen as the periphery compared to the more modern and developed Western urban spaces.

PP 085: 'Casual racism' in media cities: Reading social media posts on post-Brexit assaults in UK cities

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As opposed to usual and inconsequential meetings among strangers in streets as a canon in urban studies of modern cities, in this study I identify patterns of people's technologically mediated involvement in conflictual encounters. The victory of the Leave vote in the 2016 Brexit referendum led to a backlash of segments of the inner urban white working class against the 'other white' laboring migrants from Eastern Europe (as well as non-white UK-born citizens) and brought back the relevance of race in the country's unresolved class antagonisms to the surface. My qualitative reading of a convenience sample of social media posts made by witnesses and victims of street assaults, which doubled in the aftermath of the referendum, suggests that reliance on actions in virtual space, such as posting, commenting, and sharing, in responding to conflicts in actual spaces provided a means of withdrawal from the trouble of urban scene. Similar to earlier urban media practices like photography, forms of withdrawal and reflection are considered vital in the articulation of urban difference, but in the above case they also postponed intervention into what Stuart Hall had earlier called "populist" and one of the analyzed social media users "casual", racism. If cities provide a connecting ground, often in dysfunctional ways, for the staging of national and global developments, social media provide a sense-making infrastructure for responding to nuances of coexistence among strangers in public spaces (flying comments, unfriendly gaze) which constitute the public, but usually escape public attention.

PP 086: No country for old men? The interaction of festivals' spatiotemporality and cities' identity work

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Festivals are increasingly object of research, especially for the impact they are assumed to have on their host cities. Existing research focuses on the development of economic impact measures of such events, on their brand equity measurement, or on their influence on city branding strategy. However, further research is advocated to understand how the long-term interaction between Festivals and their host cities brings about urban development and revitalization (Getz, 2010).
This research aims to inquire into how the peculiar spatiotemporality (Lamge & Schussler 2018) of a film festival intervenes in the identity work of its host city. Research in anthropology and sociology emphasized

two different ways festivals may interact with the identities of their host territories. Some festivals represent (also symbolically) key elements of a local identity, which are deeply rooted in local history, heritage or culture. Typical examples are those festivals that re-enact the place founding stories, or that celebrate community values (Quinn, 2005), thus revamping locals' identification with the existing place identity. Other festivals, to the opposite, represent identities that are very different from the local dominant identity. These festivals subvert the normal order and bring forward practices, values and symbolic expressions which represent either minority identities (ethnic, religious, LGBT) (Gamson, 1996) or open up free spaces (Rao & Dutta, 2012) for subversive or experimental expression (e.g. the carnival) (Cohen, 1982). Film festivals in many cases are more similar to the second type rather than to the first one. They do not, in fact, build on typical local identity beliefs, but they often bring very different identities (international, creative, celebrity) in contact with the place's identity. Festivals' identities become cyclically salient in their host cities not only because they pervade local discourses, but also because they become physically prominent thanks to installations, temporary buildings, posters, and so on. Therefore, local actors cannot avoid running into the event and participating within its altered urban space. Theories on identity work widely acknowledge that discourses, symbols and physical spaces have a relevant influence on how people perceive, interpret and socially construct a collective identity, by making some identity elements more/less salient than others (Brown & Humphreys 2006; Elsbach & Pratt 2008).

Drawing on festival studies and identity theory, we developed a three-year qualitative study inquiring into the relationship between the city of Locarno and the film festival it hosts each August (Locarno Festival). We integrated various methods of the ethnographic tradition, such as qualitative interviews, document analysis, and observations. Our preliminary findings illustrate how public representatives of the city of Locarno recursively appropriated discursive and physical-symbolic elements of the Festival's identity to envision a renovated city identity (e.g. in their public aspirational talk), and how the interaction with the Festival spatiotemporality gradually shifted from being a subversive window to being a foundation for urban development. Complete findings aim to offer a processual appreciation of the long-term relationship developing between cyclical cultural events and their host cities, thus providing an alternative and complementary perspective to traditional economic impact and branding studies.

PP 087: Cuban public intimacies - An ethnographic approach towards the study of Wi-Fi related practices in Santiago de Cuba

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Ever since the introduction of public Wi-Fi hot spots in Cuba in 2015 by national telecommunication enterprise ETECSA, Cuba is digitizing at a rapid pace. While in 2015 there were only 34 public Wi-Fi hot spots available in Cuba at a cost of $4,50 per hour, by 2017 there were about 500 Wi-Fi hot spots available for $1,00 per hour (even though it is economically prohibitive for most Cuban citizens who earn $30 per month on average). A country traditionally marginalized from the digital world, Cuba is today rapidly catching up through a significant process of digitization. It is, hence, the perfect setting for studying the implications of access to and participation in the digital world. The present paper addresses this issue from the particular vantage point of the tension between the public and the private, enquiring into the extent to which public space in present day Cuba is being redesigned into what McQuire (2008, 7) defined as a "complex interaction of material and immaterial spaces". It also reports how public intimacies emerge by observing the ways in which the creation of public Wi-Fi hot spots in Cuba has brought the 'private' to the 'public'.

This presentation will address the ways in which wireless internet connection in public parks leads to a reconfiguration of public and private space in Cuba through Cuban citizens' everyday digital practices. It aims to develop a sensorial methodology for looking ethnographically at possible frictions between the public and the private sphere within the city of Santiago de Cuba under scrutiny. The paper will report on in-depth ethnographic fieldwork conducted in Santiago de Cuba in Spring 2018. Hence, it simultaneously presents the findings of collected data on the new and complex interactions of digital media and digital tools in Cuba with public and private space, and how this reconfigures social life. The presentation will also deal with how digital media and tools are accessed and used in public parks with Wi-Fi hot spots, universities, work places and (recently but very limited) in private households. It thereby tends to explore the possibilities that the establishment of public Wi-Fi hotspots presents for encouraging 'public privatism' (Hampton & Gupta, 2008) and on what conditions. At the convergence of two places – Wi-Fi spots and public parks – they are thus interacting in new ways with public and private matters. Likewise, it tentatively aims to (de)construct whether emerging digital practices result in 'liquid cities' (McQuire, 2008) in Cuba, where formerly empty public parks can become trendy hangout spots once there are Wi-Fi signals available. Meanwhile, it carefully looks at the ways in which notions of property and privacy are broken down at the intersection between real and virtual worlds.

MEC02 - Urban contestation, participation and planning

PP 155: Juxtaposed narrative: The dilemma of cultural memory on display in George Town's street art

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Street art is a ubiquitous visual landmark in contemporary George Town, the capital city of Penang state in Malaysia. Both private commissioned and state-sanctioned types of street art are the new significant cultural identification of this World Heritage Site city as inscribed by UNESCO in 2008. Street art in this multicultural city becomes the articulated media that deals with the notion of cultural memory on display. However, the use of street art for displaying cultural memory in this city creates certain dilemma.

This paper investigates the dilemma of remembering and forgetting collective memories depicted on street art in George Town. Drawing from a series of field research in 2016 and 2017, this study employs ethnographic and visual methodology. In terms of methods, this study combines in-depth interview with selected creative collectives' members in the city, urban walking and street photography. The author embraces what Jane Tormey in Cities and Photography (2013) mentions as the immersive style of making visual commentary of and about the city.

Street art scene in current George Town is initiated by the local government and followed by the involvement from private sector. The Penang State Government commissions several public art projects in-line with cultural heritage and memory. For instance, Marking George Town project has resulted in 52 steel-rod caricature sculptures made by Malaysian artist group. Mirrors George Town, another state-funded project, has commissioned global artists to make distinctive murals, including the series made by a Lithuanian-born and British-educated artist, Ernest Zacharevic. The city's street art projects are expansively continued and institutionalised since the establishment of George Town World Heritage Incorporated in 2010.

The 2017 promotional campaign by Penang Global Tourism says, "Like subway art is to New York and Paris, and Cosplay is to Harajuku [in Tokyo], George Town has today become well-known for its beautiful wall art." This way of projecting so-called growth of the city makes use of heritage status, global tourism and trading, and public arts in a global sense. These traits, as Ben Highmore elaborates in Cityscapes (2005), are obviously the very essence of internationalism as "driving force of modernity", including urban modernity.

The state narrative sees George Town's development in modernist tone through the making of 'cultural memory on display' that concerns with recalling the past in idealistic and linear view. Nevertheless, the narratives based on the way city dwellers and global travellers experience street art are unlikely complied with the state narrative. As visually commented in the collected photographs, global tourists perceive street art in a sense to transform the place into merely a destination. Meanwhile, the city dwellers who work in creative scene negotiate the meaning of cultural memories articulated by the street art in contested ways. During the interviews, they raised their concern about incomplete racial harmony discourse and inter-generational gap as key problems that are neglected and forgotten. In other words, street art in George Town turns into the site of juxtaposed narrative where people construct their meanings of living in or visiting the city.

PP 156: Bridging media territories: Sociospatial conflict, ethnic tensions and communicative practices in a contested urban space

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Paolo Sarpi is a semi-central neighborhood in Milan, Italy, often referred to as the local Chinatown. In the last two decades, the area has been shaped and reshaped by a complex interplay among multiple strands of Chinese migration, migrant labor, Italian home ownership, blurry juridical frameworks, indecisive institutions and highly constraining infrastructural features (Manzo 2009). As a result, its component roads have been rapidly shifting their mission from residential to commercial to ethno-chic nightlife.

Such rapid changes have been propelled by a longstanding conflict between Chinese businessmen and Italian residents, which we have documented in a longitudinal study started in 2008 (Tarantino & Tosoni, 2009a, 2009b, 2013; Tosoni & Tarantino, 2013a; 2013b). To understand the first seven years of this conflict we put forward two tools: a model to investigate the importance of communication in sociospatial production by examining "translations" among materiality, representations and practices (Simone Tosoni & Tarantino, 2013); and the concept of "media territories" (Tosoni & Tarantino, 2013), referring to the portion of media content and platforms each social actor 'cuts' around a specific issue, and showed how the media territories of the conflicting stakeholders were largely non-communicating – which contributed to

explain the difficulties encountered in soothing the conflict, which in turn contributed to the highly transformational nature of the space.

In the past few years, however, the controversial area appears to have found a modicum of stabilization, also due to robust infrastructural retrofitting by the authorities, chiefly as an ethno-chic neighborhood. In this paper we explore this new phase of the communicative practices of the involved parties, stressing how a higher involvement of second-generation migrants and migrant-led relevant economic subjects (such as an energy company) managed to transform also media territories and their practices of establishment and management.

In this presentation we will illustrate some of these novel spaces (including a Facebook group and a ring of digital advertising in local public spaces) and how they interact with the latest spatial transformations of the area.

PP 157: Urban Storytelling Lab: A research and development approach to locative news reporting in metropolitan areas

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This paper introduces a research and development journalism project in the second largest city of Germany, Hamburg. Funded by the Google Digital News Initiative the "Urban Storytelling Lab" (USL) aims for strengthening core functions of urban journalism in terms of social cohesion and civic participation by developing innovative storytelling formats for local reporting that can easily be appropriated by journalists. In a collaborative setting, journalists, researchers, software engineers and UX designers translate ongoing trends of deep mediatization, shaped by differentiation, connectivity, omnipresence, pace of innovation and datafication (cf. Hepp et al. 2017: 17), into a location-aware approach to produce, distribute and engage audiences with local news. By establishing the USL, the involved partners – including two leading local news media (*Hamburger Abendblatt* newspaper and public regional broadcaster NDR) – aim for enhancing civic engagement and strengthening participation in democratic processes by engaging news formats that are rooted in urban places, using location-based computing and services as well as a broad range of interactive features (e.g. data-driven reporting, 360° photo- and videography, Augmented Reality, Virtual Reality). The main objective of the project is to create a new reporting environment by helping local news organizations, that do not necessarily have the resources and expertise to apply emerging digital technologies to their reporting, to produce and publish geo-based storytelling formats referring to open data connected to public places. The development output of the USL is implemented on the news websites and into the social media outlets of the media partners who committed themselves to improve their audience engagement on the thematic focuses in question. The paper analyses the collaborative development process of the USL, following a figurational heuristic (cf. Hepp/Hasebrink 2017) which incorporates design thinking methodology (cf. Plattner et al. 2010) to assess demands and expectations from local audiences, leading to a geo-based platform for the location-based distribution of and interaction with news in innovative data-driven formats against the background of previous locative news media projects in the United States and Scandinavia (cf. Nyre et al. 2012; Øie 2013; Oppegaard 2014).

PP 158: Planning, platforms and participation: Fields of public engagement in urban transformation

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Public participation is one of the more well-worn contentious issues for the professionalized fields of urban planning and regeneration. Recent years have seen keen interest in how near-future digital technologies – for example, immersive interfaces, crowd sourcing, big data analytics, or environmental sensors – might improve planners' understanding of and engagement with their publics. Arguably less well understood, however, are the ways in which generic, commercial social media platforms such as Facebook and Twitter are already producing an unprecedented archive of commentaries, debates and anxieties around urban transformation. Social media platforms appear to create a distinct form of networked, always-on, asynchronous participation that is largely autonomous from the consultative exercises designed by professional planners. One which also departs from previously-dominant forms and practices of mediated public engagement around urban change, notably the daily circulations of local journalism.

The obvious contemporary significance of such platforms, at least in some localities, raises interesting questions about the encounter, and possibly competition, between the 'participation' fostered by the professional field of urban planning and the spaces of such commercial platforms. In this paper, we explore these questions via a case study of an ambitious yet divisive cycling infrastructure scheme led by the London Borough of Waltham Forest, dubbed 'Mini Holland'. We consider the differences and relationships

of three prominent digital platforms through which the publics convened around the scheme: Twitter, notable for the way cycling campaigners and local politicians coalesced in support of the scheme; Facebook in which some of the most divisive contributions occurred, often exhibiting recursive and memetic forms of humour, personification, vilification, trolling and, occasionally, earnest and considered dialogues; and finally Commonplace, a platform produced by London-based developers, specifically designed for urban regeneration consultations, and used by the Council to collect geotagged commentary and emotional metrics related to the scheme.

To understand the overlap as well as relative autonomy between how each of these platforms organise publics, we propose an adapted use of Bourdieu's concept of field. In so doing, we conceptualise Facebook, Twitter and Commonplace as translocal social as well as technical spaces for participation. This implies that such platforms not only afford alternative spaces of orientation for experiencing and articulating urban change, but also entail different distributions of rules, resources and positions for such acts of orientation. We suggest that interesting political questions arise for the public engagement activities of fields such as urban planning when such translocal cloud-based platforms – which for Benjamin Bratton represent new forms of geopolitical sovereignty – become increasingly prominent in urban milieus undergoing transformation.

PP 159: Participatory planning for urban campus social ecologies

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This presentation discusses a project that merges audience and communication studies with Human-Computer Interaction (HCI) processes to develop a participatory planning approach for urban campus environments and their social ecologies. The rationale for this interdisciplinary project rests on the notion that the development, design, and testing of technologies that enhance participatory planning need to be informed by social sciences expertise regarding best practices for integrating the multiple audiences -- – students, faculty, university staff, on-campus businesses and local residents – who all come together on a bustling, downtown university campus.

Despite being integrated in most official planning guidelines, traditional methods of participatory planning have had limited success in the past, and planning activities can be difficult to communicate to a diversity of stakeholders (Podevyn, Horne, & Fisher, 2009; Ylipulli & Suopajärvi, 2013). Nevertheless, effective communication and consultation is vital to campus planning (Hanzl, 2007). Thus, existing participatory urban planning processes would benefit from inclusion and interaction-focused digital technologies, such as interactive surfaces and visualization spaces (Smith, 2013; Wagner et al., 2009). These technologies foster and leverage collaboration of all interested groups and, more importantly, provide a dedicated social input to the often techno-centric idea of smart cities.

Coming from an audience perspective, we follow the notion that personal smartphone usage in urban ecologies influences how these ecologies are perceived and how these ecologies serve as self-presentation and interaction platforms (McQuire, 2011; Ridell, 2010). Given this perspective, we adopted a user-centered design approach (Abras, Maloney-Krichmar, & Preece, 2004) and conducted focus groups to collect general ideas about participatory urban planning as well as feedback on a prototype that was used to collaboratively engage in a simulated campus planning experience. The prototype consisted of three technologies: a horizontal interactive surface (tabletop) displaying a bird's-eye view map of the virtual campus, tangible interactive devices used for navigating the horizontal map, and a vertical display screen that presented a real-time view of the 3D virtual campus.

Three main themes emerged from the analysis of focus groups transcripts: Accessibility, Integration, and Participatory Governance. Regarding Accessibility, participants enjoyed using the active tangibles to navigate the tabletop map, as it mimicked a human's viewpoint within the 3D space. The prototype was seen as a tool that increased accessibility since it was easy to use, even for non-tech savvy participants. As to Integration, participants discussed the possibility of integrating the prototype with other technologies such as voice memos, smartwatches, smartphones, etc. Regarding the third theme, Participatory Governance, participants noted that the involvement of multiple stakeholders with potentially competing interests constituted a major challenge for participatory campus planning. Participants also discussed the challenge for each interest group to make their voices heard and the related difficulty of deciding whose interests should take priority. For example, one participant noted that while "each perspective is quite different...students seem to be paramount". Our next research phase is taking the recommendations from the focus groups and develops an app and mobile-friendly webpage that allows users to propose modifications to the campus environment.

MER01 - Media and Religion Panel 1

PP 274: Mediatized agency of state-church relationship actors in Poland

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Contemporary studies on media, religion, and politics point out strong associations between religious authorities and political actors within media coverage. Although the scholarship takes into account media coverage of the state-church relationship in the highly secularized context of Western Europe, it does not include the dynamics of mediatization of the issue in post-communist countries of Central and Eastern Europe like Poland.

In this paper, I present my recent work from the project "Media towards the idea of secular state" focusing on the changes covering the issue of state secularity and the state-church relationship by the main Polish news media. In here, understanding the concept of agency of both political actors and religious leaders within media logic of post-communist Poland is addressed. It is particularly examined in a changing time scale through collected qualitative material, which includes media content, legal regulations, and political party programs in the years 1989-2015.

By applying selected approaches to mediatization theory (inter alia Hepp, Hjarvard, Lundby 2010, 2015; Hjarvard 2012), I throw light on the complexity of the process by which both political and religious leaders adapt to media logic. As a result, I identify a few important findings that determine the specificity of the agency within the mediatization of the state-church relationship in contemporary Poland. First, the fusion of religious and state domains occurs. Second, the church-state relationship is threatened by a simplified narrative on pure separation. Finally, the intertwining of both institutions show a new, external to Western context, mode of negotiating church and state visibility in media in which both sides pretend to compete rather than collaborate.

PP 275: The effect of media reputation on the perception of the Catholic Church in Austria

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The news media shape the way people think about organizations. While the effects of media coverage on the perception of economic and political organizations have already been widely examined, research has paid little attention to religious organizations. This study aims at removing this blind spot and looks at the effects of news media coverage on the perception of the Catholic Church in Austria. By using the concept of media reputation, defined as evaluation of an organization in the media (Deephouse 2000), we analyze (1) how the Catholic Church is evaluated in the news media coverage and which attributes are highlighted and (2) to what extent does media reputation influence the people's perceptions of the Catholic Church.

We use a multidimensional approach developed by Eisenegger (2005) to measure media reputation. The approach is based on the three-world concept of Jürgen Habermas (1988) and distinguishes between (1) a *functional dimension of reputation* in which organizations are evaluated by competence in their main field of activity (2) a *social dimension reputation* that refers to normative values and legitimacy like being a "good citizen" and (3) an *expressive dimension of reputation* were the uniqueness and emotional attractiveness of an organization are the principle for evaluation. A main contribution of this study is the transferal of this three-dimensional approach to a religious organization. We develop indicators for content analysis and a survey to measure the three dimensions of reputation of the catholic church.

For our study we combine extensive media data and survey data. At first, we conducted a manual content analysis of a random sample of 7.000 media articles in Austrian legacy media published between 2004 and 2017. We enregistered the tonality and the main reputation dimension in the media articles. The results of the media analysis show that news media coverage focuses more on functional topics (e.g. pastoral care, administration, events) than on social ones (e.g. community, sensemaking, scandals) and that the evaluation of the church within the functional dimension is significantly better than within the social dimension. Here we state a strong correlation with scandalous issues, like child abuse cases in 2010. But we also could show that evaluation within the expressive dimension of reputation is constantly rising since 2013, mainly because of Pope Francis' authenticity and symbolic actions.

Our second data is a representative online survey on 1.481 Austrian residents conducted in 2017. Since the questionnaire contains items concerning the three reputation dimensions, we will be able to show to what extent the people's perception is consistent with the media reputation and which dimensions are influencing different religiosity types (Stolz 2014). Our unique data therefore allows us to analyze the interplay of the

media agenda and the public agenda. Furthermore, we add to the understanding of media effects on religious organizations, an under-researched type of organization in the field of communication.

PP 276: The Italian Catholic Church in national and local newspapers: Is it possible to outline processes of intermedia agenda?

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How does the news media cover the Italian Catholic Church? In terms of issues covered, are there any differences between national and local press coverage? Is it possible to find a common framework in the coverage of the Italian Catholic Church in both the national and local press? Do they tend to represent religious issues and religious actors in the same way?

The present study aims to investigate the national and local press coverage of the Italian Catholic Church, stressing the notion of an intermedia agenda setting. The theory of agenda-setting suggests that media have the ability to influence the importance of an issue for the public agenda (McCombs & Reynolds, 2002); by repeating the coverage of a news story over time the audience will start to consider the issue as an important one. The following theorization of an intermedia agenda as a fourth-stage of agenda-setting stressed this process, claiming that the media agenda is shaped by other media. On this line Protess and McCombs had already found that elite newspapers influence the news agenda of local newspapers (Protess & McCombs, 1991).

To find out evidence of this we analysed the coverage of the Catholic Church in the Italian print press, the websites of the main Italian newspapers and the local print press, during a one year period (from 1 March 2017 to 28 February 2018). We collected more than 60,000 news articles published by the twenty main Italian national newspapers, both Catholic and non-Catholic ones; more than 235,000 news articles published by fifty-six Italian local newspapers; and more than 43,000 news articles from online newspapers. The object was to discover possible differences in coverage, first of all, between print and online versions, so as to understand the different strategies that guide one and the other at the national level; secondly between national newspapers and the local press. The first results suggested the existence of different kinds of coverage of the Italian Catholic Church in each news media. For instance, while national newspapers talk about the Church's participation in public debate on national and international issues, local newspapers describe the life and influence of local churches in their territories. Furthermore there are substantial differences in national newspapers between their print and online editions: what is this difference due to? Do newspapers apply difference strategies when have to talk about the Catholic Church to different audiences?

QDAMiner, a computer-assisted qualitative coding program, and its quantitative component WordStat, a text mining software tool, will be used to code and analyse the frequencies of these issues frequencies within news coverage.

PP 277: Hypermediated religious spaces: Catholic anti-gender blogs in Europe

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Religion in contemporary Europe often exists in non-traditional forms and outside religious institutions. The Internet represents one of the new venues where religious practices and beliefs are discussed. In this presentation, I propose an approach theorizing digital religion: I apply the theory of hypermediation (Scolari 2015) to the study of religion to understand how media and physical spaces contribute defining religious change. The theory of hypermediation is not limited to religion, but seeks to understand the intensified speed and emotions of the contemporary media moment; therefore, it helps to contextualize religion as an element embedded in culture and society, and can be applied to other fields, as well. I will here illustrate the theory through the case study of anti-gender blogs in Europe, written by conservative, Catholic groups that often perceive themselves at the margins of mainstream religiosity.

In delineating the theory of hypermediation, I consider religious change as resulting from entanglements between religious and secular spaces. Therefore, I employ a spatial methodology that considers *religion* in a triangulation with the *secular* and the *post-secular* (Knott 2014). Drawing from existing theories on media and religion, mediation (Meyer 2010), mediatization (Hjarvard and Lovheim 2012), and religious-social shaping of technologies (Campbell 2007), I consider the theory of hypermediation as embedding media as *materiality*, *institutions,* and *technologies*. The Internet discusses the interplay of the religious and the secular on multiple levels, involving material forms, institutional powers, and digital technologies.

I call *hypermediated religious spaces* those Internet spaces that are unique in negotiating the position religion occupies –or should occupy –in society. Spatial metaphors help to understand digital media as venues where people create interactive communities and articulate new meanings (Lövheim 2011; Hoover

and Echchaibi 2014). I conceptualize Internet venues through three dialectical pairings: they are characterized by the tension between *alternative* and *mainstream* spaces; they are situated in-between *public* and *private* spaces; and they negotiate the existence of *real* and *imaginary* spaces.

I illustrate hypermediated religious spaces through a case study: the blogs of anti-gender groups in Europe. As methodology, I perform Critical Discourse Analysis of blog posts, interviews, and participant observation. Inspired by Catholic values but formally outside the hierarchies of the Vatican, anti-gender groups demonstrate against same-sex unions and the so-called "gender theory." Particularly popular in France (with the association *La Manif Pour Tous*) and in Italy (*Sentinelle in Piedi*), anti-gender movements often organize protests where people read a book and do not talk, symbolically charging public spaces with religious values; they almost exclusively employ blogs and digital media to organize demonstrations and communicate their messages.

This case study is an example of how Internet venues –in this case, blogs –function as hypermediated religious spaces that discuss religion and the secular through physical performances, critique of institutions, and the speed of digital technologies. By employing the theory of hypermediation, I would argue, it is possible to analyze digital religion as establishing networks of mediated actions and actors that negotiate the place of religion in contemporary Europe.

MER02 - Media and Religion Panel 2

PP 348: Public Controversy – Re-thinking Religion in the Digital Public Sphere

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Religion has assumed a centre role in many public controversies in today's globalised societies. In the case of Islam, there is one particular context in which religion emerges as a key issue generating fierce controversy that divides the public, and that is terrorist violence. In this article, we re-visit the concept of public controversy and examine it in association with Islam and the digital public sphere. Theoretically, we draw on the classical Lyotard-Habermas debate on controversy and bring this debate into an interplay with recent studies study of digital public sphere. Methodologically, we apply a multi-method approach and combine cartography of controversy with digital ethnography and discourse analysis. The empirical material is collected on social media, namely Twitter and YouTube and it consists of news and discussions on the Turku stabbings, a terrorist attack by a radicalized jihadist that took place in 2017 in Finland. Approaching Islam through the lens of public controversy as it emerges in the wake of our empirical case study – the Turku stabbings, we identify three discursive strategies mobilized to frame Islam in the debates around the Turku attack, namely *scapegoating*, *essentialization*, and *racialization.* The discursive strategies respectively illustrate the debates regarding assigning blame for terrorism, the nature of Islam as a violent religion, and racialization of terrorist violence. These framing strategies invite counter-discourses that stand with Islam and aim to offer a more diverse and more inclusive picture. In light of the Lyotard-Habermas debate on controversy, what the findings illustrate is a paradoxical situation of simultaneously existing dissensus and consensus. The dissensus is embedded in the very premise of the controversy around Islam between "the blamers" and "the defenders", while among the counter-voices, there seems to be a certain consensus concerning the need to de-construct the very naturalized connection made between Islam and terrorism. The data collected from Twitter and YouTube and provides very little empirical evidence of any attempt to even try to find common ground. Instead, rather than drive consensus, the discursive strategies (scapegoating, essentialization and racialization) aim at enforcing polarization among the public opinion and demonization of Islam as well as of those actors participating in the public debate as "defenders" of the religion. Instead of Habermasian (1962/1989) consensus as a shared purpose of public debate between the different voices, or indeed Lyotardian (1979/1984) contradiction as a route to democracy, we witness a state of stagnation in which the different parties in the controversy are left shouting out their views with very little communication with each other. In light of the empirical material, we reflect on the Lyotardian dissensus and the Habermasian consensus as simultaneously existing social realities and how this paradox shapes the public debate on religion in the digital public sphere.

PP 349: Saving modern women: Blogging, religion and self-help in the age of post-feminism

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As Campbell (2013) has argued, in the last several decades there has been significant changes in the ways new media influences how people practice religion. With the rise of the virtual world not only individuals but also many institutions embraced technologies to express their believes and/or to expand their evangelic goals. Cyberchurches in particular evolved from simple websites to other forms, often set up to replicate or mirror some key feature of church life. New media have been used as an attempt to extend the ability to evangelize. At the centre of these practices is often the very idea of online religious identity formation and presentation (Lövheim, 2013, 2016).

The connection between a new media context with the established convictions about the nature and implications of the larger word for modern women is what we seek out to understand. To do so, the article applies ideas of post-feminism (Gill 2007; 2017; Negra, 2014; McRobbie, 2015; Sullivan & Delaney, 2016) within an evangelic organization, the Universal Church of the Kingdom of God (UCKG), to a study of its blogging ability in order to see how traditional forms of religious understanding of women's agency — namely roles, structures, beliefs and texts — are being presented and framed online as post-feminist identities.

The research begins with a discussion of how post-feminism can be applied to construction of women's agency within an evangelizing discourse that articulates with neoliberal ideologies of post-feminism (Sullivan & Delaney, 2016). This will be followed by a detailed textual analysis (Larsen 2002; McKee 2003) of the blog postings of Cristiane Cardoso, the main female representative of UCKG in the public sphere.

Specifically, we will evaluate the blog posts by Cardoso of "task as an offering" during the first three months of 2018 within the framework of the Godllywood Self-help disciplinary program. As an extension of the Godllywood project, the aim of this program is the transformation modern young women into "exemplary women" moulded according to a supposed "feminine essence" prescribed by God (Teixeira, 2014). However, unlike the Godllywood project, which is restricted to the female members of the church, the "Self-help" modality is intended for "all women" willing to fulfil the tasks necessary for their transformation. The fulfilment of these tasks, posted weekly in four languages on Cristiane's blog, is monitored from the comments made by participants in social networks, such as Twitter and Facebook, accommodating to a structure of (self) discipline that, immersed in psychologizing discourses, presents elements similar to those outlined by Rosalind Gill (2017; 2007) as characteristic of post-feminism.

The analysis seeks to establish how dialogues between the theological profile of UCKG with ideologies based on neoliberalism are made (Sullivan & Delaney, 2016), in order to contribute to our understanding of what types of traditional religious roles, structures, beliefs and texts are primarily affirmed online by UCKG and how this represents a significant effort of this particular church to broaden its channels of dialogue with the female public through new media.

PP 350: social media & the great gods of consumerism. re-thinking the mythological function of celebrity in the digital age

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This article adopts the point of view of religion to examine the mythological function of social media celebrities in the western consumer culture of the early 21· century. Both consumerism and celebrity are often identified as *the* new religions of modern consumer societies (e.g. Miles, 1998; Turner, 2014). However, these claims of the religious-existential depths of the western consumer culture are often left unexplored and the precise meaning or importance of "religion" left unanswered. Also, the interlinking dynamics between consumerism and celebrity media are rarely analyzed side by side. This article seeks to showcase how these phenomena are actually different sides of the same coin. The argument is illustrated by empirical examples gathered from the feeds of the ten globally most followed celebrities on Instagram. The data is interpreted in the context of consumerism (Lodziak, 2002; Lofton, 2017) with the aid of qualitative methods of digital media ethnography (e.g. Pink, Horst, Postill, Hjorth, Lewis & Tacchi, 2016) in order to offer a new perspective of the role of religion in a post-secular digital world.

In this study religion is approached from a functionalist perspective in order to understand how consumerism works as a dominating existential strategy with religious motives and the role celebrity culture plays as mythological storytelling originating from this para-religion. Special emphasis is given to three different functions that these "new religions" potentially serve: i) a social, ii) an existential, and iii) a transcendent function. It is further elaborated how the myths of consumerism are lived out by the celebrities and how do these myths of "the good life" relate to the classic functions used to define religion (Lynch, 2005).

The findings are hypothesized to showcase how the most influential cultural icons of social media, followed by hundreds of millions of people around the globe, offer the public a ritualistically recurring performance of the collective dream of glory, success, and symbolic power which seems nowadays to be intertwined with the logic of the consumer markets (Sumiala, 2013). They have transformed their luxury lives into products to be branded, marketed and sold, and are actively engaged in direct competition with other similar "products"

for attention, wealth, and status (Turner, 2014). In this public role they become an essential part of the modern mythology of consumerism by embodying "the good life" as it is widely understood within the framework of this ideology. These models of potential identities form the new pantheon of the west — the great gods of consumerism.

PP 351: Applying the Double-swing model to the case of Buddhism and the West

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It is not uncommon that traditional Eastern spiritual practices are enjoyed and adopted by individuals with Western backgrounds. This phenomenon carries some intercultural problematics, challenging boundaries of 'culture' (Welsch, 1999), and the possibility of 'appropriating' it (Rogers, 2006). This paper approaches various examples of how the relationships between Tibetan Buddhism and Western intellectual landscape may unfold through the lens of the Double-swing model of intercultural communication between the East and the West (Yoshikawa, 1987). Based on the philosophies of Martin Buber and Zen Buddhism, Yoshikawa (1987) suggested the most desired attitudinal framework for East-West relationship, which differs from more habitual I- or Though- centered stances. The modes of his model are illustrated by cases of presenting Tibetan Buddhism to Western audience through recently published popular books. Within the secular, predominantly Christian societies of the West, books are among the most important guides into an Eastern spiritual practice serving those who may exhibit interest towards it. While various Eastern practices are nowadays well-rooted in the Western conceptual landscape, Tibetan Buddhism is of interest because of its ambivalent reception in the West. It is conceptualized as both, a lab-proven "science of the mind", endorsed by the wise and modern Dalai Lama XIV, and a pervasively pre-modern authority-oriented foreign religion (Lopez, 1999; Lopez, 2008). While other strand of Buddhism have been significantly modernized during late 19th and 20th centuries (McMahan, 2008), Tibetan Buddhism remains the strongest example of Buddhism, seen as an Oriental "Other".
For the purposes of this paper I will apply the method of close reading (Allen, 2017) to summarizing sections (Introduction or Conclusion) of six popular books, aimed at Westerners taking interest in Tibetan Buddhism. The chosen books broadly illustrate the six modes of Yoshikawa's (1987) Double-swing model: ethnocentric, control, dialectical (1), (2), and (3), and dialogical. Through this interpretative method I will describe and discuss these modes and their implications for the development of Tibetan Buddhism in the twenty-first century post-secular globalized world.

PP 352: From satellite broadcasting to 'digital marginalisation': Alevi television during the state of emergency in Turkey

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Following the coup attempt in 15ᵗʰ July 2016, Turkish government imposed severe measures in the realm of media closing down television channels, imprisoning journalists and confiscating the goods and materials of several media organisations. Alevi television channels, *Yol TV* and *TV10*, which broadcast from Germany and Turkey and appeal to the transnational Alevi community living in Europe and Turkey were also closed down.
Alevis are the second largest religious group in Turkey with an estimated population of 15 to 20 million, but their religion is not recognised by the Turkish state and Alevis have a long history of persecution dating back to the 16th century. More recently the 'illegitimate' status of Alevis in Turkey, along with economic reasons, has resulted in many leaving Turkey for Western Europe and today there is a vibrant Alevi community in Europe with an estimated 400,000 to 600,000 Alevis in Germany and 300,000 in the United Kingdom. Transnational Alevi television has been a significant tool for connecting Alevis living in different countries and has been significant in constructing a transnational ethno-religious imagination for them.
The closure of Alevi television channels did not put an end to Alevi broadcasting. Alevi TV stations looked for alternative ways to keep in touch with their audience and found different ways of survival resisting the government's measures. Primarily, online broadcasting and IPTV served an alternative to the measures against satellite Alevi television.
Drawing on the in-depth interviews conducted with the television producers and executives in Germany, I will focus on the survival strategies of Alevi television in the time of growing state authoritarianism in Turkey and discuss the ways in which digital media has replaced satellite broadcasting in the time of a crisis. I will argue that the Alevi community has been marginalised by being pushed out of the traditional realms of media and conceptualise 'digital marginalisation' in the context of contemporary Turkish media landscape.

MER PS - Poster Session

PS 74: Russian Ortho-net: New communication opportunities

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Digitalization of all spheres of social activity provides new opportunities for belivers communication. The number of sites with communicative and cooperative functions is significantly increasing. These changes are related to the inclusion of networking, wiki, clouds, blogs, and sharing services in the website functionality.

The architecture of the social networks is built on the support of its key communication function. The success of a social network depends on the availability of motivators who attract users, as well as triggering the mechanism of "word of mouth". Today, a formal criteria for assessing the involvement of users are created, it bases on the number of subscribers and their activity (post or page Engagement Rate, ER).

The audience is segmenting and the attendance of less popular niche networks is growing. Russian Orthodox Church (ROC) began to play a role in the outflow of users. ROC networks creators consider it is necessary to provide a "clean" platform for Orthodox communication, where users will follow certain rules. In February 2016, a decree of the Consecrated Bishops' Council of the ROC was issued. It recommends using social media for active interaction with the flock, witnessing about Christ and his gospel, and explaining the ROC's position on socially significant issues. Thus, Orthodox organizations have entered into unfolding struggle for the interests and minds of users of social networks.

The appeal of social networks could be explain by the presence of everything is interesting for users, except communication there are photos, movies, music, and games options. However, ROC rejects the theater and musical instruments and accepts only the chorus of voices. From other side, new niche social networks are inferior in their convenience and functionality to popular networks. ROC considers, Christians can "get lost in the web" and grab unnecessary information in the general flow in popular networks. From the Orthodox viewpoint, there is sinful unsolicited information - advertising, pornography, propaganda of extremism, LGBT, methods of committing suicide and similar information. Since 2011, the League for Safe Internet, blessed by Patriarch Kirill, has been hunting for pedophiles in the social networks.

Invitations to the participation in the Orthodox networks emphasize it is free, lack of rudeness and vulgarity, as a comfortable environment for parents and children. Therefore, ROC on the way to master the social media, to create the Orthodox segment of Runet, sometimes called "Ortho-net".

To test the benefits of communication in Ortho-net in comparison with the popular networks VKontakte, we conducted a study in which students from two universities participated. Students acted as experts in assessing information, communication and corporate functions based on their interactive experience on the VKontakte. For the qualitative and ER analysis, 6 Orthodox networks were selected. The research results made it possible to get an idea of the current level of social networking development in the Orthodox community. The problems of attracting attention and increasing the activity of users were identified. The research argued that successful Ortho-net depends on the social construction of valuable communication environment.

VIS01 - Mobile (in)visibilities

PN 052: Dreams of ubiquitous camera use: Attachment suggestions in early Kodak advertisements

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Photographic cameras seem to be today ubiquitous, but their use continues to remain socially contested. In trying to understand how specific camera technologies have become widely accepted, I've turned to studying developers of cameras intended for everyday use, such as those of digitally networked cameras, early mobile camera phones, and consumer cameras. In this paper, I analyse modes of address in early Kodak advertisements, which provide suggestions for situational attachments. While related research has stressed Kodak's emphasis on family, depiction of positive events, and the absence of death, I extend these readings by showing how these advertisements prefigure early on important claims made later for digital photography, claims that can be understood as desires for techniques. These claims, made in textual form, are complemented by visualisations, which locate the use of photographic devices into specific socially stratified settings, which again impact back on the devices produced. In this connection, my analysis shows that, whilst the early Kodak advertisements seem to address a generalised future 'you', who could be anyone, becoming attached to the device as he or she pleases, the visualisations used clearly target the advertisements at well-off middle- and upper-class white people who ascribe to the promises of modernisation, urbanisation and consumer capitalism. When using photographic cameras, we attach our bodies quite literally to these devices, and equally to the social, symbolic, and technical infrastructures that support them.

PN 053: Pictures and questions of right and wrong. A trilingual qualitative content analysis of norms in Swiss and German news media coverage about visual communication practices

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Taking pictures, sending them to friends or publish them on social networking sites has become a natural routine in everyday life for most people in mediatized and digitally networked societies. The proliferation and changes of visual practices and their social uses have not only been discussed by scientific research. The ubiquity of visual practices also has provoked polarized and normative media debates about e.g. "narcissistic selfies", "digital exhibitionism", "oversharing", "loss of privacy", "teen risk sexting" or the "loss of real experiences" – hence about norms of desirable, acceptable or responsible ways of taking, sharing and using pictures. Mediated public debates are one important forum in which norms, understood as contextual individual and collective codes of conduct that prescribe and proscribe practices, are discussed, (re)negotiated and established. But yet, studies on normative claims and judgements in debates about changing everyday media-related and visual practices are scarce. As everyday life worlds and interactions are increasingly saturated with visuals and as visual media contents and practices can have important functions for creating and maintaining social relationships, the issues outlined above demand for further insights into which practices of taking, sharing and using pictures are considered desirable, appropriate or problematic. Therefore, the study explores problems and recommended actions described in news media coverage of visual practices in Germany and Switzerland. Particular emphasize is put on norms and normative claims in the actors' statements that are identified with the help of prescriptive and desiderative statements or described (negative) implications of practices. The study uses a trilingual qualitative content analysis of 113 theoretically sampled Swiss and German print and online newspaper articles published between January 2004 and July 2017. The media sample focuses on high-circulation print and online news media and comprises: Neue Zürcher Zeitung, Tages-Anzeiger, 20min, Blick, Spiegel Online, Frankfurter Allgemeine Zeitung, Sueddeutsche, Bild, Le Temps, and Corriere del Ticino. Actors, evaluated actors, evaluated aspects and practices, problems described, (desirable) norms and rules of taking, using and sharing pictures, as well as recommendations of action were the main thematic categories for the analysis. To grasp the multimodal interplay of visual and verbal elements in meaning-making, the analysis also examines the visual elements in the media coverage with respect to types of visual elements, image sources, motifs, and means of representation. Preliminary findings on the textual level show that the actors often criticize digitalization and media usage in general and establish a strong dualism between the "online" or "virtual" and "offline"-world. Moreover, problem descriptions with respect to sharing pictures strongly highlight the persistence of data or further "invisible" audiences as general fundamental risks of online- and networked communication. Recommendations for actions that go beyond a simple avoidance of using social networking sites and visual communication are scarce. As social relationships increasingly rely on mediated and visual forms of communication these preliminary findings show an important gap in media

coverage and public debate that needs to further needs to be analyzed and underline the necessity to further discuss norms of visual media usage in highly mediatized societies.

PN 054: "Moving images" – image types of public mourning after disasters and terror attacks

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The pictures appear to be always the same: whether in London after the Grenfell Tower fire in 2017, in Brussels on a morning in 2016 after terror attacks at the airport and in the city centre near the entrance of a subway station, or after terror attacks took place at various locations in Paris in 2015. People interrupt their daily routine spontaneously and come together in the vicinity of the location where the event took place. They are laying flowers and – for children among the victims – toys, they are lighting candles, and they are standing in silence, in order to publicly express their consternation, their compassion, their solidarity with victims and surviving relatives. Scenes like these have gained enormous reach and visibility through various photographs that have shown these collective mourning rituals and have been disseminated by various media. These images are moving in a double sense: they are moving people emotionally and, within an online media environment, they are moving across media and across time. Images are mobile since they get shared and spread, they circulate and travel from one cultural context to another, constantly being reconfigured in their appropriation and application. Based on the assumption that pictures circulating within these public mourning discourses in online media are not unique, but are reproducing culturally known patterns of mourning and mourning symbols, this exploratory study tries to identify common visual patterns across different occasions of mourning. In this context, images that explicitly depict grief, as well as images that people use in order to grieve are relevant for investigation. The latter are those in which grief remains invisible and can only be placed into the context of the event by its textual incorporation. The aim of the study is to work out 'image types' of collective mourning in the context of terrorist attacks and disasters. Four research questions guide the investigation: RQ 1: What image types of public mourning can be identified? RQ 2: Do image types vary by different causes of mourning? RQ 3: Do image types vary by their originators? The research is based on a quantitative-qualitative image-type analysis (Grittmann & Amman 2009, 2011), combining a quantitative content analysis with an iconographic-iconological analysis of images visualizing public grief. The method is suitable for capturing and interpreting image content systematically and for working out dominant cultural patterns of meaning. An image type captures pictures with a similar meaning or content. The method is particularly suitable as a large number of visuals can be analysed without losing sight of peculiarities of each image types. The data set contains 600 images of three terror attacks and three disasters. They were collected via Google image search according defined search terms and the underlying assumption that algorithmically found images represent a certain degree of achieved online visibility, regardless of whether they were photographed by professional photojournalists or private individuals. Preliminary results show that images mainly come from professionals. Four dominant image types can be identified: image types relate to places of mourning, individual gestures of mourning, situations of collective mourning, objects and symbols of mourning.

PN 055: Tasting video: Facebook videos as perceptual sensorimotor experiences

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Facebook video introduces a new cultural form adjusted to the digital age and the attention economy. Beginning, thanks to auto-play, the instant it appears on screen, the Facebook video creates an interactive experience during which the user is supposed to take physical action (by sharing or liking). This is no simple matter, especially on mobile devices. Filled with interruptive stimuli, the Facebook feed is a prime site for the production of 'continuous partial attention' (Stone 2008): continual readiness to respond to multiple stimuli from digital networks. It is also governed by a visual-gestural routine of scrolling-through which the Facebook video seeks to exploit, suspend and re-channel. Hence Facebook videos must use particular tactics to attract and retain users' attention, and to encourage desired affective, cognitive and sensorimotor responses. Watching a video involves more than the eyes: it includes physiological and eye-hand–screen relations. This paper examines viral Facebook videos as perceptual and sensorimotor experiences. The corpus comprises the most shared recipe videos published on Tasty, the leading recipe Facebook page in the world. Aesthetically these videos display a high degree of uniformity: their standard format shows hands preparing fabulous dishes in less than a minute. They receive millions of views (Tasty attracts over 800 million views per month) and constitute one of the most viral genres on Facebook. Media commentators have attested to their seemingly mesmeric power. Drawing on Seteur's (1992) analysis of telepresence dimensions and Frosh's explorations of embodied aesthetics (2016), the paper approaches Facebook videos not just as visual 'texts' but as interfaces and as means of interaction with the user's senses.

Focusing on three intersecting aspects - audio-visual form, interface operations and embodied responses - the analysis foregrounds several dominant tactics underpinning the videos' formal homogeneity. These include the remediated amplification of some audio-visual elements and the reduction of others, in order to enhance partially attentive viewing in conditions of the Facebook feed: due to the mute auto-play, the sound was reduced to music only, and subtitles describing the recipe were added. The videos also blurred the line between touch and vision in ways that shift depictive and interface dimensions. All videos are filmed from a high angle in a manner that depicts anonymous hands preparing food, approximating the user's point of view and well as producing visual continuity between the depicted hands and the hands of the user holding the mobile screen. At the same time, this representational intersection between vision and touch interrupts the routinized hand-eye relations of the Facebook interface, making us watch it by stopping the scroll-through movement of our fingers on the screen. The recipe video thus appeals to the eyes as a touching organ, as it depicts textures and hand movement up close, in order to re-channel and effectively suspend – albeit temporarily – users' habitual gestural engagements with the mobile interface. Overall, the analysis suggests a new kind of digital format which uses remediation, haptic vision and gestural interactivity to adapt video to the embodied attention-structures of mobile interfaces.

CEE01 - Roundtable: The state of the art of communication and media studies in Central and Eastern Europe

PN 218: Reappraising intellectual debates on democracy in Bulgarian media and communication studies

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To understand the dynamics of the studies of the profound changes in the mass media system and its developmental trends in Bulgaria, one should go back to the roots of political upheaval after the fall of the Berlin wall. The collapse of the totalitarian regime in the country brought about significant changes throughout its media system. In a very short time, without gate keeping or ideological control, the style and content of the press and the broadcasts departed very much from former patterns. Political pluralism brought about the political marketing boom in early 1990s. The strong press, radio and TV involvement in defining the final choice of the voters played a significant role during the pre-election campaigns from the very beginning of the democratization of political life. Thus, mass media contributed to the high polarization of the people. Journalism frequently operated as a distorted mirror: contorting the essence of the political processes in the country, and yet still exerting considerable influence over public opinion. This gave way to the formation of two mutually bound processes – politicization of media and mediatization of politics. Nevertheless, with the years the tendency towards democracy became irreversible. The rigorous developments of contemporary information technologies have enhanced the communication process of identifying and setting the public agenda. Situated in the context of globalization processes, the Bulgarian media themselves are undergoing multi-layered transformations; they change with the dynamic developments taking place in technologies, business models, regulatory policies, professional practices, and the behavior of the audiences. A new, media ecosystem (combining traditional and online media) has been formed. Today changes in society are catalyzed by the opportunities provided by the blogosphere and the social networks, as well as by the mobile electronic connections. Mediatized mobile communications have proven to be emblematic for the mediatized society. However, while traditional media can rely on codes of ethics, self-regulation and co-regulation in compliance with professional principles, the content in the online environment can hardly be regulated and it is difficult to organize relevant public correction of the politics. Nowadays media in Bulgaria still experience professional challenges to sustain democratic values. The intellectual debates over these challenges have been broadly reflected in the media and communication research community in the country. The paper explores some major aspects of the state of the art of communication and media studies in Bulgaria. The challenges facing their developments are traced in four major strands, using the PEST analysis: political, economic, social and technological. The text has been developed within the framework of the CA 16221 COST Action: Reappraising Intellectual Debates on Civic Rights and Democracy in Europe (RECAST) and the academic project DCOST 01/25-20.12.2017 of the National Scientific Research Fund of Bulgaria.

PN 219: Highlights of media and political communication studies scholarship in Hungary

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If we accept the typology of Hallin and Mancini (2004), the Hungarian media system will fit into Mediterranean or Polarized Pluralist Model. We will find late democratization and polarized pluralism, strong involvement of state and parties in economy, weaker development of legal authority, politically oriented news, high political parallelism, commentary-oriented journalism, weaker professionalization, etc. (see Polyák 2014). However, the recent developments in the media or in the communication of politicians that are originated mainly from the United States are visible in Hungary, too. This could be seen in empirical works on Hungarian elections (e.g.: Bene 2017), comparative analysis of representatives' communication (e.g.: Merkovity 2016) or in some cases in the tendencies of media system (Bajomi-Lázár 2017). Some could see this process as convergence of different media systems and political communication, but – as Kiss and Szabó (2015) pointed out – it is rather an interaction between the countries.

The presentation will highlight and introduce two foci of attention of Hungarian scholars of media studies and political communication. The first raises the question around the media environment where the politicians have to realize that they are in same space with non-political actors. Here, for instance, the celebrities can attract, maximize, and direct the attention of followers. Politicians will do just the same. The communication techniques used set the focus of research on attention-based politics. The main findings of this stream support the idea that the social media is not revolutionising political communication of politicians, because what we see is a 'spectacular' development, an adaption to the information environment (Fogarasi 2017; Merkovity 2017). The second direction brings together the research on media,

politics and populism. For example, the term, penal populism gained ground in Eastern and Central Europe in the Millennium years and two hypotheses are visible there: (a) left-wing parties reject penal populism, whereas right-wing parties support it, and (b) the (tabloid) media representation of crime helps to spread penal populism in the public. The research shows that the main representation of the term is visible in media through articles about the malfunctioning of justice, unstoppable crime and media violence (supportive frames), and the critique of racism and of social inequality (critical frames). According to the research, the hypotheses showed to be right (Boda et al., 2014). Naturally, other directions could be discovered, as well, but the focus of the presentation will be on these research groups.

PN 220: Communication and media studies in Serbia

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PN 221: Slovenia: Communication research between administrative foundations and critical perspectives

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