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ABSTRACT BOOK

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ARS01 - Mixed Methods Approaches to Audience Research: Reflections on Recent Advances and Challenges"

PN 006 Capturing public connection repertoires and their consequences for construction of public spheres

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Our contribution to this panel's overall topic of mixed methods in audience research is part of a project, in which we investigate how people living in today's changing media environment connect to different publics and, in doing so, contribute to the communicative construction of these publics. The detailed research objectives are: a) to describe and understand individual public connection repertoires and how they relate to biographical and social contexts (Couldry et al. 2007); b) to analyze the consequences these repertoires have for the public connection of individuals and for the communicative figuration of publics (Hasebrink & Hepp 2017). In order to reach these objectives we have developed a research design that comprises two modules with different data collection and analysis methods. While both of them set out to answer the above research question, they fulfil a complementary role by grasping particular aspects of public connection repertoires. The key issue of this paper is to discuss strategies of data analysis and interpretation that help to tap the full potential of this complementarity.1) Qualitative reconstruction of public connection repertoires Key questions of this module are: How do public connection repertoires relate to different biographical situations and social contexts? What is the subjective sense of these repertoires within the individual's everyday life? Data collection includes semi-standardized diaries (one week) of public connection activities; where possible, digital traces from selected services and apps; semi-structured interviews, including several forms of visualization tasks. Starting from the diaries and, if available, the digital traces, participants are asked to identify the various publics they connect to and through what practices. The second part of the interview phase focuses on participants' social status and the context of their everyday lives and how these relate to their public connection repertoires. Finally, we will ask our participants to discuss how media-related changes have affected the way they refer to publics. 2) Representative online survey on public connection repertoiresBuilding upon module 1's findings, the second empirical phase includes a representative survey that aims to answer the following questions: What kinds of public connection repertoires can be identified? How do different parts of the population differ in this respect? What conclusions can be drawn in relation to the communicative figurations of publics? How do changes of the media environment shape public connection repertoires and publics' communicative figurations? The survey integrates the indicators of public connection that have been elaborated in the first module. The questionnaire covers all communicative activities through which the respondents refer to their relevant publics. Indicators of the respondents' social status and context make up the second section of the questionnaire. A third and final section deals with the perceived characteristics of particular media and the roles they play in connecting to publics. References:Couldry, N./Livingstone, S. M./Markham, T. (2007). Media consumption and public engagement. Beyond the presumption of attention. Houndmills: Palgrave.Hasebrink, U. & Hepp, A. (2017). How to research cross-media practices? Investigating media repertoires and media ensembles. Convergence, 13 (4), 362-377.

PN 005 Methods and mechanisms: a realist approach to cross-cultural studies of internet use

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The internet provides new opportunities for cross-cultural studies of media use and communicative practices (Blumler, McLeod, & Rosengren, 1992; Esser & Hanitzsch, 2012), as a topic and as a tool of research. At the same time, the internet presents classic methodological and epistemological issues concerning the status of the resulting evidence: What are the underlying technological, social, and cultural mechanisms that different methods of tracking, surveying, and observing internet users may uncover? This paper reflects on the design of a cross-cultural study of internet use in China, Europe, and the United States that has employed surveys, web traffic analysis, as well as ethnographies (Jensen, 2016), and which builds on a realist model of research (Archer, Bhaskar, Collier, Lawson, & Norrie, 1998) to explain similarities and differences in contemporary digital communication systems (Flensburg & Lai, 2019).The first section of the paper briefly describes the elements of The Peoples' Internet project (PIN), motivating its combination of several different quantitative and qualitive methods of data collection. On the one hand, representative surveys of the online population have been carried out in seven countries: China, Denmark, Germany, Hungary, Italy, the UK, and the US; these surveys have been complemented by web traffic data. On the other hand, ethnographies in China, Denmark, and the US have relied on media diaries and two rounds of in-depth interviews. Second, the paper notes the three levels of analysis in critical realism (Bhaskar, 1979): experiences, events, and mechanisms. Concrete experiences of reality bear witness to particular events which, in turn, are explained by structuring mechanisms. To exemplify, researchers experience the verbal and visual expressions by which internet users present themselves, their ideas and opinions; next researchers interpret these experiences as evidence of social events such as private life transitions or political mobilizations; and researchers finally infer the mechanisms – technical protocols, legal frameworks, and cultural frameworks – that may explain the contents as well as the forms of the communication in question. Each of the PIN methods taps a particular range of experiences and events relating to internet use, as illustrated here through empirical extracts.The third and final section takes these illustrative findings as the point of departure for exploring the relative determination of internet use by three kinds of mechanisms: material, institutional, and discursive (Jensen, 2010). Internet use is bounded by the presence or absence of specific material technologies; it is configured by institutions regulating markets and conditions of access; and it is articulated in discourse through cultural conventions and literacies. In order to move from the empirical evidence about specific kinds of communicative events to such explanatory mechanisms, and to assess the relative contribution of each mechanism as it operates in each of the three regions of the world, research depends on inferences, specifically the third form of inference, beyond deduction and induction, that has been defined as abduction or retroduction (Helles, 2012; Jensen, 2012).

PN 007 Tell me what you browse: Using browser tracking to study (political) information behaviour

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The formation of a high-choice media environment and the growing reliance on digital platforms as a source of political information offer new challenges for studying (political) information behaviour. The inability of users to reliably identify and recall their information consumption patterns prompts the need to go beyond traditional self-reported measures of information behaviour. One possible solution is automated tracking of user online behaviour via desktop/mobile devices. It allows researchers to identify participants' information behaviour more reliably, but it also requires a complex research infrastructure for capturing and processing data. Furthermore, the use of automated tracking raises multiple ethical concerns such as the ones related to participants' privacy and research transparency. In our talk, we reflect on the possibilities and risks associated with the use of automated tracking for studying information behaviour. Drawing insights from our project on the relationship between populist radical right attitudes and (political) information consumption, we present a research infrastructure developed to track user browsing behaviour via screen-scraping and discuss the multiple challenges related to its implementation. In particular, we elaborate on the process of integrating ethical concerns held by participants and researchers into the design of a tracking tool and scrutinize difficulties associated with the development of a robust backend infrastructure for capturing and storing tracking data. We also review different forms of raw data generated via screen-scraping-based tracking and discuss how they can be processed and used for answering specific research questions concerning political information behaviour.

PN 008 Understanding the Role of News Consumption in the Rise of Illiberalism: Mixed methods explorations

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Democracies around the world are facing the challenge of increasing political polarization, often accompanied by the rise of populism, nationalism, and right-wing extremism. Several scholars have argued that recent changes in the communication environment, and especially the steep rise in digital news consumption and social media use, are a key contributing factor in these developments. Yet, existing research in this area is often too media-centric and therefore offers limited insight into how new communication technologies interact with other social, political, economic and cultural factors that contribute to political polarization. Available findings are also largely limited to long-established liberal democracies of the West, and based on either single-country designs or quantitative data only. Given the growing influence of semi-democratic and authoritarian countries globally, we urgently need a better understanding of how political polarization and the changing information environment interact in countries where liberal democracy is less entrenched.Our Illiberal Turn project (https://www.illiberal-turn.eu/, 2019-2021) addresses these gaps by (1) shifting attention to Central and Eastern Europe, a region with a shorter history of democratic development, which has recently experienced significant democratic backsliding; (2) linking news consumption to political attitudes and political behaviour, relevant demographic variables, as well as systemic variables at the level of media, politics, economy and culture; and (4) conducting a comparative analysis of five CEE countries using a mixed method framework that combines quantitative and qualitative methods, and includes details data tracking.In this paper we reflect on our experience with the mixed methods design on the project so far. Specifically, we discuss three modes of combining methods that we implemented in the project: 1. First, we examine the relative advantages and disadvantages of different methods of data collection data used in our project, focusing on their ability to provide reliable insights into different aspects of news consumption. For this purpose, we analyse data gathered in the first stage of our project, which was conducted in 2019 during the EP election campaign in the Czech Republic, and combined data tracking, a two-panel survey, qualitative interviews and media diaries. We contrast the findings of data-tracking and self-reported media use, and show how we used qualitative interviews and media diaries to gain insight in areas of news consumption missed in survey data, and to interpret unexpected survey and data tracking results. 2. Second, we show how we used the results of qualitative interviews and media diaries to inform the cluster analysis of survey data, in order to establish whether different types of news repertoires correspond with different attitudes to democracy and different levels of media trust 3. Third, we report on experiences with mixed methods in the ongoing, second phase of the project, which will involve an attempt to combine the analysis of interview data using Q-methodology with the analysis of survey data, across four countries.

PN 028 What Does it Mean to Resist the Clouds? The Techlash as a Cultural Experience.

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There is much discussion in media and communication studies on the ever-growing power of digital media. Platforms are disrupting long-standing social institutions and markets (Van Dijck, et al. 2018), and people are increasingly dependent on an online infrastructure that mediates daily life (IPSP 2018). Conceptualizing digital media as an infrastructure means that digital media must be seen as an existential mode for being a social subject (Peters 2015). This, we argue, is a gestaltshift in the conceptual imagination of the dominance of media power – cloud infrastructures have, for example, been described as a 'colonization' of life (Couldry and Mejias 2019). In this paper, we ask how we can conceptually imagine and inquire into people's individual agency to resist the clouds, taking as a starting point the concept of Small Acts of Engagement (SAOE) (Picone et al. 2019), and discussing how it allows us to inquire into people's individual agency to resist the clouds' mediation of everyday life. We will build on the audience research tradition and its key concepts of audiences' agency and resistance. While the power of digital media is increasingly being conceptualized as dominant – shaping, moulding, ordering people's everyday lives – we argue there is evidence of a significant resistance to the ever-growing power of cloud infrastructures. This so-called 'Techlash' is usually understood as an institutional battle between governments and big tech companies (e.g. symbolised by the hearings of Zuckerberg at the US Congress in 2017 following the Cambridge Analytica scandal); but it should equally be seen as a cultural practice and experience in everyday life. There is evidence, that people's attitudes (e.g. trust in digital media) are changing (Pew Research Centre 2018), and popular lifestyle projects such as 'digital minimalism', which seek to help people with reclaiming time and space outside of digital media, are gaining traction. Seeking to understand the Techlash as a cultural practice and experience, we want to show how resisting the clouds can be understood through seemingly mundane small acts, making digital media infrastructures available for apprehension, reflection and comprehension. We argue that cloud infrastructures are systems of cultural practices, rather than assemblages of affordances. This shift in focus allows us to expand the definition of media's infrastructural power from one that is simply functionalist, to taking account of the dialectical synthesis between structure and agency – we must learn to see the mutual dependencies between people and cloud infrastructures, and discern people's continuous moving in and out from these dependencies, expressed often through seemingly mundane small acts of engagement with digital media.This is important because current discussions in media and communication studies on the ever-growing power of digital media tend to ignore how we can conceptually (re-)imagine the mutual dynamics of agency and structure in relation to digital media infrastructures. Moreover, small acts of engagement will allow us to better situate the changes in the political-economies, technologies and ideologies of the clouds.

PN 029 Everyday talk about news on IMS and SNS: Small acts of engagement in semi-democratic media spheres

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Using the concept of Small Acts of Engagement (SAOE) (Picone et al. 2019), the research presented in this paper observes how Serbian citizens differentially use instant messaging services (IMS) and social networking sites (SNS) to share and comment on the news. The conceptualization of SAOE directs our attention to the audience agency amidst the rapidly growing communication flows and calls upon closer observation of those audience acts that demand lesser effort and frictionlessly fit into daily routines. Compared to more structured and laborious practices of citizen journalism or produsage (Bruns 2006), SAOE are guided by the desire to forge social ties, and create personal and group identity.In empirically probing the conceptualization of SAOE, the research is limiting its application in two respects. First, it limits the scope of SAOE to news sharing and commenting on IMS and SNS. The news is taken as the subject of everyday conversation, and - as abundant research has shown - it is discussed both privately in front of a TV set (Livingstone and Lunt 2002), semi-publicly through SNS (Kalogeropoulos et al. 2017; Kümpel et al. 2015), or publicly on blogs or media web sites (Spyridou 2019). The uptake of IMS use in news sharing has been recently observed (Digital News Report 2019), but in general it is understudied. The second step is limiting the research scope to Serbia, a country with significant decline in media freedoms and freedoms of expression (Freedom House 2018; 2017). Together with high political polarization, this makes users less willing to share and comment news on relatively open platforms, such as Facebook (SHARE 2019). Having in mind both the differential socio-technical assemblages of SNS and IMS, and the specific macro-political situation, the primary question is how audiences choose between the two news sharing and commenting tools. Within this broader framework, we analyse how Serbian citizens engage with news in communicating them with open and closed social circles.The analysis is based on focus group interviews organized in 2019 in Belgrade and Novi Sad, Serbia with a total of 30 students from the two cities. Students have been selected for research as they are the most avid users both SNS and IMS. Bringing back the focus group discussion to the concept of Small Acts of Engagement and its two axes - investment and intention, the preliminary findings suggest that individual users develop different tactics depending on their sense of self-publication, media literacy and strength of their political preferences.

PN 030 "They will take our jobs!" – Small acts of audience engagement and media narratives about robots

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In the article "Small acts of engagement: Reconnecting productive audience practices with everyday agency" (Picone et al., 2019), we discussed mundane activities such as liking, re-tweeting and sharing, so-called 'small acts" as opposed to the more elaborate activities such as blogging. Such actions are a constitutive part of social media engagement. In this presentation, I will connect this framework with other research I'm involved with, grounded in the field of Cultural Robotics (Koh et al. 2015)Cultural Robotics addresses "the influence of robots in communication culture" (Samani et al, 2013, 1). In this context, the robot is understood as an embodied agent capable of performing a series of complex actions automatically. Furthermore, Cultural Robotics acknowledges culturally dual status of a robot as an iconic sign – on the one hand, it belongs to the realm of science, on the other – to science fiction and popular culture (Kakoudaki, 2007). If we analyse Western media narratives resolving around the figure of the robot, we will often encounter a rather alarming account, especially in regard to the future job prospects (see, for example, The Economist, 2014). Often times, these journalistic inputs overlook the actual technological advancements in the field, delving into techno-utopian imaginings and sensationalistic narratives (Penny, 2013).In this presentation, I will analyse media articles about robots that have been shared the most via Facebook, within the period of one year (Jan-Dec 2019). The articles will be limited to those written in English and published by digital media organisations, excluding personal blogs. The study will focus on EU countries. Using digital ethnography as a method, some online and social measurement tools will be used, including Google Trends and Buzzsumo. I will then take a closer look at the content that had been shared the most, and offer an interpretation for their popularity.Reference list:Kakoudaki, D. (2007) Studying Robots, between Science and the Humanities. The International Journal of the Humanities. 5(8). 165-181.Koh, J., Dunstan, B., Silvera-Tawil, D., Velonaki, M. (2016) Cultural Robotics. First International Workshop, CR 2015, IEEE Ro-Man 2015, Kobe, Japan, August 31, Revised Selected Papers. Springer.Penny, S. (2013) Art and Robotics: Sixty years of Situated Machines. AI & Society. 28.(2). 146-156.Picone, I., Kleut, J., Pavlíčková, T., Romic, B., Møller Hartley, J., De Ridder, S. (2019). Small acts of engagement: Reconnecting productive audience practices with everyday agency. New Media & and Society, 21(9).Samani, H., Saadatian, E., Pang, N., Polydorou, D., Fernando, O., Newton, N., Nakatsu, R., Koh, J., Tzu Kwan V. (2013) 'Cultural Robotics: The Culture of Robotics and Robotics in Culture'. International Journal of Advanced Robotic Systems 10(400). 1-10.The Economist (2014) Rise of the Robots: A 14-Page Special Report. 29 March – 4 April.

PN 031 Towards a pragmatics of media repertoires to study small acts of engagement

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In today's media landscape, users have access to an increased variety in media devices and content. Contemporary media practices are often combined at the same time, and have become increasingly mobile. This has prompted researchers to propose the concept of media repertoires as a way to study media use holistically, arguing that media practices are not insular activities but interrelated in a constellation of media use (Hasebrink & Domeyer, 2012; Schrøder, 2011). While media repertoire theory is considered to be on the crossroads between media use as patterns of behaviour and meaningful practice, attending both to the structure and composition as well as the relational meanings within repertoires, we argue that these relational meanings are explored to a lesser extent. In this paper, we seek to contribute to the development of the concept of media repertoires by shedding light on the relational meanings of components within the repertoire. We do this by focusing on the case of Temptation Island, a widely popular Flemish reality-tv show that is equal parts embraced by younger high-educated viewers in Flanders, and denounced by the wider audience as trash-tv. By drawing on the concept of dissonance – a concept borrowed from cultural sociology as a response to Bourdieu & Peterson's theories, we explore the relational meanings between repertoire components through what we term a 'pragmatics of media repertoires'.By adopting the lens of pragmatics and adapting it to concept of media repertoires, we seek to reinstate on the one hand (1) the importance of studying meaningful practices within the context of everyday life (cfr. Hasebrink & Domeyer, 2012 : p. 761), and (2) explore the agentic aspects of user interactions with their own repertoires. Drawing upon 64 in depth-interviews with higher-educated students aged 18-25, we propose that media repertoires are creative bricolages of media use that users actively engage with. In this paper, we provide an account of how users mold and reshape their repertoires, often in small and ad hoc ways cfr. SAOE (Picone et al., 2019), according to the cultural hierarchy of the social configurations they move through. BibliographyHasebrink, U., & Domeyer, H. (2012). Media repertoires as patterns of behaviour and as meaningful practices: A multimethod approach to media use in converging media environments. Participations, 9(2), 757-779.Levinson, S. C. (2001). Pragmatics. In International Encyclopedia of Social and Behavioral Sciences: Vol. 17 (pp. 11948-11954). Pergamon.Picone, I., Kleut, J., Pavlíčková, T., Romic, B., Møller Hartley, J., & De Ridder, S. (2019). Small acts of engagement: Reconnecting productive audience practices with everyday agency. New Media & Society.Schrøder, K. C. (2011). Audiences are inherently cross-media: Audience studies and the cross-media challenge. CM Communication and Media, 6(18), 5-27.

PN 027 Lurking, making yourself invisible and shrugging it off – SAOE in datafied everyday lives

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This paper investigates how audiences are coping with the digital platforms that they encounter in their everyday lives and how they feel about that these platforms are tracking, collecting data and mining data. Datafication, understood as "the process of rendering into data aspects of the world not previously quantified" (Kennedy, Poell, & van Dijck, 2015) has been conceived as an ideology (van Dijck, 2014) that attempts to rethink the way we "live, work and think" (Mayer-Schönberger & Cukier, 2013), and a process of colonization of the lifeworld (Couldry & Mejias, 2018). While productive contributions to our understanding of datafication, we argue for a bottom-up approach following Kennedy et al (2015) when they encourage research to 'attend to diverse, individual and subjective responses to everyday tracking' (Kennedy et al. 2015 p. 3). Previous research has identified a "privacy paradox" (Young and Quan-Haase, 2013), showing that users do engage in a calculus outweighing pros and cons of online media use, in order to justify their everyday use and dependence of platforms such as social network sites (Hargittai and Marwick, 2016). Our paper departs from this by exploring coping beyond social media to also include platforms and apps such as banking, health and shopping and by focusing on what Pink et al. has conceptualized as the mundane data routines and habits of coping with data anxieties and thus ordinary users' coping strategies (Pink, Lanzeni, & Horst, 2018). The analysis is empirically grounded in focus groups carried out in 2018 and 19 in Roskilde, Denmark, with a total of 34 participants of different ages and education background in order to increase homogeny and productivity in group discussions (Bloor, 2001). The focus groups were analysed through the theoretical framework of Small Acts of Engagements, SAOE, (Picone et al., 2019). This framework aims to capture how people both pay attention to how we act (or choose not to act) upon attention (whether as objects or symbolic messages) and involve ourselves cognitively and affectively with media content. The paper identifies four types of SAOE's, namely coping by absence, coping by trust, coping by minimizing risk and coping by apathy. While absence is often chosen when the participants evaluate the cons to outweigh the pros, minimizing includes strategies such as not posting, lurking, turning off the camera or geo-location. Finally, the paper then discusses these findings in relation to Kennedy et. al.'s work on contextual integrity in practice (Kennedy et al. 2015), defined as case-by-case assessments of whether data mining practices can be considered to be reasonable. This enables us to show how different coping strategies are employed depending on the context of the habitual situation and digital routines (fx work vs. private life), the data collected (fx sensitive to non-sensitive data), and the platform the audiences engages with (fx private vs. public, national vs. international platforms and apps).

ARS03 - Contexts of Media Use

PP 136 Making sense of audiences: media repertoires of young people

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Digital media are integrated into everyday life, which is transforming audience practices. Convergence in contemporary media systems is related to media hybridity (Chadwick, 2017), which supports the argument that audiences are 'inherently cross-media' (Schrøder, 2011). Media consumption tends to occur increasingly in a cross-media logic from a multichannel communication perspective (Amaral, 2016). The 'ecological reconfiguration' produces new patterns of media consumption (Gurevitch, Coleman, & Blumer, 2009; Damásio et al., 2015; Torres da Silva et al., 2017) and participation (Dahlgren & Álvares, 2013; boyd, 2015; Brites, 2015). As audiences become more active, there is an intensification of public connection (Couldry & Markham, 2006; Couldry, Livingstone, & Markham, 2007) with several media serving as a resource for social interaction within different contexts of action (Helles et al., 2015).
Younger generations live in a hybrid reality in which consumption has become a collective process (Jenkins, 2006), technology is increasingly being used individually (Livingstone, Couldry, & Markham, 2007), and media content provides information menu on demand (Brites, 2010). As early adopters of multitasking media uses (van Dijk, 2006), mediatised choices (Hepp, 2013) and cross-media consumption practices of younger generations are different from others generations in terms of information consumption (Cardoso et al., 2015; Pacheco et al., 2017). Several studies argue that young people have lack of interest in the 'serious' issues of society and the world as well as lack of motivation to follow up on these topics (Johnson & Kaye, 2014; Brites, Ponte, & Menezes, 2017; Silveira & Amaral, 2018). Other studies report two critical trends in youth information consumption: incidental news consumption on social media (Gil de Zuñiga, Weeks, & Ardèvol-Abreu, 2017; Boczkowski, Mitchelstein, & Matassi, 2018; Fletcher & Nielsen, 2018) and media avoidance and resistance (Schrøder & Blachørsten, 2016; Syvertsen, 2017; Brites & Ponte, 2018).
This paper aims to analyse how young people engage with media and make sense of the news in a context of deep mediatisation (Couldry & Hepp, 2017; Hepp, Breiter, & Hasebrink, 2018). Considering a hybrid and multiplatform media ecosystem, in which media ubiquity is a constant, we aim to assess and analyse the news consumption profiles and media usage patterns of young Portuguese college students of journalism.
This paper draws on a media repertoires approach (Hasebrink & Popp, 2006; Hasebrink & Domeyer, 2012; Taneja et al., 2012; Edgerly, 2015), which proposes the aggregation of individuals through a typology of media user. The methodological approach of this study was qualitative, operationalised through the development of six focus groups (n = 36) developed with students from a Portuguese university. Preliminary results point to six media repertoires: incidental news consumers, infotainment consumers, digital news avoiders, digital news seekers, traditional media users, eclectic media users. The media repertoires identified differ on the digital axis vs traditional media (Vozab, 2020; Čuvalo, 2020).

PP 138 Young audiences and reflections on digital rights while living in offline institutionalized contexts

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This presentation aims to discuss digital rights and offline life with young audiences institutionalized in juvenile delinquency centres, in Portugal, called Centros Educativos. The project DiCi-Educa (Co-funded by Academias do Conhecimento/Fundação Calouste Gulbenkian/CICANT/Directorate-General of Reintegration and Prison Services) consists in the implementation with young offenders of thematic (participation and digital rights) and technical workshops (on issues of creative participation with the use of video 360º, photography, and podcast). Since January 2019, we have worked with 5 groups of young people (N=39; F=4/M=35). This is a Participatory action research project where young people have an active role, either in the challenging of reflexive exercises all over the project, either in the production of media products, such as videos, podcasts and photovoice.

The literature review consistently points to the correlation already demonstrated in research that offline vulnerability extends to children's and young people online experiencing (cf. Livingstone, Görzig & Ólafsson, 2011; Brites, 2015; El Asam & Katz, 2018). In a profusely mediatized society such as the current one, there is a continuous gap between those who have opportunities to navigate online and those who are living on the margins of various exclusions, including from the media and digital environments (Carvalho, 2018; Livingstone & Helsper, 2007).

The predominate context of vulnerability of the youngsters we worked with - whose parents have low education rates (5 mothers and 3 fathers that don't know how to read) - and also the fact that while they are institutionalized they cannot have access to internet challenged our work with them in terms of discussing digital duties and rights. In this regard, the project aims to build a safe and sustainable future for these youngsters, in regard to an increasingly deeply mediatized life when they are put in liberty.

In this communication, we want to reflect on two questions that challenge the present and the future of these young citizens: How are these young people reflecting on their digital rights and duties? How their offline life can be related to processes of participation at the centros educativos and particularly in the project DiCi-Educa?

Preliminary results point to an ambivalence in relation to the sustainability of positive and safety of digital duties and rights in regard to the forms they used to accede and use the internet before going into the centro educativo. They matured their sense of duties and difficulties in understanding online behaviours during the workshops and also by facing some challenges in the activities. One of the challenges was to use the technology in connection to a frame, for instance, to take pictures to show emotional states and trying to look at small details of daily life with a fresh new angle.

Regarding their offline context, the young people and also technicians and the decision-makers in the DGRSP, started to consider the possibility of enabling access to internet to favour digital inclusion and educational opportunities without disregarding the importance of weighing and adjusting security rules to this specific group and context.

PP 137 How people make use of media within their everyday lives. A life-world oriented mapping approach to the field formerly known as "Audience and Reception Studies"

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Within the wider field of communication studies, „audience" and „reception", the key terms of the ARS Section of ECREA, still serve as a general point of reference for research that is interested in what people do with the media, and what media do with people. However, in today's media environment, both terms are contested, because they remain stuck in former media scenarios that were characterised by the clear distinction between senders and receivers. While the ARS Section and the researchers in this field have emancipated themselves from these conceptual bonds, it is unsatisfying that we do not have an agreed conceptual framework and a corresponding denomination for this field. Our objective is to contribute to such a framework.

For this purpose, in a first step, we will outline a life-world oriented approach to media usage from a praxeological perspective. Central to the praxeological approach (Bourdieu, 1977) is to understand indivduals' media usage within everyday life, manifested in social milieus, where individuals attempt to realize their specific life goals. In their practical actions, meaning their specific conduct of everyday life, individuals use their capital to seize opportunities in their social spheres (Habermas, 1988, p. 473), such as work life, politics and law, and the private sphere, as efficiently as possible (Weiß, 2000, p. 47). Their subjective perception of the *options for action*, based on their social milieu, is crucial here, as is the way they form their *outlines for action* and thereby acquire *competences for action,* which make it possible for them to apply their resources to the task of realizing the outlines of action (Paus-Hasebrink, 2019).

In a second step, we will apply this conceptual approach to reconstruct the analytical links and distinctions between different subfields of today's audience and reception studies – e.g. research on sense making, selective exposure, media repertoires, curation practices, or media effects. While it will not be possible to discuss these subfields and approaches in detail in a conference paper, we will present and discuss a structured table that, for each sub-field, indicates how it relates to the conceptual approach and how its specific contribution can be rephrased within this approach. Based on this we will show how this kind of theory-led mapping of the field can help to integrate concepts and findings from different sub-fields and to approach an agreed denomination of the field formerly known as "Audience and Reception Studies".

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PP 135 Emotions in digital civic contexts: A family perspective

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Increasing attention is paid to the role emotions play in media users' sense of civic engagement (Mouffe, 2002, 2005; Papacharissi and Oliveira, 2012; Kligler-Vilenchik and Shresthova, 2014). This paper explores this claim empirically, by contrasting case-based reflections on three recent, geographically varied research projects: regulating gaming from a family perspective in Norway (2018-2020), digitalization of day-care institutions and families in Denmark and Germany (since 2015), and news media's significance for digital and civic influence in Portuguese family contexts (2014-2018). Through long-term observations of audiences, as well as focus group and individual interviews, we have investigated how parents' and youth's emotions and affective relations direct familial actions in the light of present regulations of digital contexts, and how they have implications for the civic realm. These observations lead us to theoretically reflect on and conceptually generalize across the contexts we engaged in, given the existing literature on media and emotions in relation to family and digital and civic context: What is the civic environment at home, and what role do emotions, audiences and media contexts play in its constitution? How do these contexts foster civic and active citizens and contexts? Our preliminary findings suggest that emotion is an inseparable part of daily interactions, through which family members contribute to public discussions on digital and civic contexts.

While not dismissing the assumption that democratic deliberation should be achieved through rational consensus, the preliminary interpretative analysis of the literature review (Eisenhart, 1998; Hammersley, 2004) shows that emotions and affectivity tend to be understood as standing in a too binary or even oppositional relation to reasoning, which enables or delimits the consumption or production of news or discourses (Barnes, 2013; Gerbaudo, 2016), even among children (Carter, 2014). A more body-phenomenological view suggests, for instance, that the affective is part of all perception and action, which would certainly also include civic engagements (Roald, Levin & Køppe, 2018). This could shed new light on ongoing public discussions on children and youth's digital literacy, as an area family members affectively contribute to through their daily interactions. Parents and youth encounter much uncertainty and ambiguity in their attempts to meaningfully integrate and regulate digital technologies in the households (Hartmann, 2015), at educational and care institutions, as well as other arenas of everyday life (Chaudron, 2016; Zaman, B., Nouwen, M., Vanattenhoven, De Ferrerre and Van Looy, 2016; Kumpulainen and Gillen, 2017). The preliminary results of this ongoing reflection point to the need to conceptually reframe the emotion/reasoning binary. This could help us better understand how political-civic engagement starts with and is continuously co-shaped by the family - as a media context, as a caring context, as an educational context - and how uncertainty and ambiguity may be understood as necessary tenets of developing digital, or and more generally: democratic literacy.

ARS04 - Trust in Media

PP 223 Media trust in "high choice media environments": Conceptual limits and a new approach

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The study of current media trust phenomena in post-industrial societies has to reflect the changes in media frameworks from digitalization. These changes are characterized here as a transition from "low to high choice media environments". An increasing offer of information makes it easier for recipients to adapt their media usage to individual preferences. As a result, media trust must be understood against the background of interconnected media differentiation and audience differentiation processes. Given these transformations, it cannot be taken for granted that media trust theories developed for mass communication are still valid in "high choice media environments". This leads to the following research question: Can the conceptual challenges to media trust research in "high choice media environments" be adequately addressed and answered by communication science approaches to media trust and what theoretical extensions or new approaches are needed? To answer this question, first, potential conceptual challenges are identified from a literature review of a broader meta-theoretical discussion on the conceptual and methodological foundations of research on media effects in high choice media environments (i.e. Bennett & Iyengar, 2008; Donsbach & Mothes, 2012; Gaines & Kuklinski, 2011; Mitchelstein & Boczkowski, 2010; Valkenburg & Peter, 2013; Van Aelst et al., 2017, Vowe & Henn 2016). In this regard, the most pressing conceptual challenges can be summarized as [1] the need for contextualization of media effects within [2] a more differentiated perspective on audience groups and [3] public communication more generally, [4] the increased relevance of subjective involvement with topics and media frames, hence public discourse dynamics. In a second step, existing theories of media trust in communication studies are analyzed in what way these conceptual challenges are addressed and answered. Initial literature review of two main theories of media trust in communication studies (Bentele 1994, 1998, Kohring 2004, Kohring & Matthes 2007) - justified by their broad application, validation and elaborated system-theoretical basis – reveals: [1] a primarily content or output focused concept of media trust, [2] audience differentiation plays no or only a secondary role, [3] the underlying notion of the public sphere is a rather homogeneous and [4] public discourse dynamics are conceptually not relevant. With social change positioned in the conceptual center of the aforementioned media trust theories, this paper suggests theoretical extensions based on the notion of social change as (Imhof, 2008; Imhof & Gaetano, 1996)

[A] an interaction of functional, stratificational and segmentational differentiation of society. Thus the formation of media trust is contextualized by one's position in society. This leads to a heterogeneous understanding of media trust.

[B] different periods of active and passive publics. In times of active publics, reflexive media trust judgments of involved social groups are related to a conflict over the definition of a societal problem between a hegemonic center and certain alternative publics.

To conclude, these theoretical extensions take into account the multidimensional nature of media trust and provide the conceptual connection to more recent approaches of digitalized public spheres like dissonant and disconnected, affective or multiple public spheres.

PP 222 Estonian and Russian speaking audience sections' opinion on trust in Estonian media outlets and on the value of public service broadcasting in 2010-2019

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In times of information overload and misinformation, ensuring adequate public awareness in democratic societies has become increasingly intricate. The success of social media has challenged traditional media, including public-service media. As a result of Estonia's geopolitical location and applied media policy, it is a special challenge to connect Estonian and Russian-speaking communities in a common information field. The aim of this paper is to analyse the changes of opinions of Estonian and Russian-speaking communities on the importance and credibility (trustworthiness) of different information sources in 2010-2020. The selection of information sources includes all Estonian media channels, main Russia's TV channels and services offered by global players. Another important focus of the study is to explore the satisfaction of the two communities with the content and activities of the Estonian Public Broadcasting. Thirdly, this work analyses the impact of the launch of the Russian-language public service television channel ETV+ on the viewing time of (Russia state) TV channels among the Russian-speaking audience in Estonia.

In the article, we will also examine the role of PSM (in Estonian, the ERR – Eesti Rahvusringhääling) based on the data collected in Estonia. We will analyse the role of ERR in their specific functions in content provision and the audience feedback to their role performance. One aim of the study is to explore the possible new roles that ERR can play in society and for audiences.

To provide the answers to our research questions, we will use the public data provided by Statistics Estonia on the changes in the broadcast programming, as well as original survey data collected by various studies conducted by ERR and Tallinn University (representative surveys among the Estonian population in 2014, 2017, and 2019, with approximately 1,000 respondents for each, organised in cooperation with TNS / Kantar Emor and SaarPoll). The conclusions we draw could be relevant to PSM in other EU countries as well since those systems face similar problems.

PP 225 Trust and credibility in European media: A cross-country analysis

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The aim of this paper is to analyse trust in media across 28 European countries. Drawing from the ZA7489 Eurobarometer's raw data (2018) We will analyse trust in the internet, online social networks, radio, and television, relating this aspect to the credibility of news, diversity of views offered, political pressures, and the perception of news that distort reality on each of these countries.

Deepening in the analysis of trust and credibility, their relationship with the "generalised trust", and the differences that exist between the countries of Europe, constitutes an important field of analysis to be explored and which can greatly contribute to explaining social behaviours related to the new forms of democratic participation OCDE (2001) and the legitimization of public service media (Wrabetz, 2017; Van den Bulck, Moe, 2018) and more specifically the movements of civic participation that are observed throughout Europe.

The relation of trust and mass media was first hypothesized by Putnam (1993) and the effect of contents and news in relation to citizen trust remains a relevant discussion today (Delli, Carpinen, 2004, Wosling, 2010). In this analysis, we will also take Hallin & Mancini's media systems classification (2004) as a reference to assess whether their classification regarding media development and the socio-political aspects of each country fit the patterns of trust and credibility obtained by our results. This analysis aims to complement from a different point of view previous analysis such as the EBU Trust in Media (2019) and the Eurobarometer itself.

The methodology used for this paper includes the statistical modelling of the responses of 32600 individuals to create the accumulated frequencies of each of the 28 countries, obtaining data of the variables trust and credibility/reliability in the media for these territories. In this macro analysis, we will then compare the results of the 28 countries. In order to determine trust in European public media, we will first take the perception of plurality on these public media and compare it, for each country, with its general trust and the trust in their media and platforms.

Then, we will contextualize the accumulated frequencies of each country by comparing their variables of trust and credibility with the country's perception of trust in news, perception of pluralism, and perception of independence. Finally, the results obtained will be compared with Hallin & Mancini's (2004) media classification in order to check whether these results correspond to the defining criteria of the country's media typology.

PP 224 Media distrust as the generalized expectation of an orientation loss. Empirical validation of a scale to capture distrust of established news media

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Distrust of news media is a research topic that for a long time has received little attention in communication studies. Initially, Cappella and Jamieson (1997) were concerned with the cynicism towards the established media that is taking hold among some parts of the population. Later on, Tsfati (2003) addressed this issue determining it as "alienation and anger toward the way media function in society" (p. 68). This distrustful disposition has mostly been measured employing the same items that are used to measure trust in news media (e.g., Tsfati & Cappella, 2003) indicating it as a lack of trust. In contrast, some authors make a case for (media) distrust as a distinct concept different from (media) trust (Engelke, Hase & Wintterlin, 2019; Lewicki, McAllister & Bies, 1998). In this paper, we follow this idea by defining media distrust as the _generalized expectation of an orientation loss_ caused by the established news media. Hence, the term exceeds the expectation that the news media does not fulfill its orientation function sufficiently. It is rather about blaming the media for a systematic disorientation by suppressing crucial topics, biasing depictions, presenting fabricated facts, and making wrong assessments.

Our study examines, if this theoretically plausible conceptualization of media distrust as a distinct, multidimensional, latent construct also holds true empirically. To test this assumption, we conducted an online survey from August 1–8 2019 on a sample that is representative for the German population regarding the demographics gender, age, education, and federal state (N = 550). Our analysis assessed the construct validity of a newly developed media distrust scale using structural equation modeling. The measurement model included both, 'media trust' (see Kohring & Matthes, 2007, for the tested scale that we employed) as well as 'media distrust' as two separate second-order latent factors. A confirmatory factor analysis (MLR estimation) revealed that the reflective indicators measure the distrust variable consistently (convergent validity). The model shows a high global fit, while all standardized loadings are significant and higher than .5. Additionally, the average variance extracted (AVE) and the congeneric reliability (Jöreskog's rho) exceed the value .5. Furthermore, discriminant validity was established based on the Fornell-Larcker criterion. Although the correlation between the constructs media trust and media distrust is quite strong, the respective AVEs are higher than the squared correlation of both factors. The distrust scale also featured predictive validity, as it has a significant positive effect on a person's exposure to _alternative_ news media, while its counterpart trust was not a significant predictor.

The study makes a significant contribution to communication studies by providing a valid measure of distrust of news media. The empirical evidence speaks against the unity of trust and distrust. The terms do not mark the opposite poles of a single scale, but rather apply to two empirically distinct constructs with different implications. Future research on media trust or distrust, respectively, should take this distinction into account and focus on the specific social consequences as well as determinants of both phenomena.

ARS05 - Evaluating (Dis)information

PP 285 How adolescents and senior citizens evaluate fake news

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In three experimental studies conducted in Norway we compared how university students (N = 483, M = 21.4 years) and senior citizens (N = 508, N = 70.7 years) evaluate fake news on crimes. The origin of the perpetrator (an immigrant vs a native Scandinavian) of the fake news was manipulated in a between as well as in a within Ss-design. Participants were asked to evaluate on scales their emotions elicited by the news items (anger, fear, worry, sadness), perceived credibility of the news and their willingness to share the news stories (face-to-face, on social media). We found that senior citizens trusted fake news more than students did, felt more emotional about them and were more willing to share them. This difference was not explainable by the difference in the achieved education, as it applied also to older adults with university background. In addition, both young and older women were more susceptible to misinformation than men. In both samples we found evidence for confirmation bias: participants' political orientation and attitudes towards refugees impacted their trust in specific news items based on who the perpetrator was (an immigrant vs a native Scandinavian). Whereas young adults more frequently justified their credibility rating by formal aspects of the news ("the news item looks (does not look) legit"), senior citizens more frequently provided justification based on common sense and life experience ("such crimes happen all the time", "this is unlikely to be true based on my experience"). Trust in the presented fake news items was associated with trust in both old (television, radio, printed newspapers) and new media (Internet). There was no relationship between the amount of Internet use and trust in fake news. The weekly number of hours spent on following news was not associated with one's ability to distinguish facts from misinformation.

PP 289 Multidimensionality of trust: Assessing Finnish audiences' views on trustworthiness of digital news

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In recent years, trust has become one of the key themes of academic and applied communication research. Studies have tackled audiences and news; the phenomenon of "fake news" has elicited a significant amount of academic research as well as international policy analyses; and several projects have also focused on particular aspects of technologies, media, and trust.

Many studies, including the Reuters Digital News Reports (e.g., Newman et al. 2017; 2018; 2019), suggest that the erosion of trust in the media is a trend in most societies. While several comparative efforts (Hanitzsch & al. 2018) have questioned this conclusion, the majority of studies is still mostly concerned with the disintegration of trust in the media, rather than factors in support of trust in news media.

This presentation aims to contribute to the aforementioned, less researched, aspect of trust: how to maintain and build trust among news audiences. Based on survey research data (2008, 2019) and focus group interviews, our study dissects understandings of trust by analyzing in what ways Finnish audiences experience trust in news, especially when consuming them on digital platforms, and what factors explain trust in different news sources. Finland provides an interesting case study internationally, as Nordic media are inseparable parts of the mechanism producing a high level of social trust within the welfare state system (Nieminen 2019) and they feature the highest level of media freedom and literacy in Europe (Lessenski 2018). Finland is known to exhibit the greatest levels of trust in the political establishment, the government, as well as the media (e.g., Newman et al 2019).

Our basic premise is that trust can be understood in three ways: as dispositions of individual actors; as the social organization as a whole and the relationship between different social nodes and the system; or constantly negotiated property of social relations (e.g., Nootens 2018). Given the nature of today's legacy and social media – their role as an institution and potential role in political participation in a democracy, the opportunities by digital platforms for user-generated content and peer-to-peer communication; and in general, the mediatized nature of most societies, trust in media entails features of all three understandings.

Our analysis highlights this multidimensionality of trust, as well as its contradictory characteristics. The research results point out that audiences express concern about the diminishing trustworthiness of news media and especially social media, but disillusionments on platforms and social media seem not to have dramatically dampened trust in the specific news outlets the respondents turn to for their news. This is not a unique phenomenon in Finland. The results also indicate that audience members consider themselves media literate and critical of all news media, especially digital platforms (individual disposition) – while they fear that others may not have the same capacities to distinguish trustworthy and untrustworthy news (distrust in relation to others).

PP 287 Assessing "fakeness" in the news: An experimental study on Readers' perceptions

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The debate on the veracity of news often evokes diverging understandings as audiences engage in a broader debate of how information is perceived by various segments. The term "fake news" emerged as a new, global construct among leaders, media professionals and consumers of media content, capturing a new trend of doubt and disbelief towards mainstream media organizations which, in the past, maintained a capacity to establish the salience of news stories while advancing dominant agendas.

This paper draws from agenda setting theory while discussing fake news in parallel with agendas of mainstream media news. As audiences attribute more salience to certain stories, they are more likely to treat them as news; as such, this relationship opens new opportunities of theoretical explorations in the context of agenda setting.

Drawing from the literature on fake news, the research is based on an experimental study designed to explore people's critical, differentiating capacity between news and content that looks like news. We tested three main attributes to assess the salience of "fakeness" in the news, namely satire, exaggeration and popularity. We argue that these attributes can contribute toward assessing "fakeness" in media content. Specifically, four groups of participants read four versions of a news story. While the first Condition included an actual news story derived from a mainstream medium, the other three conditions tested three attributes of fakeness, namely an exaggerated, a satirical and a popularized frame of misinformation. Additional intervening variables were scrutinized showing a connection between the salience of a story and its perceptions of fakeness.

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PP 288 Better ask your neighbor: Audience's sense-making strategies in conflicting information environment

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During violent conflict, evaluation of information sources often presents a complex challenge. Aware of propagandistic efforts and media disinformation, active audiences are cautioned to invest their trust carefully. Social interactions play a critical role for mediating audiences' trust, as they negotiate contested information spreading across both diverse media and social networks. Through the collective practices of understanding – *theorizing* – the media, people formulate "media folk theories" (Toff & Nielsen, 2018) that contain information about journalistic values and practices and about audiences' own risks and benefits from media trust and media use. Embedded in users' social context, media choice and refusal are based on the shared beliefs and ideas about the media, beyond the features of specific content. This study uses the context of the propaganda-saturated environment of the Russian-Ukrainian conflict, to investigate how audiences develop and negotiate strategies for assigning trust to mediated and social sources. Six focus groups were convened up to three times over the course of several months amid the ongoing political conflict in Eastern Ukraine, complemented by individual interviews with selected participants following each group interaction. The study performs a discourse analysis of the interactions, augmented by micro-level conversation analysis to track the changes that evaluation undergoes from individual interpretation to group discussion and back to individual opinion.

The study identifies three primary verification strategies, each based on a different notion of pragmatic trust (Schwarzenegger, 2020): Participants choose to skeptically distance from the sources but trust in institutional validity of media system; they pragmatically rely on sources that are ideologically close to them; or they choose to defer any judgement about the media source and ground their understanding in cynical disillusionment. Each of the strategies implies distinct perceptions of the media and of users' social environment as a mediator of political information. *Authorization* conceives of the media as valuable but deficient, retains some trust in the institutions and engages into skeptical cross-check of sources, both mediated and personal. *Cohesion* combines selective trust in the "loyal" sources, which are identified based on identity heuristics, with the performative distrust towards the "hostile" sources. Finally, *authentication* combines personal trust with media cynicism, disregarding media accounts as irrelevant and relying on peer-validated accounts as a primary source of authentic information. Importantly, each strategy is embedded in participants' social environment: community of believers, network of fact-checkers or personal circle ready to share first-hand accounts not only supply information, but also help audiences to negotiate an appropriate verification strategy. The article concludes by discussing implications for studies of media trust and media use and the role of social learning in audiences' understanding of the media.

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PP 286 Disinformation and metacognition: The effect of cognitive awareness on judging the veracity of news on social media

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In the current climate of increasing public concern over fake news, the idea that metacognitive awareness can moderate or change news perception, and affect changes in decision-making, seems crucial in understanding how users of social media cope with disinformation, manipulation, and partial truths.

We aim to explore how conspicuous presence or absence of metacognitive processes may affect social media users' willingness to accept or reject a piece of news as true or false. To which degree do people believe that they are acting autonomously? Are there signs of awareness of evolutionary, cognitive, and neurological phenomena, which reinforce belief confirmation and reject counter-attitudinal cognitions?

According to David Dunning (2012), 40 years of research substantiate that people consistently overestimate their capacity to judge their performance. Yet, there is significant confirmation that instances of metacognitive awareness enable individuals to discern a biasing influence and make corrections to adjust their perceptions, which may result in a more realistic assessment of the news they receive (Petty, Wegener, and White 1998)

Sentencing impulsively "This is fake news", upon a cursory reading of a headline or an article, would be "primary thinking" in cognitive psychology parlance. Conversely, "My estimation that this is fake news might be motivated by the sender, or the author, or the ideological slant", would constitute an example of a higher-order thought process that constitutes metacognitive awareness and which is characterized by a more deliberate, effortful, time-consuming cognitive activity (Rucker et-al.:2011; ; Briñol & DeMarree: 2012).

This process of "bias correction" also requires a certain measure of awareness of the optimism bias, another unconscious, automatic mechanism of the human mind. Humans have a strong propensity to shun or dismiss information if they fear that once acquired, this knowledge will not allow them to believe what they would like to keep believing (Sharot: 2011)

To this end, we conducted six, two-hour-long focus group meetings (n=48). The focus group discussions were recorded and transcribed. Participants were selected controlling for age, sex, educational level, media engagement, and public engagement. We analyzed the participants' contributions for conspicuous displays or marked absence of three metacognitive processes: bias correction, optimism bias (avoidance of negative cognitions), and over-/under-confidence in judging their own performance. We asked participants to judge their competence to gauge the veracity of information, and to discern fake news relative to other users. We prompted participants to produce examples from their social media accounts of what they perceived as fake news, and we gave them examples of news stories, some true and some false, and asked them to determine their veracity.

We conclude that observing both evidence of metacognition, _and_ absence of metacognition affords insight into people's capacity to judge news as true or fake. Over-confidence, coupled with obliviousness to cognitive biases (strong optimism bias, no notion of bias correction) were strong predictors for people's inclination to believe and share fake news. Conversely, under-confidence to judge coupled with awareness of cognitive biases made people more skeptical of fake news and less vulnerable to deception.

ARS06 - Changing Conditions of Access and Participation

PP 297 A multi-dimensional approach to digital inequality

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Introduction & Literature Review: Research on digital inequality typically focuses on one dimension of inequality at a time (e.g., access, frequency of use, skills, benefits) and the relationships between these dimensions were rarely discussed. Several researchers have criticized these limitations (Gunkel, 2003; Jung, Qiu, & Kim 2001; Selwyn, 2004) and an increasing number of theoretical contributions (Helsper, 2012) and empirical studies started addressing the relation between dimensions (e.g. Tirado-Morueta et al., 2017). Our presentation contributes to this discussion by proposing a theoretical typology that includes four distinct relations that may exist between dimensions (i.e., maintaining, reinforcing, mitigating, and modifying relations). Furthermore, the proposed typology is applied to the empirical analysis of digital inequality among older adults.

Methods: We examined a representative sample of 1,037 older adults aged ≥65 years with no restrictions on upper age. The sample was drawn by a professional and well recognized survey institute and resulted in a good representation across all age groups (M = 75.1; SD = 7.46). Data were collected by computer-assisted telephone interviews and paper-and-pencil surveys of households without a telephone connection.

Results & Discussion: Our analysis with logistic regressions and multiple regressions reveals empirical evidence for all four suggested relations:

Maintaining relation: Income has a positive effect on Internet access but has no explanatory power on any other dimension. This means that the influence of income is limited to access and has no effect on inequality once older adults are online. However, this also implies that the inequality created by this access-gap is maintained onto all other dimensions.

Reinforcing relation: Empirical evidence for a reinforcing effect is given if a variable has a significant effect in the same direction on two dimensions. This is the case for gender, age, preretirement computer use, frequency of Internet use by alteri, and encouragement by alteri. This means that if an inequality on one dimension is addressed and successfully diminished, the inequality may still prevail on other dimensions.

Mitigating relation: We found a mitigating effect for health information. Although overall women use the Internet less frequently, those who are online are more likely to use health-related information compared to men. Inequalities found regarding access may thus turn out to be less pronounced if other dimensions are included. At the same time, this means that closing the inequality on one dimension may increase the inequality on another dimension.

Modifying relation: We found modifying effects for the factors gender and age. While gender has an effect on skills (women report less skills) it has no effect on diversity of use. Age on the other hand does not predict skills but has a negative effect on diversity of use. Due to the positive relation between the dimensions skills and diversity of use, we can consider the inequality on both dimensions modified, so that young women might be especially disadvantaged.

These findings illustrate the added value of taking the four relations into account since they require different intervention strategies.

PP 298 Audiences assemble

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This paper offers an argument about audience assemblage that resists the common ways in which we conceptualize audiences and produsers as already there, an aggregate to be measured or an engagement result. Bruns' concept of produser draws attention to the interstices between production and industrial settings and users, consumers, and citizens as producing meaning and products. However, produser implies the always already user as sharing information and building projects, such as open software or citizen journalism. What happens before produsage? For Tim Ingold the meaning of the term "production" is ripe for re-assessment, shifting its meaning from the activities of making and building to processes of hope, growing and dwelling. Here, we see a way of understanding audience practices as a process of becoming, not an object or construction but what we might think of as path trails to be found within our encounters with media.

The research draws on production and audience interviews for the television drama *Utopia* (Kudos, Channel 4); there were 21 production interviews, including the executive producer, line producer, editor, director, writer, cinematographer, sound designer, marketing manager, and 56 audiences and fans participated in individual and group interviews (2-3 persons). The paper offers a critical analysis of the creative practices of sound production and audience experiences for this cult conspiracy television drama, to reveal people's awareness of themselves as becoming audiences and produsers.

The production and audience research allows us to understand how audiences assemble. The theoretical framework is a play on both Ingold and Wetherell's research into "trails of becoming," using the notion of production as processes of hope and growth, and the notion of patterning as path trails of becoming. One of the key strengths of exploring this meaning of assemblage is that it allows a glimpse into how audiences assemble themselves through their engagement and participation in popular culture, suggesting patterns and flows within their affective practices that can illuminate their hopes and dreams, their processes of becoming audiences and produsers.

What is significant for this analysis is how the soundtrack mixes with the visual storytelling, fostering a distinctive way of listening and seeing not only the world depicted in *Utopia* but also the real world in which audiences, listeners, and producers live. This audio-visual composition generates audience assemblage, where people make connections, becoming producers of hope, as well as produsers of new content, such as sound compositions, vlogs, and fan campaigns. In the case of *Utopia* these audience assemblages, occurring in various geographical places, destablize the market terrain for digital television, generating a geo-political audience alert to the power relations within media industries and in society and culture.

PP 295 Changing technologies, changing lives: Older adults' perspectives on the benefits of using new technologies

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While older adults are increasingly adopting new technologies and digital media (Anderson & Perrin, 2017), research suggests that they are still behind compared to younger generations (Friemel, 2016). The reasons to the adoption and non-adoption of new technologies vary from lack of interest (Helsper & Reisdorf, 2013) to lack of skills, whether perceived or real (Berkowsky et al., 2017). Reviewing the literature on older adults and Internet use, Hunsaker and Hargittai (2018) found that most of the work so far has focused on whether people have become Internet users, not details about older adults' experiences once online. This paper addresses this gap in the literature by drawing on data from adults ages 59 and over about their perspectives on their uses of new technologies.

Drawing on 102 in-depth interviews with older adults conducted in four European countries (Hungary, Netherlands, Switzerland, Turkey) and in the US in 2019-2020, we explore how older adults perceive the role of new technologies in their lives with a focus on what benefits they believe they derive from them. Adults in the sample range in age from 59-91 with a mean of 70 (standard deviation: 7.5), and just over half are female (55%).

Findings show that the vast majority of older adults in our sample have several positive experiences with various new technologies, although the dimensions of benefits differ depending on the purpose of use. For instance, many respondents find the alternative communication methods provided by digital media such as messaging and video calling to be useful as these increase the contact people can have with family and friends. Others find the impact of these particular technologies not related to the amount of contact they have with people, but find it useful to interact with digital media for information seeking. In the latter domain, they cite easy access to news, health information and product information as specific benefits.

The majority believe that they have less experience and lower skills with new technologies than younger generations. However, they mention an interest in learning more about these technologies and the benefits they offer. Moreover, those realizing the benefits of engaging with new technologies show greater interest in gaining more experience and experimenting with new applications. Overall, the paper offers insights into how older adults who have not yet crossed the digital divide to become users may be encouraged to take that step given the positive experiences of those in their age cohort.

PP 296 Intergenerational interactions between elderly people and "warm experts": Possibilities and barriers for elderly learning

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Research on how individuals integrate digital media in their everyday lives has shown how close relationships, with family members and friends, play and important role. In this context, the notion of "warm expert" has been introduced. A warm expert is a person who contributes to the use of digital media among less knowledgeable and closely related individuals (Backardijeva, 2005). Studies on warm experts have so far focused on, for instance, who these people are for elderly users and what tasks they perform (Olsson & Viscovi, 2018). They have also looked into how warm experts contribute to elderly's online communication (Lüders & Roth Gjevjon, 2017). However, while previous studies often have touched upon the concept of learning, a more in-depth analysis of learning experiences and how social interactions around digital media contributes to – and also hinders – learning is lacking.

This paper aims to deepen our understanding of warms experts by analyzing intergenerational interactions around digital media between elderly people and younger generations, primarily children and grandchildren, and the possibilities and barriers for learning in these contexts. The paper departs from the view that social relations and social interactions are fundamental parts of the learning process, and that active involvement with the surrounding environment is crucial for learning (Illeris, 2017). Drawing on in-depth interviews with 22 elderly people (70–94 years) living in the south of Sweden, the paper analyzes how elderly describe how they become engaged in learning about digital media in interactions with children and grandchildren, and what barriers to learning emerge.

The analysis reveals, on the one hand, that elderly experience how children and grandchildren explain well and engage elderly in the learning process, but this does not always occur without effort, as elderly often need to instruct the younger generations how to perform as "warm pedagogues". Learning to use digital media, which the elderly commonly perceive as quite difficult, is aided when they are shown slowly step-by-step, when the warm experts understand their background knowledge, and when the elderly are provided the opportunity to test themselves. On the other hand, barriers to learning are raised when warm experts - sometimes those who are also professional IT-experts - show too fast and without patience, thus shutting out the elderly from learning possibilities. Barriers are also raised when they live in different "digital worlds", that is, when they are on different sides of the iPhone/android divide. The newest technology, such as voice-based AI, can also put the warm experts in a non-expert position, limiting their ability to teach how it works.

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PP 294 Transitions in life and changes in media use

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1. Introduction

This paper focuses on transitions in life like parenthood, separation or retirement and their implications for changes in media use. We discuss the relationship between the *conduct of life* on the one hand and the *use of media* on the other hand, and why it is important to concentrate on this relationship in order to get a better understanding of changes in media use across the life span. Two research questions are central in our study:

1. *In which way do transitions in life initiate the development of new media practices?*
2. *How can the relationship between the conduct of life and the use of media be theorized?*

2. Theoretical framework

According to the *domestication approach*, the process of media appropriation can be described as both discontinuous and never fully completed. This means that patterns of media use never remain stable in the course of a lifespan but are constantly changing (Berker et. al. 2006). Changes in the way of life such as *transitions* (Welzer 1993) alter the structure of everyday life and can thus urge people to use media in a different way. However, a unified understanding of the category everyday life is so far lacking in communication studies (Krotz/Thomas 2007: 31), yet indispensable in order to systematically analyse how and why people adapt their media use to an altered daily structure. Therefore, the elaborated sociological concept of *conduct of life* has been used (Voß 1991). According to this concept, everyday life can be analytically differentiated into various dimensions, among others spatial, temporal, social, content-related. This dimensional differentiation allows to detect changes in everyday life precisely and relate them to the changes in media use.

3. Methodology

This paper refers to selected findings from an *ethnographic panel study* with 25 couples on domestic media practices. The sample was composed systematically based on education and age. The study includes four different survey phases. In 2008, 2011 and 2013 the partners were consulted together in qualitative interviews. Moreover, in 2016 further data has been retrieved via written survey.

4. Results

We identified *nine types of transitions* which occurred during the survey period: Parenthood, children's leave of parental home, separation, new relationship, retirement, changes in career, decease of one's spouse, change of residence and serious illness. It is evident in the empirical data that these transitions initiate the development of new media practices because of changes in the daily structure. Our findings concisely show that changes in every dimension of conduct of life (*time, space, relationships, tasks, emotional life, value orientation, resources or physical constitution)* can initiate dynamics in media use. For example the spatial distance (*space*) after children's leave of the parental home leads to new forms of media communication such as Skype, or an emotional crisis (*emotional life*) after a separation can lead to an extensive use of television as distraction. We define these processes as *specific everyday life driving forces* for dynamic in media use. In our talk we want to discuss these processes in more detail.

ARS07 - Experimental Approaches to Media Content

PP 305 When feeling guilty does good – the effect of guilt appeals in nature documentaries for entertainment experiences and pro-environmental intentions

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Responding to the growing importance of global warming and environmental destruction producers of documentaries changed the way they depict nature (Riederer, 2019). Content analyses show that while *traditional* nature documentaries (e.g., BBC's "Planet Earth") predominantly depict fascinating nature shots, *modern* ones (e.g., Netflix's "Our Planet") integrate guilt appeals by discussing the destruction of earth and denouncing the role of humans in it (Jones et al., 2019). From the perspective of traditional entertainment theories (e.g., Zillmann, 1988) it seems unlikely that these modern types of documentaries entertain viewers. Rather, they should evoke negative emotions that are detrimental to fun. However, recent entertainment research suggests that uncomfortable content may also be entertaining by evoking eudaimonic entertainment responses (Oliver & Bartsch, 2010). Against this background, our study investigates: *Do traditional and modern nature documentaries differ in the intensity of their evoked hedonic and eudaimonic entertainment experiences* **(RQ1)?** Guilt appeals are integrated into modern documentaries to strengthen viewers' pro-environmental intentions (Jones et al., 2019). Our study aims to test this empirically: *Do modern nature documentaries activate stronger pro-environmental intentions than traditional ones* **(RQ2)***?*

Moreover, edutainment research shows that people are more likely to learn and face unpleasant content if they are hedonically entertained. Recent studies indicate that also eudaimonic entertainment can strengthen learning and pro-environmental intentions (Schneider et al., 2016). Thus, we ask*: Do hedonic and eudaimonic entertainment experiences mediate the effects of traditional and modern nature documentaries on pro-environmental intentions* **(RQ3)***?*

Method:

An experimental 2x1 between-subject online survey was conducted (N=146, 60% female, age: M=28 years, SD=13). The respondents were randomly assigned to one group and presented with one of two versions of a seven-minute film (both groups: n=73). Both films showed the same scene from "Our Planet" but were edited to differ in the degree to which they blamed humanity for environmental destruction. Hedonic and eudaimonic entertainment experiences (Oliver & Bartsch, 2010), pro-environmental intentions (Stern et al., 1999) and guilt (Izard, 1997) were measured with tested scales and compressed into mean indices (α>.830).

Results:

The experimental manipulation was successful: the version containing guilt appeals created significantly more guilt (M=2.68, SD=0.93) than the neutral version
(M=1.42, SD=0.32; F(1,144)=102,207, p<.000, η^2=.415). ANOVAs revealed, that traditional and modern nature documentaries differ significantly in their intensity of hedonic
(traditional: M=5.41, SD=1.38, modern: M=4.42, SD=1.48, F(1,144)=17,526, p<.000, η^2=.109) and eudaimonic entertainment experiences (traditional: M=4.06, SD=1.49,

modern: $M=5.51$, $SD=1.20$, $F(1,144)=42,453$, $p<.000$, $\eta^2=.228$). Further, we found that the modern documentary lead to significantly stronger pro-environmental intentions ($M=4.86$, $SD=1.02$) than the traditional one ($M=4.43$, $SD=1.45$, $F(1,144)=5,799$, $p<.05$, $\eta^2=.039$). Finally, mediation analyses (Hayes, 2017) revealed a complete mediation: Guilt appeals exert an effect on pro-environmental intentions via eudaimonic entertainment experiences ($a_1b_1 = 0.51$, BCI = .325 to .719), but not via hedonic ones ($a_2b_2 = -0.10$, BCI = -.238 to .017) or as a direct effect ($c'=0.02$, *n.s.*).

Discussion:
Our research reveals that guilt appeals in modern nature documentaries may reduce viewers' fun, but they fuel eudaimonic entertainment experiences. The latter are capable to strengthen pro-environmental intentions. On-site, implications for research and practice will be discussed.

PP 303 Recipient's feeling of "being put under pressure" by health communication campaigns: Reactance or motivation to change behavior?

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Public service announcements (PSAs) are a common means for promoting health-related beliefs, attitudes, or behaviors. Because PSAs are often directive, audience members can feel that their freedom is threatened which might lead to refusal of the recommendations and eventually to reactance. This is especially true for high pressure communicators (Brehm & Brehm, 1981; Wicklund, 1974). The verbal and visual communication is crucial for the success of a PSA. For example, the protagonist can address the audience verbally while looking at them directly (Hartmann & Goldhoorn, 2011) and the speaker in the message can vary (narrative voice; Genette, 1990). Physical and verbal address is supposed to foster parasocial interaction (PSI; Hartmann & Goldhoorn, 2011) while a first-person narrative voice increases identification (Chen et al., 2016). Both concepts imply that audience members develop an emotional connection with these media characters (Cohen et al., 2019). In turn, the message processing is more favorable. Thus, direct address and first-person narrative voice are essential contributors to persuasive outcomes as they increase PSI and identification respectively (e.g., Beege et al., 2019; de Graaf et al., 2012).

In a first study, we examined the influence of *verbal and physical address* and *narrative voice* on the feeling of "being put under pressure" by the PSA. Results of the 2x2 factorial within-subject design study showed that first-person narrative voice (u_v = .873, *SE* = .071, *p* < .001) and on a non-significant level direct address (u_a = .036, *SE* = .067, *p* = .590) evoked more pressure than third-person and no address. Results of the conjoint design showed that narrative voice (96%) had a stronger influence on feelings of pressure than address style (4%). As inferences on the effects of the narrative characteristics are limited due to the conjoint design, we conducted an online experiment (2x2 between subjects design) to investigate the impact of narrative voice and addressing style on identification and parasocial interaction as well as on persuasive outcomes. We analyzed whether the pressure caused by the persuasive messages is perceived as *encouraging* to tackle the health problem (Fransen et al., 2015; Steindl et al., 2015) or *discouraging*, while considering the level of parasocial interaction and identification. We assumed that first-person narrative voice would increase behavioral intention to prevent the health problem, partly mediated by stronger identification (Chen et al., 2017) and the feeling of pressure. Direct address should increase behavioral intentions, while parasocial interactions and feelings of pressure mediate this effect. Results showed that direct address had a negative effect on behavioral intention, while the indirect effect through parasocial interactions and feeling of pressure was positive. First-person narrative voice had a direct negative effect on behavioral intentions, but did not increase identification. In conclusion, first-person narrative voice and direct physical and verbal address promote the feeling of pressure. This feeling of pressure does not imply refusal of the recommended health behavior, when people identify or parasocially interact with the displayed media character.

PP 307 Got it! Explainers and the alleged suggestive power of video

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With the emergence of digital platforms, audio and audio-visual content is gaining popularity in the dissemination and acquisition of knowledge (Schneider, Weinmann, Roth, Knop, & Vorderer, 2016) at the expense of text-based formats. Therefore, in the tradition of media theorist Walter Ong (1991), there already is talk of a "return to orality" (Kaeser, 2016) or a "post-text future" (Manjoo, 2018) with YouTube as digital lecture hall.

Accordingly, out of the 86 percent of 12 to 19-year-olds in Germany who use YouTube, a quarter expect to expand their knowledge. Almost half of the pupils describe YouTube as important or even very important for school matters (Jebe, Konietzko, Lichtschlag, & Liebau, 2019). Thirteen percent use so-called explainer videos about school topics at least several times a week (Feierabend, Plankenhorn, & Rathgeb, 2017). Altogether, explainer videos have already been watched by about 70 percent of the population in Germany, making their use much more widespread than in the United States (Krämer & Böhrs, 2017).

Whether and to what extent mass media contribute to the (seemingly) acquisition of information depends fundamentally on the senses addressed by a particular medium (Bonfadelli & Saxer, 1986). Thus, past research shows that individuals remember stimulus material received through print media more extensively than identical material received through broadcasting media (DeFleur, Davenport, Cronin, & DeFleur, 1992; Drescher, 1997). However, there is a lack of current research investigating the objective and perceived effectiveness of (new) media, like explainer videos and scrollytelling, at conveying information, compared to established formats like text and audio (Powell, Boomgaarden, De Swert, & de Vreese, 2018). The trend toward audio-visual formats is also relevant because videos are claimed to possess a higher suggestive power than other formats. Concretely, because of their vividness, visual stimuli have been hypothesized to be processed more emotionally than non-visual stimuli (Geise & Baden, 2015; Powell et al., 2015, 2018, 2019), to induce an illusion of knowing (Brosius, 1998) and therefore to hinder further learning (Epstein, Glenberg & Bradley, 1984).

To address this research gap regarding the allegedly higher suggestive power of video, we conducted an experimental online-survey (*n* = 381; age: *M* = 34; *SD* = 15; 75% female; 75% with high school diploma) with the independent variable *medium* (text vs. audio vs. video vs. scrollytelling) and the dependent variables *objectively measurable* and *perceived information recall* as well as *attitude change* after reception. The subjects each were presented a popular scientific contribution on the environmental impact of meat consumption in order to examine a socially relevant, emotional topic.

Analyses of variance show that scrollytelling and video lead to a significantly more extensive recall than audio. In contrast, no significant differences could be observed between the media in terms of self-assessed information recall as well as attitude change. This means that audio-visual formats, compared to text and audio, are not necessarily more persuasive and do not necessarily lead to an illusion of knowledge, even on polarizing issues like meat consumption.

PP 306 The readers are to blame for everything! An experimental study of the Hostile Media Effect in public service broadcasting and private newspapers in Germany

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Theoretical framework. Quality media are supposed to provide objective and balanced news coverage. However, when looking at comments sections on their websites and social media, it is striking that readers with different opinions are claiming the article would support the other party. If partisans of different sides accuse the media of reporting in favor of the other party, the biased perception cannot be based on content, but must be caused by characteristics of the recipients. This phenomenon is called *Hostile Media Effect* (Vallone, Ross & Lepper, 1985). In Germany, accusations against the media – especially public broadcasting – have been increasing, with criticism coming from readers, politicians or even journalists. On this basis, it was studied whether a balanced text is considered more unfavorable for one's own position and whether the news outlet of the article influences this hostile perception.

Methodology. In a quasi-experimental 2x2 between-subject design, it was investigated whether non-vegans ($n = 508$) and vegans ($n = 189$) perceive a balanced text about veganism as hostile towards their own diet (H1) and whether differences occur depending on the news outlet (public broadcasting vs. private newspaper) (H2). Participants were asked to read an article about the advantages and disadvantages of veganism, and the perceived article tendency was measured using four items (alpha = .84). In addition, involvement, perceived similarity to other readers, perceived bias in media coverage, political and populist attitudes were measured as controls.

Results. To test the hypotheses, variance and covariance analyses were conducted. Contrary to the hypotheses, the perceived article tendency did not show an absolute hostile perception, as both vegans and non-vegans rated the article in favor of veganism, but a relative hostile media perception was found. The results show an absolute hostile perception only regarding the presumed perception of a third person. If the media outlet is included into the analysis, no absolute hostile perceptions are found. None of the control variables showed a significant impact apart from perceived similarity to other readers.

Additional analysis. Exploratory moderator analyses revealed that the effect is moderated by the perceived similarity to other readers: A hostile perception occurs when other readers are perceived as dissimilar to oneself, whereas no hostile perception occurs when readers are perceived as similar. For vegans, an *Assimilation Bias* occurs when the audience is perceived as similar to oneself and arguments were rated more in favor of veganism than by non-vegans.

Discussion. Results provide indications of why media coverage is often strongly criticized by partisans of different positions. It is not the content that determines whether an article is perceived as balanced but rather the attitudes towards the topic and the perceived similarity to other readers. The results are limited by the one-dimensional measurement of perceived similarity, the politically left-oriented, academic sample, and the division into vegans vs. non-vegans, due to the heterogeneity of the non-vegan group. However, based on the results of the exploratory analyses, the study provides new approaches for the incidence of Hostile Media Effect and Assimilation Bias.

PP 304 The third person effect and information disorder: how overconfidence dilutes the effectiveness of solutions to disinformation campaigns

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Polarization and the configuration of echo-chambers stimulate the creation and distribution of fake-news and other forms of disinformation (Tucker et al 2018). In the current digital environment, disinformation is amplified and any dissonant voice is expelled from predominant discourses. While users tend to believe that they act autonomously, evolutionary, cognitive and neurological phenomena induce them to confirm their own convictions and to reject antithetical information. These phenomena, which operate outside users' awareness, create the illusion of certainty and result in extreme identification with the group, which, in turn, intensifies the lack of diversity. Consequently, there has been widespread concern that disinformation on social media is damaging democratic societies at their core.

This study aims to research to what extent people are aware of how disinformation is produced and spread; how people perceive the effect of fake news, and how their perception can affect the efficiency of measures promoted at different levels to combat and reduce disinformation. Based on an analysis of a nation-wide representative survey (n=1001) in Spain, and complemented by 6 focus groups (n=48), we found that there is a widespread and growing concern related to the spread of disinformation. Participants over 45, and in particular female participants, show greater concern about the spread of fake news. We detected a general belief that fake news are frequent, but mainly because the media talk about them. In a more down-to-earth fashion, fake news is viewed as easily spotted, and therefore, users are not worried about being taken in, and do not view itas a personal threat. Indeed, research shows evidence that people are susceptible to the third-person effect: participants, both those in the survey and those in the focus groups, have the perception that fake news affects others more than themselves. Younger individuals are more aware that they can be influenced by fake news than the older age groups. Furthermore, younger users display the greatest awareness of the fact that older users can easily be influenced by fake news.On the other hand, older individuals are perceived as the most easily influenced group, but their self-perception is not that of vulnerability. Quite on the contrary, many older users regard themselves as all but immune to disinformation.

Thus, it would seem that some measures designed to combat disinformation have a rather limited capacity if we bear in mind that the majority of users do not (want to) believe that they themselves are gullible or credulous, but they do consider this a danger for others. Furthermore, previous research has shown that the third-person effect predicts attitudes and intentions regarding censorship to protect vulnerable others from potentially harmful messages (Xu and Gonzenbach, 2008). As an antidote to filter bubbles, echo chambers, and hyperpartisan media, measures to tackle disinformation should go beyond promoting fact-checking, and they should promote among the participants a critical attitude toward the media and social media as well as the need for well-balanced, non-partisan, diverse media consumption.

ARS08 - User Perspectives on Algorithms and Data

PP 392 Objects of doubt: Factors influencing the subjectification of voice-based agents

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Our study explores users' irritation of the ontological classification by voice-based agents and investigates the impact of attributes on different levels. Thereby, we offer explanations of social reactions due to VBA's distinct hybrid characteristics and elaborate the nature of these characteristics.

Voice-based agents (VBA), such as Alexa, increasingly infiltrate people's habitats (Newman, 2018). They control smart homes, start the daily morning routine with the latest news, and are integrated into mobile devices. Thus, they have become conversational companions (Guzman, 2018), and research has repeatedly shown that users react socially toward the VBA (e.g., Nass & Brave, 2005). These reactions span across a wide range between the extremes loving or insulting it (Cercas Curry & Rieser, 2018; Neff & Nagy, 2016; Turkle, 2005).

Why do people behave in these profound and multifaceted ways toward VBA? One answer could be that they are objects of doubt (Reeves & Nass, 1996) regarding the most fundamental ontological classification between object and subject (Piaget, 1974), respectively, things and persons (Gunkel, 2020). Between these poles exists a wide range of objects, such as animals, plants, or artificial intelligence (Gunkel, 2020), that cannot be assigned precisely to one pole and thus, irritate attempts to classify them. The natural language processing and the agency inherent to VBA blurs the border between artificiality and liveliness (Guzman, 2018; Lee, 2010; Nass & Brave, 2005). VBA users refer to them as 'it,' 'she,' or both and sometimes even describe them as entities (e.g., Guzman, 2015). To cope with this irritation, people may tend to assign doubtful objects to one pole (equilibration; Piaget, 1974), resulting in either complete subjectification or objectification. Next to the social cues of the VBA, subjectification of VBA may differ between the users' experiences, situations, ages, gender, personalities, or technical affinities (Edwards, 2018; Lee & Nass, 2005; Lopatovska & Williams, 2018; Purington et al., 2017). However, there are hardly any empirical studies on the irritation caused by VBA or on how users are coping with it. Against this backdrop, we pursued the question of how people subjectify or objectify VBA and to which extent individual, situational, and technological factors influence this process.

To answer these questions, we conducted an online survey regarding the two VBA Alexa (Amazon Echo) and Google Assistant (Google Home) among the students and the staff of a large German university in late 2018 (N = 1288). LOESS graphs uncovered that the impact of the analyzed factors on the classification was – in some cases - polynomial, verified by the polynomial regression. Implications, e.g., if this can be interpreted as uncanny valley effect – will be discussed.

PP 394 In algorithms we trust? People's awareness and understanding of algorithms in voice assistants

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Access to digital information is largely influenced by algorithms (e.g., search results, product recommendations). However, research into people's perception of algorithms is limited, despite their centrality to digital life. To address this gap in the literature, this paper examines people's awareness and understanding of algorithms through the case of voice assistants. Voice assistants are voice-controlled systems that interpret human speech and can interact with humans using synthesized voices (e.g., Amazon's Alexa or Apple's Siri). The algorithmic processes by which these systems work tend to be hidden from the user. Awareness refers to people knowing that a dynamic system is at work when they interact with voice assistants. Understanding is about having some sense of how and why systems collect and process information. It is important to recognize that even researchers do not fully understand the inner workings of voice assistants, as information about such systems are often kept secret. Despite this methodological challenge, their study is paramount.

To study people's understanding of voice assistants, we analyze data from 83 semi-structured interviews we conducted in five countries (Bosnia, Germany, Hungary, Serbia, and the US) in summer 2019 with users and non-users of voice assistants (age range: 19-78). Our research team developed and refined the coding scheme in an iterative process.

In general, participants had very individualized skill sets about voice assistants, varying not just in their overall level of understanding, but also which specific aspects of voice assistants they could address. There is no universally shared understanding of voice assistants. A few participants had almost no skills at all, while some appreciated several nuances of these systems. We found that only a few participants explicitly mentioned the terms algorithms and artificial intelligence. Still, many seemed to be aware of the existence of automatic decision-making processes in voice assistants. This awareness was not necessarily based on their own experience with voice assistants, however. Rather, it was often a result of experiences with other digital devices and services such as Google Search, Facebook, Amazon, or smartphones, as well as information from social contacts and the media.

The diverse answers of the participants show that there exists no general understanding regarding the functioning of such systems. Experiences and use of voice assistants alone do not necessarily result in awareness of voice assistant algorithms. On the contrary, many users of voice assistants in our study seemed to have drawn primarily on experiences with other digital devices and services, as well as information from social contacts and the media for explaining how voice assistants work. This highlights the benefits for people who already have broad Internet experiences. Such people were able to profit from their experiences with other digital devices and services when using and thinking about voice assistants. We argue for more research into this topic as it helps understand people's willingness to trust and use products and services based on algorithms.

PP 391 Understanding the audience data loop: Towards an integrated framework

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As our digital footprints are collected and analyzed by the media and fed back at us as new experiences, providing more data to collect, data circulates in a loop from audiences to media and back. This _data loop_ is for media studies an occasion to revisit the media-audience nexus in an age of datafication. There are few attempts at addressing the datafication of audiences, mainly in terms of new analytics and metrics to describe audiences (Athique, 2018; Arsenault, 2017; Fisher & Mehozay, 2019), but to our knowledge, less effort to understand the implications of datafication for audiences (but see Livingstone, 2018). This paper develops an integrated framework to understand the data loop from an audience perspective. We argue that an audience perspective is needed in order to break with the structure-agency linearity in current understanding of datafication. We use "social domains theory", developed by Derek Layder (1997) to provide an alternative to questions of structure and agency.

There is a need to clarify what constitutes data about audiences, how this reflects realities of audiences and what are the implications of collecting, analyzing and retroacting data on audiences. Such an integrated framework, which looks beyond privacy issues, is needed as practitioners find the field increasingly difficult to navigate; audience questions, not least ethical ones, have become unavoidable. Yet, there is to date no substantial set of considerations to inform these questions and provide a roadmap for industry actors, or to guide the production of empirical research about audience implications.

In this paper, we develop a model of the _data loop_ that first presents the fundamentals of data circulation between social actors and digital interfaces, then the moments of agency between actors in relation of mutual dependence. The article closes with a discussion of previous models within media and communication studies that have addressed similar ideas, such as audience feedback, mutuality and circularity.

The paper addresses the theme of the conference in that it emphasizes the central role of audiences in the current context of datafication. It advances knowledge about media audiences as a more specific concern than the disparate and general literature on datafication, thus contributing to push audience theory as a relevant and actual concern in media and communication research.

PP 393 Between humans and technology: Toward a scale measuring trustworthiness of voice-based agents

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In recent years, voice-based agents (VBAs) like Siri or Alexa have entered many private households in the form of smart speakers. Currently, one-third of smart speaker owners use them for weekly news updates (Newman et al., 2019). By presenting news about current affairs from external sources, they can be regarded as functional equivalents to traditional news anchors and serve – among other purposes – as information intermediaries.

However, do users trust VBAs as information providers? This question gains relevance in an increasingly diverse information environment where the decreased visibility of media brands as sources of information diminishes the applicability of established heuristics to assess trustworthiness (Kalogeropoulos & Newman, 2017; Metzger et al., 2010). We, therefore, need to explore how we can conceptualize trustworthiness for VBAs as complex information intermediaries.

Trustworthiness refers to the attribution of qualities that determines the level of trust a trustor has toward a trustee (Lee & See, 2004). Literature suggests that different aspects are relevant to trust formation with *human-like* (Mayer et al., 1995) and *system-like* (Lankton et al., 2015; McKnight et al., 2011) trustees. This is of interest, because VBAs are located at the borderline of the system-human distinction: While undeniably technological devices, their human-like conversational interface – enabled by voice recognition and synthesis – activates scripts of interpersonal communication (Burgoon et al., 1999; McTear et al., 2016; Moon et al., 2016). This prompts users to react socially and attribute human-like traits (Guzman, 2019; Reeves & Nass, 1996). It is therefore highly plausible that users do not only asses VBAs' trustworthiness based on helpful and reliable functionality (*system-like*), but also attribute integrity, competence, and benevolence, as they would with *human-like* interaction partners.

To test this assumption and to develop a scale that takes the "hybrid" status of VBAs into account, an online between-subjects experiment was conducted among the students (*N* = 853) and employees (*N* = 435) of a large German university in late 2018. In both samples, respondents were randomly assigned to one of two experimental groups, receiving stimuli either from the smart speaker variant of Google Assistant (Google Home) or Alexa (Amazon Echo), before assessing items developed to measure both trustworthiness models.

CFA using the staff sample showed better fit of the human-like model (TLI = .980; RMSEA = .053) with items like "is truthful" or "is competent in providing information", than the system-like model (TLI = .850; RMSEA = .098) with items like "is helpful" or "answers understandable and fluently". Additional EFA also revealed a hybrid model of trust, incorporating items of the system-like dimensions helpfulness and reliability within the human-like, three-dimensional model. The hybrid model showed acceptable fit (TLI = .964; RMSEA = .064) in a CFA, although less than the exclusively human-like model. These results hold with the student sample.

This study offers first insights into how VBA-trustworthiness can be measured and how trustworthy they are as providers of information. It contributes to both the field of research on VBAs and the understanding of trust formation in the context of emerging information technologies.

ARS09 - User Perspectives on Surveillance and Technology

PP 494 Social media surveillance and experiences of authoritarianism

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In the age of 'surveillance capitalism', state and social media surveillance have converged technologically, using the same internet infrastructure to capture media users and monitor state security. With the spread of mobile and personal devices such as smartphones and laptops and social media, the spheres that can be subsumed as monitoring practices have multiplied to include with whom, when and where consumers and citizens are communicating.

It is well established in research that the attitudes of citizens towards social media surveillance are mixed: media users are sceptical towards social media (and state) surveillance, but at the same time do very little in terms of protecting themselves through e.g., privacy settings on social media.

One can expect that attitudes towards state surveillance are related to attitudes to social media surveillance, and thus it is expected that generations brought up under totalitarian or authoritarian surveillance regimes will have different attitudes towards social media surveillance, compared to generations brought up in liberal democracies. One can also expect that levels of trust towards governmental institutions and/or the media will impact on attitudes towards social media surveillance. It should thus make sense to conduct a cross-cultural comparison of approaches to social media surveillance among different generations and between countries with different experiences of totalitarianism and surveillance, but with similar levels of trust in governmental institutions.

The aim of this paper is to account for an analytic and methodological approach to analyse under what conditions media users accept social media surveillance, and to what extent experiences of surveillance practices under totalitarianism, authoritarianism, and liberal democracy affect such acceptance. With the example of totalitarian conditions in Soviet-time Estonia, post-authoritarian conditions in Portugal, and the conditions in a long-term democracy of Sweden, the paper will focus on the question of which impact (if any) the legacy of totalitarian and/or authoritarian experiences has on the attitudes towards social media surveillance.

PP 498 Artificial intelligence: A promising future or a serious threat? An investigation into media coverage and public perceptions of AI in Germany

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Talking about the future of society, artificial intelligence (AI) becomes increasingly prevalent. Accordingly, media reporting on AI has increased rapidly in recent years (Fischer & Puschmann, 2021). Studies of media coverage in the UK and US show that the debate is industry led, rather positive, and framed "as bringing massive changes" (Brennen et al., 2018, p. 4; Fast & Horvitz, 2017). Aiming at a positive public attitude towards AI, engineers, politicians, and economists seem to mainly point to the most powerful features of AI. Hence, we expect these to dominate the media discourse (H1). Though, leading computer scientists are warning of exaggerated and unrealistic expectations of what AI is capable of (Igel, 2018; Simon, 2018).

Previous research shows, however, that a sizable portion of citizens are afraid of AI, especially when it acts autonomously (Liang & Lee, 2017). In general, according to appraisal theory, fear is evoked, when people are confronted with an ambiguous danger, they believe to be relevant and harmful, going along with unforeseeable consequences (Smith & Lazarus, 1990). Those perceptions can even lead to rejection of the source of the threat (Witte, 1992). Considering AI's impacts on society and potential lacks of controllability, we suppose appraisal processes to take place when dealing with AI. However, we assume recipients to show different levels of threat perceptions regarding the functions an AI system performs (H2): for instance, comparing autonomous decision-making with recommendation systems, first may be perceived as more threatening.

In short: we argue that the public discourse on AI tends to exaggerate the capabilities of the technology in order to mobilize acceptance. Ironically, it is precisely the public image of a strong and autonomously acting technology that makes people frightened and mobilizes reservations.

The empirical analysis is tripartitely. Firstly, we conducted a manual content analysis in nine German nationwide print newspapers and online news portals. Within the published articles on AI during the time span between January, 1st 2018 and December, 31st 2020 (N=1,115) we coded according to the AI functions covered (prediction; recognition; recommendation; decision-making) and the expected consequences of AI. We further differentiate our sample by application area. Secondly, based on a monthly rolling cross section survey from May 2020 to January 2021 (N=8,970) we are able to show support and opposition to the use of AI in various application fields corresponding to the one's coded in the content analysis. Thirdly, an online survey (N=891) in October 2019 has been conducted, monitoring public threat perceptions concerning AI using a recently introduced scale (Kieslich et al., 2021). These threat perceptions are assessed for the four functions of AI in the fields of medicine, finance and recruiting. According to our results, recipients are most afraid of autonomous decision-making. Moreover, the level of threat perceptions differentiates between application contexts, reaching the highest level for recruiting.

PP 497 The moral economy of audience's participation in the digital game industry

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Participatory culture (Jenkins, 2006, 2016; Carpentier, 2016) in the screen media entails a number of practices that, if on one side are enhancing the active participation of audiences, on the other side, they delineate a power struggle in both the communication and trust among the actors at the ends of production and reception. Within the gaming industry, participation often takes the form of modifications to the original cannon. These modifications are suggested or implemented by those that have commonly been referred to as modders. Modders, that often create within participatory communities, have become a source of free labor, and their creations have been at the root of many controversies. As such, corporations have adopted either hostile or friendly attitudes towards modding, which is reflected in how corporations try to facilitate or limit audience's agency to create user created content (UCC). This paper explores the perspective of player creators, or audiences to use a comprehensive approach, on corporate strategies to commodify their free labor. The study is based on semi-structured interviews of modders associated with the website forums, Nexusmods.com and ModDB.com. The informants were reached in two cycles through the two forums. In the first cycle, using convenience sampling, we contacted a number of individuals currently active in the forums. In the second cycle, using chain sampling, we found other people interested in participating in the study. We conducted five online written interviews and four online oral interviews. All material was collected between March and April, 2019, whereof the oral interviews had an average length about one hour. Modders, as a case of user-created content in the game industries, as well as the general mediascape, exemplify the potential difficulties of merging user creativity with corporates' interests, and create trade-offs for all actors involved.This has to do with the economic systems that drive actors and make their creations possible. By adopting Sayer's (2004, 2007, 2017) concept of moral economy, this study draws two conclusions: First, that modders exist within a participatory ecosystem comprised of the modder, the community, and corporate actors, where all actors participate in a political-ideological negotiation of how participation should take place. Second, when looking at agency affordances in the context of the creative industries, a moral economy of multiple actors with different norms, values, and social codes constitutes a provision system of social dependency that is at risk of collapsing whenever there is outsider interference, such as producers' support, like for instance the development of tools affording interaction and participation, as well as corporate attempts to incorporate modders creations into paid systems. In general, this study shows that the commodification of audience's participation have, in fact, changed the conditions for participation. Being a modder cannot be reduced to a few individual characteristics but requires the acknowledgement that it also describes a unique social connection with the modder community and that this community constitutes a state of constant feedback and learning where values and norms are formulated.

PP 495 The social incorporation of smart speakers technology in the Italian context

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After entering the US market in 2015, smart speakers have been introduced in Europe (for instance in Germany and the United Kingdom in 2016) and in Italy only since 2018. During the last months of 2019, in Italy we witnessed a phase of progressive and widespread diffusion. However, this acceleration did not correspond to an academic interest in the processes of social shaping of the new technological artifact.

The aim of the paper is to present some findings of a qualitative research on the social incorporation of smart speakers technology and its current meanings among Italian users. The research took place at the Department of Media and Performing Arts, and the multi-sited data collection was performed between November and December 2019. Here we intend to analyze the processes of meaning attribution and the first forms of domestication of the devices carried out by users of Google Home and Amazon Echo and of their respective voice assistants (Google Assistant and Alexa). These processes were reconstructed through the discursive repertoires that emerged within 4 focus groups (with baby boomers, aged 46-64, and with last millennials and early post-millennials, aged 19-24) and within some online spaces (user reviews, dedicated Facebook groups and UGC videos).

The results of the research highlight, on the one hand, the expectations and the imaginaries of the users, shaped primarily on the narratives of the producers (advertising spots and product websites) and of cultural intermediaries (articles of newspapers, bloggers, etc.); on the other hand, they highlight the actual practices of use in daily life routines, as reported by participants. This has also made it possible to understand the current identity of this technology from the point of view of its users. The different trajectories of the domestication processes of the new devices have therefore been analyzed, showing the role of consumers in the symbolic and material co-construction processes of the artifact. The observation of these processes gave an image of the smart speaker as an innovative device characterized by the convergence of a triple socio-technical identity. First of all, it is conceived and adopted as a *tool*, since it activates other domestic media and devices on command. Secondly, it is considered a *medium*, since it selects and activates information and entertainment content available online. Finally, it is perceived as a non-humanoid *robot* but with an anthropomorphic voice, to which is attributed both a relational identity (i.e. a sense of social presence), and, in its performative role as personal assistant, an ability to support the daily activities of users by extending their agency.

PP 496 Helping and getting helped: Convergent TV viewership and sharing of technological skills

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Current TV viewership based on employing various sources of content and technological objects has become quite demanding for part of the audience members – demanding in terms of skills and knowledge required for smooth use of technologies involved in the convergent viewership. In our research of the Czech audiences we focus on transaction of these skills and knowledge among social peers: on the way viewers ask for help their family members and friends and how they, eventually, offer this help to others. In this paper drawing on qualitative inquiry conducted in 2018-2019 and on data from survey of the Czech 18+ population (N = 4250) conducted in December 2019 we assess symptomatic differences between helpers and help seekers, i.e. among those who help the others with obtaining, downloading or searching for online content, and those who require and obtain such help.

The main assumption of the paper is that the helpers and help seekers do not differ just in actual skills and knowledge but that the willingness to become a "warm expert" helping friends and family members is, at the same time, predicted by personal clues and cultural variables: by one's internal technological efficacy, sociability, gender-related roles and value-based opinions on online sharing and downloading as potentially risky behavior. Therefore, the paper aims to identify statistical predictors of both types of viewers and, therefore, to understand better relationship between main motivations for accepting one or another role.

The survey using quota sampling and combining CAPI and CAWI was designed specifically for researching the Czech convergent audiences and their domestic reception of TV content (films and TV series). By the time of submission of the abstract, the final data set was not available yet, and thus this proposal relies on assumptions formulated on basis of qualitative pilot conducted prior to construction of the survey questionnaire.

ARS10 - Disconnection and Beyond

PP 570 Uninterested, disenchanted, or overwhelmed? An analysis of motives behind news-avoidance

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News is abundant, news is everywhere and nonetheless, people avoid it. How to get news-avoiders back to the screens or newspaper stands has been a reoccurring topic of journalistic discussion, implying a normative desirability to get them back. A prerequisite is finding out who avoids the news for which reason. Therefore, this study seeks to answer two research questions: (a) Which reasons for news avoidance play an important role, and (b) are there factors determining which motives news-avoiders hold.

Prior studies have identified a broad field of causes for news avoidance. These reasons range from avoiding the news because of possible negative emotions, over distrust in news, to respondents lacking time to engage with it. This study brings a total of 16 reasons together, systemizing them into cognitive motives (feeling overwhelmed, not understanding content, tired of news, lack of own media choice, informed by others), emotional motives (topic-avoidance, depressing, anger-inducing, too negative), political motives (biased news, missing representation and reliability), time allocation motives (interest in other activities, too busy, relevance to one's life), and habit.

Based on descriptive and regression analysis of survey data, collected in Germany in 2019 with more than 400 participants (175 news-avoiders), this study first identifies the most relevant reasons for news avoidance. In a second step, derived from theoretical assumptions, predictors for the different reasons of news avoidance are tested. These determinants include the following personality traits and characteristics: education, political knowledge, internal efficacy, neuroticism, empathy, need for affect, political orientation, and external efficacy.

Findings suggest that people avoid the news foremost because they have more interesting things to do. But there are differences depending on whether people indicate that they avoid the news actively (e.g., switching channels because the news comes on) or not. Active avoiders more than others, feel like they cannot trust the news and perceive it as biased, therefore staying away from it. Focusing on the second research question, results indicate that political knowledge and internal efficacy are related to cognitive motives, whereas neuroticism and empathy are connected to emotional and external efficacy to political motives.

PP 574 Is Digital Slow Journalism valued? Notes on the strengths and weaknesses of a "new" media trend in the Spanish context

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Due to the development of technology and the introduction of rapid information consumption habits, journalism has been submerged into a deep crisis of credibility and finance in the past decade. There is a need to rethink the direction of the sector and find ways in which the relevance of journalism can be renewed. Slow Journalism (also known as 'long form', 'investigative' or 'narrative' journalism) is an opportunity in this respect, as it advocates a "slow, thoughtful and sustainable approach" to the production and consumption of news (Barranquero-Carretero, 2013). Moreover, it is a type of journalism that seeks to "enlighten" and "empower" its audience through deep analysis, reports, interviews, columns and non-conventional stories, among others (Moeller, 2010). But what do readers think of this "new" journalistic practice? What characteristics are most and least valued? How do readers access this form of media? How much time do they spend consuming it? There has been a lack of consumer research and this makes it more difficult to establish a sustainable business model for slow journalism, even more so in a digital context. This paper looks into the consumption habits of digital Slow Journalism's readers in the Spanish context. To achieve this, a mixed qualitative and quantitative telephone survey or questionnaire was carried out in July 2019, within a sample of 500 people, and conducted by CIES - a renowned Centre for Research on Economy and Society of Barcelona (Spain). The questionnaire was divided into two themes: 1) the reading habits of news or current affairs, and 2) consumer preference, and the rationale behind these preferences. The results evidenced that, despite the value of Slow Journalism, readers have not fully settled on consistent consumption habits in the current digital environment. Finally, future challenges of digital Slow Journalism have been detected and policy recommendations made.

PP 571 Fake, stressful and overwhelming? Social media experiences pushing towards disconnection

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Privacy, energy, time, and moments stolen: Social media experiences pushing towards disconnection

Social media are essentials of digital life, integrated into work, relationships, public life and daily routines, and soliciting various emotions and experiences. As disconnection from social media has become a research topic and cultural trend, it is worth asking which social media aspects prompt users to take breaks or stay away. The paper contributes to a scholarly investigation of users' coping strategies in the face of intrusive media, understood as media that are experienced as pervasive and potentially exploitative (Mollen and Dhaenens 2018). Through an analysis of users' considerations, we seek to identify how ambivalence towards social media may relate to self-restriction actions, hence situating disconnection as part of a broader tendency of media ambivalence (Syvertsen 2020, Ytre-Arne et al. 2020).

The paper draws on two qualitative interview studies conducted in Norway: A broad study of media users mirroring the population and a smaller study of participants who have done a digital detox or disconnected from social media. A striking finding is that respondents in both datasets express similar and overlapping sentiments. In other words: both 'ordinary' users and people who have explicitly engaged in disconnection reveal a high degree of ambivalence and scepticism towards social media. This finding supports the claim that use versus non-use should not be studied as dichotomous positions but that various connecting and disconnecting practices are part of users' repertoires.

The paper discusses factors pushing towards disconnection under four themes: systemic and infrastructural aspects, media and technological aspects, public life aspects, and personal aspects concerning sociality and self-presentation.

A key finding is that social media both adds to and detracts from life. In all four aspects, there is the notion among many that something is stolen or taken away: theft of privacy, time, energy, and personal moments. Users constitute themselves as victims but also as perpetrators, stealing time and energy from others. Importantly, people do not feel robbed in every way or at all times, but threats of losing something valuable loom over otherwise pleasurable activities. Uncertainty and doubt create intangible communicative conditions for users, placing additional strain on their agency (Ytre-Arne and Das 2020).

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PP 573 Fragmentation, homogenization or segmentation? A diary study into the diversity of news consumption in a high-choice media environment

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Over the past decades, scholarly research on news consumption has produced contradicting theses. Some studies claim that news users are increasingly being locked up in ideological echo chambers and that this leads either to the fragmentation or to the polarisation of audiences. Others maintain that users continue to be exposed to a relatively great diversity of news and information. This controversy has given rise to a renewed interest in theories and research on "selective exposure." The quality of these theories and research, however, is being questioned by other scholars. A major aspect of this critique is that the current methods that scholars are employing are not sufficiently sophisticated to assess actual news consumption or to adequately capture the psychological and/or social mechanisms that explain selectivity.

The research proposed in this paper responds to this critique by using a detailed time diary in order to assess news consumption, as well as a variety of attitudes scales to explain patterns of news consumption. A week long diary study (N=460) and a survey questionnaire (N=1,006) into the exposure of Dutch-speaking Belgian media users has been developed for this purpose. The results show that news consumption in Dutch-speaking Belgium is currently relatively well balanced in terms of content diversity. In addition, news consumption patterns span across all media platforms.

These findings debunk the thesis that news audiences are becoming increasingly fragmented due to customized news provision via the Internet. Instead, the findings on information consumption in Dutch-speaking Belgium are currently relatively diverse. An explanation for the observed diversity is that news consumers in Dutch-speaking Belgium have a wide array of internally balanced news titles and channels at their disposal, which they also actively consult. In addition, the study demonstrates that news consumption patterns span across all media platforms. This study shows a weak influence of ideological attitudes and psycho-social dispositions on news consumption, measured in time of consumption per media title or channel. These findings call for a revision of theories of selective exposure that underestimate the influence that the diversity of information supply has on the selection procedures of recipients.

PP 572 Changing practices of everyday news use: Individuals' public connection repertoires and the re-figuration of public communication

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As a consequence of "deep mediatization" (Couldry & Hepp 2017), that is the increasing entanglement of the social world with digital media and their infrastructures, public communication has been fundamentally changed. In order to understand the changing experiences of everyday news use this presentation investigates the ways in which individuals connect to wider publics and, through these practices, contribute to the transformation of public communication.

Our approach integrates two theoretical considerations:

a) The concept of _public connection_ includes all practices by means of which an individual relates to some kind of public, i.e. a social entity that endures beyond the individual's private world. For instance, individuals can connect to (or disconnect from) the general public of their home country, the more localized public where they live, or a fan community. Based on a _repertoire-oriented approach_ (Hasebrink & Domeyer 2012), we analyze an individual's pattern of connecting to publics as their _'public connection repertoire'_.

b) We conceptualize publics as _'communicative figurations'_ (Hepp & Hasebrink 2017, Elias 1978) that are characterized by a specific actor constellation, specific frames of relevance, and specific communicative practices. From this theoretical perspective, individuals' public connection repertoires are shaped by the publics that they are involved in and, in turn, publics are constructed by the communicative practices of the individuals who are involved.

The objectives of the proposed contribution are to analyze individuals' public connection repertoires with a particular focus on news media use, and to discuss the implications of these repertoires for the re-figuration of public communication in general and the role of journalism.

We will present findings from a qualitative study carried out in Germany that includes a series of semi-structured interviews and media diaries with a diverse sample of respondents (n=48). By employing egocentric mapping techniques, we reconstruct a) the relevant publics the participants are involved in, b) the specific communicative practices through which they connect to these publics, and c) the subsequent public connection repertoires that emerge from these practices.

These findings provide the basis for a discussion on the extent to which journalism is still relevant to the ways in which individuals connect with society. By aggregating across the individual public connection repertoires, we can gather how relevant and fragmented certain publics (such as the German national public sphere or local public are) are and by whom and though which communicative practices these publics are being built and upheld.

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ARS11 - Commenting on Social Media

PP 664 Hate speech as a moral issue: Exploring the moral reasoning of young users exposed to moral dilemmas on Instagram

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The spreading of hate speech (HS) on social media has become an important issue in the academic, public and legal debate. Large scale surveys (Eurobarometer, 2018;Eu Kids Online, 2018), show respectively: 75% of people had experienced or witnessed abuse, threat or HS from online debates, and 31% of Italian children were exposed to offensive comments against an individual or a group, reacting through sadness, anger and shame. Therefore HS is also considered a new potential online risk for young users. Despite the relevance of this data, the attention of the scientific and public debate is mainly focused on the difficulty to define and track HS (Mondal et al. 2017; Schmidt, & Wiegand, 2017; Saleem et al., 2017) in order to prevent and contrast hostile comments. The phenomenon is often misunderstood and faced with moral panic since rigorous frames to approach it are missing. A promising, but hitherto unexplored, perspective might be to frame HS as a moral issue since it questions the moral judgment of social media users juxtaposing the right of free speech and the negative effects of this freedom on people exposed to harmful content. In order to better understand HS as a social phenomenon and the perception that young and young adults have of it, we approach the issue through the concept of moral reasoning. Moral reasoning (Kohlberg, 1976) refers to the process of "finding morally relevant decisions by using specific moral schemas" (Schnell and Bilandzic, (2017: 202). Moral judgment and moral schemas might be affected by moral sensitivity of each user: the awareness of the effects that our actions have on others and the ability to choose between the different possibilities of response that the social actor has available in a given situation that challenges ethics (Clarkeburn, 2002; Sparks & Hunt, 1998).

Starting from these premises, our paper explores the moral reasoning schemas adopted by Instagram users when they are exposed to HS on Instagram,

We provided in a survey three different scenarios with moral dilemmas regarding the perceived acceptability of HS to 250 participants in Rome (aged 18-38 years) to explore the preferred moral schema during moral decision to take in different situations (the use of sexist, racist, homophobic HS occurring on Instagram toward celebrities and friends). Basing on the Neo-Kohlbergian approach (Rest et al., 1999), the study measures the effects of HS exposure on the strength of *personal interest reasoning*, *maintaining norms reasoning*, and *post-conventional reasoning*, taking into account users' previous exposition to HS as victims or perpetrators and gender differences. The main results highlight: a propensity toward post conventional reasoning in the homophobic scenario compared to the racist and sexist scenario. Moreover, perpetrators of HS tend to prefer a personal interest schema, while victims are far from a post conventional reasoning. Gender implications in the moral schema adopted emerge by the study: male participants are more oriented than females toward a primitive form of thinking which is personal interest reasoning. A propensity to adopt *maintaining norms reasoning* on the 3 scenarios scenarios emerge in the whole sample.

PP 665 Engaging for deliberative discourse? Why users reproach others in online discussions

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In comment sections of online news outlets, media users express their opinions and share their knowledge about topics selected by journalistic news providers. Optimistic voices refer to a potential for deliberative discourse in such sections. In many comment sections, however, interaction is far from that ideal , because comments do not necessarily represent diverse and coherent viewpoints, participants often don't refer to others' arguments or behave respectlessly. Interactions between users even include ad hominem attacks and hatred against social groups.

Fostering fruitful exchanges and handling misuse of discussion spaces are amongst the biggest challenges for news outlets providing comment sections. Scientific and public debate has mainly focused on the contributions and challenges of platforms, professional moderation, and legislative regulation to facilitate online discussions. The present study complements these efforts by investigating how users engage to raise the quality of online discussions. Specifically, we examine when and why users consider comments by other users as inappropriate and express their disapproval in the comment sections.

As part of a large-scale research project funded by the German Research Foundation, we conducted a quantitative content analysis. With automated data scraping we collected comments from Facebook pages and websites of 14 German main-stream news outlets (Bild, Tagesschau, ZDFHeute, FAZ, Focus, Huffington Post, NTV, Spiegel Online, Stern, Süddeutsche, taz, T-online, Welt, Zeit) published over a period of 14 weeks.

We investigate to what extent user comments fulfill the normative criteria of deliberation. Among other criteria, we code whether users interact with others, present reason, follow the topic of the discussion, and are respectful towards others. Unlike any other existing research, we complement this by examining how the comments are perceived by other commenters. We investigate which comments receive appreciation or reproaches in reply comments and which aspects the replying commenters refer to.

This research gives insight into user engagement in online comment sections and is one of the first attempts to juxtapose theory's normative and users' subjective assessments of the quality of online discussions. The results contribute to our understanding which comments users perceive as appropriate or not. This adds to our knowledge how users can and already do contribute to the challenge of moderating comment sections.

PP 662 How evaluative user replies affect commenters in online discussions

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In online discussions users often express agreement or disagreement with other users' comments in reply comments. Little is known about the effects of evaluative reply comments on the comment authors. However, such feedback can be understood as positive or negative social sanctions among users. It contributes to norm negotiations about what can and cannot be said in online discussions. We therefore ask: How doevaluative reply comments in online discussions affect the authors of the initial comments?

We apply face theory to understand the effects of evaluative reply comments on the evaluated authors. According to face theory and empirical literature, disapproving feedback should lead to more negative and less positive feelings than mixed feedback (that considers the standpoint of the other) and than approving feedback. Existing studies find mixed effects of evaluative feedback on further cognitive processing and behavior: While in some cases negative evaluations lead to reactance and less willingness to participate in further interaction, in other cases they motivate participation to compensate for the perceived face-loss caused by disapproving feedback. We therefore examine the influence of reply comments on the evaluated authors' perception of face threat, emotions, and willingness to further participate in the online discussion.

We conducted two between-subject experiments. In study 1 (N = 720, 65% female, M_{age}= 33, SD_{age}= 11.9), we varied the topic of the discussion (meat consumption vs. gender equality) and the valence of the evaluative reply comment (disapproving vs. mixed vs. approving). We replicated the experiment in study 2 (N = 274, 56 % female, M_{age}= 33, SD_{age}= 14.8) using new stimulus material. We varied the valence of the evaluative reply comment on four levels (uncivilly disapproving vs. disapproving vs. mixed vs. approving). In both studies, the participants saw a mock-up Facebook comment section. They could leave comments in the discussion section below a news post. Later on, they were shown a reply to their initial comment which supposedly was written by another user of the Facebook page. They answered items on their perception of face threat, emotions, and willingness to further participate in the online discussion.

Results show that the valence of the reply comment has a significant influence on the feelings of the authors. This effect is mediated through perceived face threat. A disapproving reply also reduces willingness to further participate.

These studies are among the first to examine effects of evaluative reply comments on the authors of comments. They complement the rich literature on effects of comments on uninvolved readers. They are also among the first to apply face theory to conceptualize emotional and cognitive outcomes of interactions in online comment sections. The presentation will discuss limitations of the presented studies and implications of the findings for comment regulation.

PP 663 The growing field of research on user comments: A computational scoping review

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User comments are the most popular feature for online audience participation (Ziegele, Breiner, & Quiring, 2014). Various disciplines (e.g., communication science, psychology, political science) study the impact of user comments on a wide range of topics such as democracy, selling decisions, transformation of journalism and others, but a comprehensive overview on this multidisciplinary and heterogeneous field is missing. Therefore, we provide a computational scoping review of this fast-growing research field (Mays, Roberts, & Popay, 2001), examining publication behavior and revealing underlying core topics.

Following two questions are guiding our research:

RQ1: To what extent are researchers publishing about UCs (a) over time and (b) across outlets and (c) disciplines?

RQ2: What are (a) the main topics studied in user comment research and how are (b) these topics distributed over time?

We conducted a systematic literature search based on relevant keywords in the title of English publications in 11 databases via the meta-database EBSCO-Host from 2000 till 2019 (n = 1960). After data cleaning, n = 1240 documents were left for our analysis. All analyses are based on abstracts and metadata of articles.

Regarding RQ1, we could confirm a pattern already found by other studies: the number of publications is growing over time (Günther & Domahidi, 2017). In our sample, we found no communication journal among the ten most prominent journals, with _Computer in Human Behavior_ (n = 38) in lead. Disciplines were manually coded from journal's disciplinary affiliations, based on the Social Science Citation Index or journal's self-description. The three most prominent disciplines were led by economics (n = 247) ahead of communication science (n = 111), and computer science (n = 87). Note that multidisciplinary sciences had the largest share, with n = 447 publications.

To process the sample regarding underlying topics we used topic modelling, an automatic content analysis technique. Common preprocessing steps, following Maier and colleagues (2018), were implemented before we estimated 21 topic models from k = 5 to k = 25 to find the best model for our data. Then we estimated a Structural Topic Model (STM) with the resulting parameter value of k = 13 topics based on the text in articles' abstracts (Blei & Lafferty, 2009). These 13 topics were manually merged, resulting in six main topics.

Based on the most common words and a qualitative analysis of the according abstracts, the three most prominent topics in our sample are _User Recommendation (n = 410), Online Discourse (n = 244), and Social Networking Sites (n = 177)_. For all mentioned topics, there is a substantial increase after 2010.

This study emphasizes the need to widen the focus of the debate on user comments. Research on user comments seems to be dominated by economics. However, the emergence of communication science topics in the underlying themes suggests that a stronger focus should be placed on this area. In the presentation we elaborate on our results and on the role and unique contribution of communication science in the field.

ARS12 - Reception of Media Representations

PP 744 Audience reception of Northern Nigerian women through the media coverage of the Boko Haram crisis

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Employing a postcolonial conceptual lens (Said 1978; Spivak, 1988), this paper is drawn from a study that intends to contribute to non-western media studies and scholarship on the role of media representations in the formation of northern Nigerian women's sense of self and agency (Mahmood, 2012). Through a series of in-depth semi-structured active interviews (Gubrium & Holstein, 2003) with a range of different news audiences in Nigeria and the UK, this paper reflects on the media coverage of the Boko Haram insurgency. This paper aims to identify the ways in which different audiences of news content about the Boko Haram insurgency, such as Nigerians who are socialised in different historical and political imaginaries (Taylor, 2003), and international (distant) audiences in the UK respond to and interpret media messages, in this case, about northern Nigerian women. In this paper, theories of (postcolonial) audience activity (Mankekar 1999; Lukose 2009; Banaji 2006), ephemeral agency (Banaji, 2017) and global south feminism (Mohanty 1991) are used to contextualise the research questions, which are as follows:

1. To what end and in what ways are the logics and modes of representation in the media coverage of Boko Haram and northern Nigerian women appropriated by audiences socialised in different historical and political imaginaries?

2. In what ways do northern Nigerian women's own understanding of themselves and their lived experiences during the conflict, coincide with or diverge from the perceptions other audience groups have about northern Nigerian women as a group?

This paper attempts to unpack the ways in which northern Nigerian women express agency, some under complex conditions of subordination, and negotiate their identities, in comparison to how other audiences imagine or represent them, based on media coverage of the Boko Haram crisis. I will employ the concept of 'ephemeral agency' (Banaji (2017) to show that agency is not a stable attribute of human beings: rather it is fleeting and intermittent, collective or individual, and expressed through a range of actions depending on specific contexts and factors. I propose that approaching agency from this point of view allows me to take a wider than usual perspective and recognise instances of agency outside the parochial normative definition (Mahmood, 2012) that tend to tie it to self-directed, individual resistant action.

PP 743 Perceptions of ageist messages in commercials among two population groups

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Ageism is defined as stereotyping and/or discriminating against individuals or groups on the basis of their age. It usually refers to prejudicial attitudes and discrimination against older adults. Studies have found that older adults are characterized in the media by stereotypical representations that contain many ageist messages. Ageist representations have consistently been found on different media over time. Because the media play a major role in shaping public opinion, stereotypes and perspectives regarding social groups, such messages can generate negative attitudes toward senior citizens and influence how they are treated. Indeed, the media contribute to the formation of cognitive schemes toward social groups.

Yet because groups are likely to assign varying interpretations to texts appearing in the media, different populations may perceive ageist messages differently and their cognitive schemes may vary. This raises the question of whether different population groups are equally able to recognize ageist messages in the media and whether their attitudes regarding such messages differ.

This study examines reactions toward and interpretations of commercials that include ageist messages among two different populations groups: undergraduate students (aged 20-30) and senior citizens (aged 65+). Three group interviews were conducted with each of the two study populations (5-8 participants per group), for a total of six group interviews. Each group viewed two commercials with ageist messages in order to examine whether the participants recognize ageist messages in the commercials, how they feel about these messages, and whether and how the two populations groups differ.

The data were analyzed according to the principles of grounded theory. The findings revealed differences in how the two populations perceived the commercials: (1) Senior citizens recognized ageist messages earlier than students, while the students sometimes needed leading questions to recognize the messages. (2) After being exposed to the ageist messages, the students were ambivalent about them and about the stereotypical portrayals of older adults in the commercials. The students compared the stereotypical portrayals of older adults in the commercials to old age as they know from their immediate surroundings. This comparison generated ambivalence in that they identified the ageist messages but were not sure whether they express discrimination or prejudice. (3) The students viewed the commercials as amusing and entertaining and felt the commercials expressed a desire to generalize and give recognition to older people. (4) The senior citizens expressed negative attitudes toward the commercials. They found the commercials humiliating, disrespecting and exploitive and felt the creators of the commercials were trying to make money from them. (5) Only the students correctly identified the commercials' messages.

The findings indicate the importance of further examining perceptions of ageist messages among different population groups. In addition, they raise questions about the legitimacy of portraying older people in unflattering manner in advertisements.

PP 745 The construction of motherhood in mommy blogs. What do readers think about the dominant motherhood model?

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The present communication aims to present the results of the research "The Construction of Maternity in the Discourses of Mommy Blogs". Readers' motivations, preferences and perceptions", specifically those aimed to answer three of their objectives: (1) To know their points of views regarding the exercise of intensive motherhood (Hays, 1998). (2) To identify their positions in relation to the individuality/community, expert knowledge and professionalization of motherhood. (3) To discover their perceptions regarding the representation of parental roles.

Although the mommy blogs phenomenon could be consider new in Spain, the community already has more than 4000 blogs, which are mostly aggregated in Madresfera, a network of "professional" mommy blogs. In this context, the emergence of these blogs of mothers is linked to a long history of the struggle for women to define their identity in relation to motherhood and emerge at a time of important social changes: the presence of women in the market with more responsible roles, the increase in the average age of pregnancy, the emergence of new family structures, inequalities in the public but also in the private sphere, etc.

The research has considered combined research methods: discourse analysis of 40 posts selected from a sample of 5 mommy blogs (Mimitos de Mama, No soy una Drama madre, Mamíferas al Borde de un Ataque de Nervios, Una Madre Molona and El Club de las Malas Madres), content analysis of comments from the same posts, 2 focus groups and the application of 263 questionnaires, 107 on paper and 156 online; however in this communication we will focus on the results of these last three techniques.

In this way, the analysis of reception of readers shows that contradiction (wanting and not being able, having duties but not wanting to) and guilt and frustration constantly emerge in their speeches. Mothers recognize media pressure and influence of referrals such as bloggers and feel identified in some way, though they are critical of the diversity, co-responsibility, and "super woman" ideas. In this sense, they are precisely the readers, especially in the comments section, who lead the most critical discussions at the systemic and gender-based levels.

In conclusion, according to Kido López (2009) and DiPrince (2012), the study ratifies the power of these media as potential tools to impact the social construction of motherhood, to revise and redefine conventional notions of what mothers could write in public; as long as the superficiality of the discourse is overcome and the authors discover the power that their stories and opinions could have, if they are articulated from a perspective of change and not of acceptance.

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PP 747 Dealing with "social media dilemmas:" Discussing, questioning, and collectively making sense of sharenting on a parenting forum

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"Sharenting", or "sharing representations about one's parenting or children online" is a usual habit for families in the digital age (Blum-Ross & Livingstone, 2017). This practice is part of a broader process of _datafication_ of the everyday life for many families, where information and representations ranging from one's pregnancy to accounts of children's lives are transformed into online data (Mascheroni, 2018). While media outlets described parents as inattentive and naïve about it (Barassi, 2019), empirical data show that many of them grapple with digital dilemmas around the digital narration of their families on social media (Chalklen & Anderson, 2017).

This study explores how parenting forums can work as informal sites where parents discuss digital dilemmas associated with sharing about children on social media (here "Social Media Dilemmas"). The BabyCenter forum was used as a site of data collection to investigate these dilemmatic situations, focusing on threads where posters wanted to discuss how the evolving communication ecology poses new challenges and doubts when it comes to governing their children's digital presence.

The contribution reports on results of a content and a thematic analysis of the opening posts and comments from 665 threads, looking at the types of dilemmas parents experience about sharenting, and how these are discussed, framed, and possibly overcome with peers. Two external coders tested the codebook and coded the database with Cohen's K coefficients ranging from .70 to .98.

Findings suggest that if sharenting starts well before the child is born with ultrasound postings, so do the dilemmas parents experience about it. As such, posters discussed "pre-birth" dilemmas -concerning doubts on sharing about pregnancy online- and "post-birth" dilemmas, where the legitimacy of creating an online identity for children after birth was questioned and consequences of this practice considered. Furthermore, dilemmas were associated not only with posters' own photo-sharing behavior but also other people's (e.g. grandparents or teachers sharing about posters' offspring on social media causing privacy predicaments parents did not know how to handle).

By offering accounts of daily lives, these natural occurring data allowed us to explore how social media is so integrated into family life to the extent where new dilemmatic situations can arise from their use. In discussing these dilemmas, parents appreciate the role played by this forum as a site of support, stressing the importance of such an informal space to normalize their experiences about these new types of media quandaries and orient their actions. It is advanced that parenting forums may represent an environment for parents where answers to these new difficulties can be discussed and co-constructed through online interpersonal communication in order to make sense of and navigate the evolving media landscape.

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CDE01 - Trust and mistrust in news media: Definition, types and determinants of trust

PN 001 A literature review of trust in news media

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Research on trust in news media has increased in recent years. This growth is partly due to the interdisciplinary character of trust; studies investigating trust are conducted in communication research, sociology, psychology, and political science. Additionally, other terms – such as credibility, hostile media effect etc. – have been used to study concepts related to trust in news media. Consequently, research on the topic is wide-ranging, yet fragmented. The present study offers a comprehensive review of the literature on trust in news media and related terms regarding definitions, adjacent concepts, objects, and determinants and consequences of trust. We also suggest ways to incorporate the findings in future studies on trust in news media. We scanned various databases (e.g., Web of Science, Google Scholar) for published research on trust in news media and related concepts. Theoretical and empirical investigations in English or German were considered. Overall, we systematically analyzed more than 200 journal papers, books, and anthologies. Regarding definitions of trust, our review reveals some common ground in the literature: First, trust is the willingness of a trustor to be vulnerable to a trustee regarding her/his performance and future interactions based on past experiences and positive expectations. Secondly, trust is oriented towards an unknown future. It is, therefore, inherently risky and involves uncertainty. Thirdly, trust reduces social complexity. We use these three criteria to propose a minimalist definition of media trust for future studies. In terms of adjacent concepts, there are numerous concepts that overlap with trust in news media and have been used synonymously, such as credibility, confidence or skepticism. Still, our analysis uncovers differences between the concepts. For example, credibility appears as a narrower concept than trust, because it is limited to an assessment of a media content or actors and not directed towards the future. We also provide arguments why skepticism and cynicism, instead of being used synonymously with trust, should be regarded as antecedents of trust.With regard to the objects and dimensions of trust in news media, studies differentiate between specific and generalized trust and between trust in media systems, media institutions, media genres, media brands, journalists, and in specific news media content. We show that the results of empirical studies differ significantly depending on which objects and dimensions of trust are used.Finally, our literature review scrutinizes correlates of media trust. For this purpose, we integrated institutional and culturalistic approaches to trust research in a model. This model considers the determinants and consequences of (media) trust that research investigated at the micro, meso and macro levels. On all levels, three types of correlates can be differentiated: characteristics

of the news media (e.g., individual media use, media performance, degree of press freedom), social characteristics (e.g., sociodemographics, degree of social polarization, audience fragmentation), and political characteristics (e.g. political trust, political performance, type of democracy). Our review summarizes the current state of research in these areas, points out desiderata and discusses the findings against the background of the current debate about a crisis of trust in the media.

PN 003 Don't trust the lying press!? Exposure to media criticism and trust in different media

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A certain level of trust in news media is necessary, since news media fulfil a public task in democracies that includes, for example, providing balanced information or criticizing politics. Since recipients depend on journalistic media to perform accordingly when forming an opinion or making a decision, but often are unable to verify information directly, they must trust news media. However, in many Western democracies, mainstream media face extensive criticism which lead to an intense debate about a media trust crisis and could increase trust in alternative media as well as media cynicism in certain population segments. Only recently, communication scholars comprehensively analyzed the origins of media trust and media cynicism. Hereby, previous studies mainly focused on sociopolitical factors (e.g. generalized social trust) and media-related factors such as media use. However, as an important source for the performance of the press in a democratic society, and, thus, a central prerequisite of media trust, literature also suggests media criticism, for instance by peers, news media themselves, alternative media or political actors. Several studies are concerned with the content of media criticism, often criticizing journalistic quality or influences on journalistic autonomy or with its effects on quality or credibility judgments of journalistic content. Yet, there is some evidence that media criticism (e.g. by politicians) can negatively affect trust in news media. However, previous research did not take different sources of media criticism into account in order to compare them, e.g. peers vs. news media, and to analyze how they can affect trust in news media (RQ1). The same holds true for trust in alternative media and media cynicism (RQ2, RQ3). Hence, we conducted a quota online survey, representative for the German population (n = 1,000). With regard to the dependent variables, we measured trust in quality, in tabloid and in alternative media as well as media cynicism. Moreover, respondents were asked about the frequency of their exposure to media criticism in nine different channels (e.g. conversations with friends, acquaintances or colleagues; through statements by politicians; through media coverage). A multiple regression analysis demonstrates that exposure to media criticism expressed by mainstream media and political elites can positively affect trust in quality and tabloid news media, whereas criticism uttered by social peers is negatively associated with the latter (RQ1). Yet media criticism both by mainstream media and alternative media as well as user generated content can increase trust in alternative media; exposure to media criticism by social peers can, however, decrease it (RQ2). Lastly, whereas media cynicism is increased by mainstream media criticism forwarded by social peers and alternative media as well as user generated content, media criticism by the news media themselves (marginally) negatively predicts media cynicism (RQ3). The implications of these findings (e.g., self-criticism by the media as means to increase media trust) and its limitations will be discussed extensively at the conference.

PN 002 Naïve and informed trust in news media

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In the 1980s, Gaziano and McGrath (1985) distinguished two types of mistrust in news media: a naively mistrustful attitude, based on little knowledge of journalistic media, and a critical, but well-informed attitude. This distinction becomes relevant for dealing with trust problems of news media, because different types of (mis)trustors require different strategies to maintain or build trust. However, this has hardly been addressed in research since. Therefore, this paper asks whether we can still find different types of trust (or distrust) along knowledge about news media (RQ1) and how these types can be characterized beyond their media knowledge (RQ2). To answer these questions, we conducted an online survey representative for the German online population (n = 936, December 2017). To find different types among mistrustful and trustful respondents, the sample was first divided into a high-trust and a low-trust group. We then used cluster analyses to group the respondents along their objective and subjective knowledge of news media. For objective knowledge, respondents were presented with five statements and asked to assess whether they were true, false, or if they didn't know (e.g. "Journalists have the right to refuse information about their informants" [true]). Subjective knowledge was assessed using three items (e.g. "I am well-informed about how journalists work"). For clustering, we used the number of correctly answered knowledge questions, the number of 'don't know'-answers and the mean score of subjective media knowledge. Clusters were characterized by (1) socio-demographic, psychological and political characteristics, (2) quality expectations and perceptions of news media, and (3) news usage. We identified six clusters in total; among low-trust respondents, we find the following three: (1) 'Disappointed news idealists' (n = 96) with high objective and subjective media knowledge. They are predominantly highly educated, politically interested and intensively use journalistic and alternative (online) media, although they assume that journalism is manipulative. At the same time, however, they have the highest expectations of journalistic media and are the most diverse group in terms of their voting preferences.(2) 'Diffuse media-sceptics' (n = 112) with little objective knowledge and average subjective knowledge of journalism. They have lower or middle levels of education, mainly use private television, have a particularly high conspiracy mentality and have a strong preference for right-wing populist parties. (3) 'Estranged sceptics' (n = 49) with extremely low objective media knowledge, mainly 'don't know' answers and low subjective media knowledge. They have the lowest expectations towards journalism, hardly use any news of any kind and are also politically the most alienated group with the highest proportion of non-voters. Among respondents with high trust in news media, we find three clusters with a similar division according to objective and subjective media knowledge, but the types are more homogeneous in terms of their characteristics. The paper presents the six clusters in more detail and asks which consequences these results have for dealing with trust problems in journalism. ReferencesGaziano, C. & McGrath, K. (1985). Media publics and media trust. Retrieved from https://files.eric.ed.gov/fulltext/ED263610.pdf

PN 004 Sceptical toward all news or only public service news?

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Survey research has revealed that citizens who support populism systematically reject "the media" for reporting hostile against populist views (Schulz et al., 2018). However, anecdotal evidence illustrates that populist rhetoric and politics is most often very specifically directed at public service news. This is especially true in countries that have a rather strong and long public service tradition such as Switzerland or the UK. For example, in 2018, the populist Swiss People's Party fiercely supported the "No Billag" initiative that aimed to completely abolish funding for the Swiss public service TV and radio. In December 2019, parts of the newly elected British government boycotted TV interviews with flagship BBC news programs. These attacks must be taken seriously as they may destabilize trust in independent news institutions that hold several important functions in liberal democracies. Not least are they to hold power to account. Against this background, it is important to examine whether populist citizens' anti-media attitudes are as broad as previous studies suggest or whether their hostility is more specifically geared toward public service news. Thus far, studies on populist citizens' media perceptions have not examined perceptions of specific news media types. Closest to this comes a study by Fawzi (2018) who has differentiated between quality and tabloid news to find trust in both news types to decline with increasing anti-elitist populist attitudes. The present study breaks this down further and examines populist citizens' scepticism toward public service news in particular. This is contrasted with scepticism toward quality newspapers, tabloid newspapers, private TV news as well as news on Facebook, Twitter and YouTube. This analysis is based on online survey data from 2017 gathered in 4 European countries: France, the UK, Germany and Switzerland (N≈500/country). It uses single item measures for scepticism toward each of the different news media types as dependent variables. Populist attitudes serve as the critical predictor and left-right political orientation, political interest, political extremity as well as age, gender, and education are controlled out. Results show interesting country differences. Indeed, populist citizens in France and the UK greet public service news with scepticism to significant degrees. However, no such pattern is found in Switzerland and Germany where coefficients remain insignificant. Interestingly, in these two countries, right-wing political orientation and not populism is related to more scepticism toward public service news. These findings offer interesting grounds for discussion. ReferencesFawzi, N. (2018). Untrustworthy News and the Media as "Enemy of the People?" How a Populist Worldview Shapes Recipients' Attitudes toward the Media. The International Journal of Press/Politics, Advance online publication. https://doi.org/10.1177/1940161218811981Schulz, A., Wirth, W., & Müller, P. (2018). We Are the People and You Are Fake News: A Social Identity Approach to Populist Citizens' False Consensus and Hostile Media Perceptions. Communication Research, 1–26. https://doi.org/10.1177/0093650218794854

CDE02 - Emotions, rituals and memories

PP 066 Can emotions evoked by data visualizations mobilize people to act?

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The recent increase in private, public and political use of data and the increased circulation of data through visual representations indicate that data visualization (graphs, charts and maps) is gaining importance. Despite this, there has been little sociological contribution to the understanding of experiences of data visualization (dataviz) (Kennedy et al., 2016a; Kennedy and Hill, 2017 are exceptions). Data studies has been characterized by studies of the top-down operations of data power and by a related absence of attention to experiences of data 'from the bottom up' (Kennedy and Hill, 2017). There is, therefore, a lack of research into emotional reactions of non-experts to dataviz. However, scholars agree that emotions matter, and their understanding should be applied to the study of data and their visualization (Kennedy and Hill, 2017; D'Ignazio and Bhargava, 2019; Gray, 2019; Simpson, 2019). Furthermore, no research has yet been carried out regarding the impact of dataviz on democratic participation from a sociological perspective.

To address this gap, my research explores emotional responses to data visualizations on climate change. It aims to develop an understanding of the role data visualization does or could play in enabling participation in datafied democracies.Working with non-governmental campaign organizations, I will investigate whether their dataviz have an emotional impact on people, and whether and how they can prompt political mobilization and participation. My research focuses on the United Kingdom and Poland. The relationship between data visualizations, democratic participation and the political implications of emotions are particularly important at this time of significant political changes both in the United Kingdom (because of Brexit) and in Poland (given the rise of the far-right).

The project uses mixed qualitative methods and includes social semiotics analysis of data visualizations with interviews with data visualization experts and designers; and interviews with diverse user participants from the United Kingdom and Poland. In my presentation, I will focus on what I have found in the experts' interviews and the social semiotics analysis of data visualizations themselves.

PP 065 Thrownness into inauthentic digital worlds: Autotune and the question of digital literacy

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On the face of it, Autotune appears to be a prime example of the rationalisation of culture driven by profit-seeking technology corporations, its coding flattening out the natural variability and diversity of the human voice in order to appeal to the lowest common denominator of users of apps such as Spotify. Worse, this widespread shift in popular music has altered a moderately fundamental basis for social interaction, identity formation and cultural collectivity. Worse yet, most pop music fans are ignorant about this change, unaware of the richness of what went before. The question then becomes to what extent users should be made aware of the constraints and corporate motivations of Autotune, and this can be seen as a test case for how we understand digital literacy more broadly: to what extent should publics be made more aware of the contingencies and instrumentalities of all digital aspects of everyday life, from social media platforms and smart speakers to the internet of things and emoji? Autotune is thus emblematic of a profound ethical dilemma that accompanies pervasive digitisation: how to live authentically in a world in which the tools we use to make the world familiar are not of our devising and beyond our comprehension, and in which corporate hardware and software increasingly underpin the very conditions of sociality (Couldry & Hepp, 2017)?

The paper draws on Heidegger's model of thrownness (Lagerkvist, 2017), specifically the idea that there is no originary mode of being that goes out into the world, only being in the world that we always find ourselves in the midst of, already doing things with whatever we find to hand in order to make that world (and ourselves) familiar. This means that there is little sense in worrying about the digital somehow corrupting selves or making them less authentic, or that there are existential risks in habituating ourselves to new digital tools and environments. By extension, as media scholars and educators we should not be labouring to rupture users' everyday experience of the digital so that they become cognisant of its radical contingency, but instead to foster more agile repertoires for navigating the inauthentic realms that are always already given – movement through environments is what discloses the facticity of the world, not pausing and reflecting on its true nature. The paper ends by proposing three principles for enhancing digital literacy understood as practical rather than cognitive knowledge: curiosity, free from the nagging question of whether it is authentic; improvisation, or learned repertoires for experimenting; and provisionality, meaning the practical apprehension of what is at stake ethically in digital environments disclosed temporally as users feel their way through them.

PP 068 The rhetoric of recognition: Survivor testimony and state apologies for women held in church-run institutions

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The demand for recognition is a central force in contemporary socio-political movements. This is especially true among oppressed groups whose formative experiences are not fully acknowledged by the state or fellow citizens; for many survivors of Ireland's Magdalene laundries, narratives of shame and silence prevailed for decades. Between the 1920s-1990s, more than 10,000 women were confined to Ireland's Magdalene laundries; many were pregnant outside of marriage, daughters of unmarried mothers, in church or state care, or had been abused. The women were forced into unpaid labour and subjected to physical/psychological maltreatment. Over seven decades, the laundries were run by Catholic orders but the Irish state's role was finally acknowledged in 2013, resulting in a formal state apology from the country's prime minister. This case, therefore, provides a valuable opportunity to understand some of the communicative dimensions of a group typically shamed and silenced.

Recognition's theoretical foundation draws on the Hegelian perspective that the intrinsic human need to be recognised by fellow citizens provides a motivational and justificatory basis for all social struggles and is the central force behind societies' ethical development. In the last decades, recognition has become a key concept in different fields, from political theory (Taylor, 1994) and political history (Fukuyama, 1991, 2018), to social theory (Honneth, 1993, 2003) and rhetoric (Burgess, 2015). The perspective has been revitalised as established frameworks of political communication and deliberation fall short in explaining the complexities of contemporary struggles around identity, historical trauma and public memory.

However, we still have limited understandings of recognition's form. Ultimately, there is a need to explore how struggles for recognition manifest as rhetorical processes in mediated and non-mediated publics. Using a grounded theory approach, the study develops new theoretical understandings of the rhetoric of recognition. Through rhetorical analysis we examine the Magdalene laundry survivors' struggle as it evolves from individual historical accounts to a shared public motive. The analysis focused around the question: How was the desire for recognition articulated as a public motive by Magdalene laundries survivors?

The study uses Magdalene survivors' direct contributions through a secondary data source from an oral history project which interviewed 80 survivors. The analysis focus on how claims and desires for recognition are articulated, the relation between memory and narrative form, and the relation between the form of the struggle and the constitution of survivor identities. This study helps to understand recognition's role and form, specifically within the national context of an evolving democratic country established in the 1920s. Crucially, this struggle for recognition in recent years came at a key developmental time of Ireland's ethical upheaval and shift away from the declining religious influence which had defined the early decades of the new republic.

PP 069 Conflicting memory and social media: Memorializing the Northern Irish troubles on Instagram

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Memory can often polarise communities in deeply-divided societies transitioning out of sectarian conflict. Current scholarship in the emergent field of memory studies has tended to focus on how commemoration ceremonies and museums and memorials re-traumatise former combatants and civilians who have first-hand experiences of war, albeit that there has been some evidence in recent years suggesting that oral history projects can help heal sectarian divisions in post-conflict societies. Notably, there has been little research conducted into how social media, photo sharing sites in particular, may be used to share and shape collective memories of ethnic conflicts. In contrast to its analogue antecedents, memory online is neither restricted by geographical borders, nor is it privileged to particular communities; all those who can upload, view and comment on conflict imagery can participate in memorialization. Therefore, it is conceivable that new voices and interpretations may emerge online that challenge the partisan and often sectarian debates associated with the past. Conversely, current debates over how social media exacerbate existing levels of political polarization in democratic states suggests that images shared online may reinforce what are often mutually exclusive narratives on conflict that do little to reconcile former enemies. We set out to empirically investigate how social media facilitates memorialization by exploring how Instagram is used to shape memories of the Northern Irish 'Troubles,' a low-intensity conflict between 1969 and 1998 that resulted in 3,600 fatalities and left many more bereaved, injured and traumatized. More than twenty years on from the Belfast Agreement, there remain deeply entrenched narratives on the origins of the conflict among those identifying as British, Irish, as well as British Army veterans, whose deployment in 1968 under the auspices of maintaining law and order turned into a de facto thirty-year war of attrition with republican terrorist organisations like the Provisional Irish Republican Army (PIRA). Our study explored the visual representation of these narratives on Instagram, with a specific focus on the type of images shared and the comments they generated. A qualitative and quantitative visual analysis of 100 historical images tagged #thetroubles was conducted between August and December 2019 in order to investigate these issues. Results indicate that images of everyday life during the conflict, such as children playing in desolate urban landscapes, and British soldiers, typically depicted holding weapons against a backdrop of civil unrest, were the most prominent visual representations under this hashtag. Memorialization tended to revolve around the sharing of conflict imagery on the anniversaries of key events such as the Battle of the Bogside. While the majority of Images generated no comments, those shared by British army veterans to depict their experiences typically resulted in a polarised debate between pro-British and pro-republican commenters on the origins of the conflict. While the affordances of online platforms such as Instagram provide unprecedented opportunities for broader participation in processes of memorialization, they also lay bare the persistence of sectarian divisions and political polarization in 'post-conflict' societies such as Northern Ireland.

CDE03 - Inequalities, news consumption and opinion formation

PP 114 Exploring Greta Thunberg's mediatised, politicised and polarising communication style

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One of the best demonstrations of the connection between communication, media and democracy is climate advocacy. The work of climate advocates, among whom Greta Thunberg has stood out, constitute an important topic of study. Critical communication scholarship should study more the characteristics, challenges, advantages and/or disadvantages posed by the communication styles embraced by high profile climate activists. Polarising moral discourses about controversial topics, such as climate change are exerting an impact on the political dialogue worldwide. In this light, this paper explores the characteristics, mediatisation and politicisation of Greta Thunberg's climate communication style. Greta Thunberg's climate advocacy and transnational activism have emerged in the context of various youth movements advocating for gun control, racial issues, civil and gender rights, and the environment (Gay, 2016). Youth activism has been associated with youth identity and empowerment discourses, particularly girl empowerment. But youth, and particularly girl activism, are not just about self-esteem, but about "doing something" for society. Bastien and Holmarsdottir (2017) argued that youths play an important role "as architects of change", especially in matters of sustainable development. We focus on three specific issues: The characteristics of Thunberg's communication and claims-making style; the moral character of her discourse; and the political reactions triggered by her abrasive advocacy style. We ask four basic questions:
Q1: What are the main speech strategies and claims that characterise Thunberg's climate advocacy/communication style?
Q2: What are the main claims used in the news media to represent both, Thunberg's speeches, and the political reactions to those speeches?
Q3: To what extent and how has Greta Thunberg's speech been mediatized and politicized?
Q4: What are the elements that define (or not) the moral character of her discourse?
To answer these questions, this paper develops four threads of analysis: (a) We situate the concepts of mediatisation, politicisation, transnational advocacy, and moral discourse, which will be applied to the analysis of Thunberg's speeches; these concepts will also be applied to some of the main political reactions to her speeches represented in the news media; (b) we critically analyse speeches and texts using claims making and textual analysis; (c) finally, the discussion of results has a threefold aim: First, to typify Thunberg's climate communication style; second, to characterise the ways in which Thunberg's speeches have been mediatised and politicised; and third, to evaluate whether her climate communication style deepens the polarisation of the climate conversation; or if, on the contrary, her advocacy style carries the seed for climate reconciliation.

PP 112 Mapping digital inequalities among Internet users in Russia: Comparative study of Russians and Yakuts

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Previous research on Russia showed that due to its vast territory, economic and cultural development, historical traditions, professional journalistic practices, policy measures, legislation, even geographical and climatic conditions (e.g. Svitich, Smirnova, & Shkondin, 2018; Zorin, 2018; Vartanova, 2019), the country represents an interesting case for the analysis of different kinds of inequalities – social, economic, educational, professional and others. This paper contributes to ongoing discussion around digital inequalities in Russia (e.g. Vartanova, 2018; Deviatko, 2013; Volchenko, 2016; Gladkova, & Ragnedda, 2020) by empirically analyzing digital use and digital competences of two ethnic groups – Russians and Yakuts, chosen to contrast the largest ethnic group in the country with the one that can be defined as 'minor'.

Using the sampling of 1000 Internet users gathered from online survey in summer/autumn 2020, we compared the use of Internet and ICTs between Russians and Yakuts (ethnic belonging was identified by the survey participants themselves). While conducting this survey, we looked at three main aspects – differences in digital access (number and types of devices used, etc.), digital competences (presence/lack of previous training of using Internet, confidence in using ICTs, etc.) and digital engagement of Russian and Yakuts.

Just like in many earlier studies analyzing the influence of ethnic factor upon Internet use (e.g. Lin et al., 2015), we did not find any radical differences between the two groups. However, the study revealed some differences regarding digital competences and digital use, with Russians being somewhat more confident in using ICTs, using Internet for a bigger number of purposes (online services, e-commerce, education/training, political discussions, etc.) and usually using more devices for going online that Yakuts (smartphones, tablets, PC, etc.). These results are aligned with our previous study on the eight federal districts of Russia, which showed that Far Eastern federal district where most Yakuts are based lacks behind e.g. in terms of Internet penetration numbers, Internet audience numbers, compared to a few other federal districts of Russia (e.g. Central or Northwestern).

The study confirms that digital divide in Russia is still on place, and that today it should be approached as a complex technological and social problem (e.g. van Deursen, & van Dijk, 2015; Vartanova, 2018; Gladkova, & Ragnedda, 2020). In this vein, we argue that bridging digital divide across ethnic, cultural, linguistic and other groups – in regard to access, competences/skills/digital literacy and other factors – is an important task for a democratic society. Although much is being done in Russia at the moment to overcome digital divide, including state program on eliminating digital inequality (since 2014), and other federal and regional policy measures and projects, we believe that more straightforward actions are needed to ensure all members of the multiethnic and multicultural Russia society enjoy equal freedom of expression and access to information, possess digital skills, and are able to use these opportunities for both offline and online communication.

PP 110 News won't find me? Exploring inequalities in social media news use with tracking data

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Access to news and political information is not distributed equally among citizens, but depends on their individual resources and motivations. A rise in the availability of news content on social media over the past decade has been accompanied by a hope that people with lower socioeconomic status and less interest in political affairs would be "accidentally" exposed to news.

In this presentation, based on a unique set of tracking data that combines the prevalence of news content in individual Facebook news feeds with their overall news use online and survey data, we explore whether social media news use is mitigating the divide in news use or if the specificities of social media ecosystems rather accelerate the news gap. We specifically analyzed differences in social media news exposure and consumption related to political interest, education and income. We reconstruct pathways to news holistically from (incidental) exposure on Facebook to the actual consumption of a news item and additional engagement with news after the consumption. Our unique approach in data collection and analysis also allows us to differentiate between the consumption of and additional engagement with a news item accessed via a news website and an item found via social media.

We find that a higher level of political interest is associated with a higher amount of news exposure on Facebook and a higher amount of news items consumed via social media sites but not with a higher amount of news consumption via news websites. The hypothesized positive effects of education and income were not found. When a news item was accessed via a social media, users engaged less often in news-related follow-up behavior than after consuming news item referred via news website. Overall, our results indicate that social media news use seems to occur particularly for those who are already interested in current affairs and makes follow-up consumption less likely.
Keywords: social media, news consumption, political interest, computational methods, survey, digital divide

PP 113 Media use and opinion formation on climate change: The public connections of increasingly concerned citizens

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This paper explores how people experience media coverage on climate change, and how they connect climate change to everyday and civic experiences. Through qualitative interviews in a local community, and a theoretical framework drawing on public connection and political psychology, we analyze media use and political reasoning amongst people who express growing concern for the climate crisis, asking what characterizes their public connections.

This question is important as research has found that practices such as paying attention to news or discussing politics greatly favors sudden events. In their public connections, people tend to be approximately informed and occasionally monitorial (Ytre-Arne and Moe, 2018) – orientations that might work well during an election or a political scandal, but also runs the risk of neglecting long-term and complex political issues. We therefore need insights into how lasting and difficult political processes are received (or ignored). Climate change is a good case to study these processes for three reasons. First, climate change has been identified as one issue that is hard to grapple with for many citizens. Second, albeit people are differently affected by climate change, it is a universal political issue and crucial current and future challenge, demanding engagement and resilience. Third, there is a heated debate about how to best communicate the climate crisis to engage the public and mobilize for political action.

On this basis, this paper analyses how people reason around the formation of their opinions on climate change, and what kind of media use they think of as relevant, including which role they ascribe to news and social media. We study these processes through a framework of public connection (Couldry et al. 2010) that enables us to connect cross-media use to citizenship and everyday experiences, combined with perspectives from political psychology (Albertson and Gadarian, 2105) on changes in opinion formation regarding climate worry.

Bearing in mind earlier influential work on how people work to avoid politics, partly by trading explicit political issues on the (inter)national agenda for local volunteering (Eliasoph, 1998) and how denial of the climate crisis is culturally constructed in local communities (Nordgaard, 2011), we have selected a specific social and political setting for a qualitative case study. We analyze in-depth interviews with people in a Norwegian city where a 2019 local election brought forward a strong divide between a new protest party against road tolls (mirroring movements such as the Yellow Vests in France) and environmentalist groups pushing less car-friendly policies and "green transition". We study how citizens in this community reasoned on climate change as the abstract and ever-present issue was increasingly connected to local politics and the organization of everyday lives, and how they orient themselves towards this public issue using which media and communication technologies. We focus in particular on citizens who express growing concern for the climate crisis and ask what characterizes their public connections.

PP 111 Mapping the field of Flemish digital news startups: A content diversity analysis

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Media scholars and alternative media professionals alike generally point towards the biases of mainstream media to legitimate the existence and role of alternative media (Kenix 2011; Hájek & Carpentier 2015). While research identifying the flaws of mainstream news reporting is abundant, it is remarkable that few studies have attempted to do the same for alternative news media. At the same time, online news startups are proliferating in today's digital media environment (Bruno & Kleis Nielsen 2012; Wagemans et al. 2016). These generally present themselves as alternatives to traditional, mainstream media and professional journalism. However, to understand the contribution of digital media startups to the innovation of journalism and media pluralism, it is vital to focus on what these alternative media are (a particular set of practices) rather than what they are not (professional journalism).

The aim of this study is to map the output of the existent field of digital news startups in the Northern, Dutch-speaking part of Belgium, with a focus on their contribution to content diversity. We will answer this question by conducting both a quantitative and qualitative content analysis, with a particular focus on the following six indicators: (i) *Frequency*: how many articles are published during which intervals? (ii) *Issues*: which subjects and social issues are addressed in these articles? (iii) *Actors*: who is given voice in these articles? Who is allowed to speak and define the terms of the debate? (iv) *Authors*: who authors these articles? Professional journalists, amateur/citizen journalists, activists, etc.? (v) *Genres*: how are the articles being categorized: in terms of topic areas (e.g. politics, economy, etc.) or article types (news, interviews, opinion pieces), and (vi) *Styles of journalism*: how are the arguments constructed? Broersma (2010a) distinguishes between a news style and reflective style. The former refers to a descriptive discourse aimed at informing readers about the facts in a detached and depersonalized manner. The latter refers to a style of journalism that reflects on the facts from particular political and sociocultural standpoints or values, instead of just reporting them. The output concerned covers all the articles published during a period of six months between January 2020 and June 2020.

The seven selected news startups were derived by using a maximum variation sampling. Some of them have an outspoken partisan nature (Sceptr, Doorbraak and DeWereldMorgen). Others cover a niche topic (Charlie Magazine and MO Magazine) or distinct themselves by a particular business model (Apache and Newsmonkey). One crucial shared feature is that they all define themselves as alternative to their mainstream, traditional counterparts.

The forthcoming results of this paper will be added to an examination of the production level of these online news startups. This will give us an understanding of how particular journalistic or organizational practices of online news startups may enable a specific type of news content. For instance, with regard to whether a non-profit business model facilitates the representation of non-elite voices and ideas.

CDE04 - Disinformation, fake news and hate speech

PP 161 Fair or flawed: How content, moderator, and message information impact perceptions of online hate speech moderation

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Online content moderation is a key part of ensuring the internet is a safe and civil environment. However, content removal and moderation are complex tasks, touching upon controversial topics like freedom of expression and discrimination. Users often disagree with moderation decisions (West, 2018) and online platforms do not always know how to explain their moderation practices to their users. This is especially the case with hate speech, a particularly harmful form of offensive content that targets vulnerable groups and people. The issue becomes even more nuanced with the introduction of algorithmic moderators, machine learning models that remove content without human intervention.

To achieve the goal of a safe and civil internet, it is critical to understand user perceptions of online content moderation and the factors that affect them. Any moderation effort in an online community will ultimately fail if its members do not support such practices. Furthermore, any inquiry into this problem should consider that perceptions may differ depending on social and cultural contexts, since values like freedom of expression and legislation on hate speech vary greatly depending on the country under study (Hare & Weinstein, 2010).

Our project tackles these issues by conducting a 2x3x2 between-subjects experiment on perceptions of content moderation in three countries (Portugal, The Netherlands, and the United States of America). We explore how the type of moderator (human or artificial intelligence), the moderation message (no reason given for content deletion, a general message directing the users to the community standards page, or a custom message giving the specific reason why the content was deleted), and the moderated content (profanity or hate speech) have an impact on the perceived legitimacy, fairness and transparency of moderation processes. Participants are presented with a mock social media post about immigration containing either profanity or hate speech and then view a message stating that the post in question was removed from the website. The level of detail and information in this message is adjusted according to the experimental condition. This not only allows us to assess the impact of different factors, but also accounts for interactions between them (e.g. are algorithms perceived as fairer in moderating profanity than humans? Does the same happen for hate speech?)

All stimuli and surveys were translated and adapted to the national contexts under study and pretested. A total sample 2870 respondents took part in this online experiment and was randomly assigned to one of 12 conditions. The data was analyzed using structural equation modeling, controlling for attitudes towards immigration and country.

Results from the experiment show that removing hate speech is seen as more just than profanity in all three countries. Additionally, AI moderation is perceived as more transparent than human moderation in some scenarios. These results have implications for platforms, community managers and users alike.

Myers West, S. (2018). Censored, suspended, shadowbanned: User interpretations of content moderation on social media platforms. *New Media & Society, 20*(11), 4366–4383. https://doi.org/10.1177/1461444818773059

Hare, I., & Weinstein, J. (2010). *Extreme speech and democracy*. New York: Oxford University Press.

PP 162 Fake news wars: The Brazilian case of MBL against fact-checking agencies

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Facebook has been the target of much criticism regarding the collection and storage of data from its users, who claim that there is a lack of transparency regarding the use of the huge volume of data generated from their behaviour and profiles. With recent interferences from external sources during the United States Elections in 2016 and the Brexit referendum through the social media platform, an action plan was elaborated to fight Fake News that included new partnerships with different fact-checking agencies around the world. In Brazil, Facebook partnered up with two fact-checking agencies: Lupa and Aos Fatos. However, some groups such as the Movimento Brasil Livre (MBL) considered the strategy a kind of censorship 2.0, as it centralised the power to penalize other pages and prevented information from reaching more people. Recently, the MBL published in its page on Facebook some content against this partnership, starting a campaign against fact-checking and attacking the chosen agencies. The group says that Facebook´s strategy is threatening freedom of speech and that the Brazilian fact-checkers are not able to verify the facts in a neutral way. This study aims to understand if there was a reaction from the MBL community regarding the movement against Facebook's new fact-checking policy, as well as to verify if there is a change in the engagement generated by this subject in relation to the other subjects addressed by the page, through data collected from the movement's Facebook page. We analysed the content of the post, the number of comments, shares, and reactions, which were divided by the categorization of Facebook itself: Like, Angry, Haha, Wow, Sad and Love. Regarding the comments, we also highlighted in the analysis those with the most relevance, which presented a large number of interactions. Reactions were analysed considering the content published to better understand whether the community accepted MBL's arguments regarding the themes. Three events about fake-news and fact-checking that happened in 2018 were key factors for the data collection period for this analysis: the announcement of Facebook's partnership with fact-checking agencies in May, the case of one agency's mistake about a news story in June, and the elimination of right-wing Facebook pages and profiles in July. In May, the MBL sought to rouse its community against Facebook's strategy by accusing the action of being a kind of censorship against the right-wing. In June, it was not in the MBL's interest to report the fact-checking agency error. And in July, the MBL tried to "vilify" Facebook and even associated the platform with communism, even though it's a North American private company. As expected, the results showed that the Braga reactions generally translated that the MBL community accepted the arguments. On the

other hand, the most relevant comments in the publications about fact-checking were against the arguments used by the MBL.

PP 160 Disinformation in the digital public space: Perceptions and measures for avoiding fake news in users from Argentina, Chile and Spain

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In recent years, academics and the media have been paying attention to the phenomenon of disinformation. The fact that disinformation poses a threat to democratic institutions has contributed to mounting concern regarding this problem. Disinformation is a modality within a broader field called 'problematic information', which includes various types of information that are considered inaccurate, misleading, or found to be improperly or totally manufactured. Although it is true that this type of media is not novel, today's information ecosystem is without precedent, due to its sheer scale and scope. This fosters new ways in which problematic information can be created, circulated, and received by users, increasing its potential effects. Taking into account the above, this research explores audience perceptions of different types of disinformation, and the actions that users take to combat them, in three Spanish-speaking countries: Argentina, Chile, and Spain. Quantitative data from the Digital News Report (2018 and 2019), based on a survey of more than 2000 digital users from each country was used for the analysis. Results show remarkable similarities among the three countries, and how digital users identically ranked the types of problematic information that concerned them most. Survey participants were most concerned by stories where facts are spun or twisted to push a particular agenda, followed by, those that are completely made up for political or commercial reasons, and finally, they were least concerned by poor journalism (factual mistakes, dumbed-down stories, misleading headlines/clickbait). A general index of "Concern about disinformation" was constructed using several sociodemographic variables that might influence the perception. It showed that the phenomenon is higher among women, older users, those particularly interested in political news, and among left-wingers. Several measures are employed by users to avoid disinformation, such as checking a number of different sources to see whether a news story is reported in the same way, relying on the reputation of the news company, and/or deciding not to share a news story due to doubts regarding its accuracy. We conclude that the perceived relevance of different types of problematic information, and preventive actions, are not homogeneous among different population segments.

CDE05 - Humour and disruptive discourses

PP 198 Punditry as a reward system. A distinctive perspective on the relationship between the punditry sphere and democracy

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Punditry is a central feature in Southern European countries, especially in Portugal and Spain, where commentary is a prominent component of primetime content on both broadcast and news cable networks (Figueiras, 2017; López, 2016). Whether in opinion slots in the newscasts or in autonomous opinion shows, pundits are regular commentators who comment on the events in the news.

Research on punditry has been drawing special attention to the expansion of the punditry sphere over the years, to pundits' profile and their styles of expression in public debate (Figueiras, 2011, 2017; Hopmann & Strömbäck, 2010; Jacobs & Townsley, 2011; Letukas, 2014; López, 2016; Wahl-Jorgensen, 2006). Current research on punditry primarily uses democratic theory or theories of the public sphere and frame theory to analyze the role pundits play in public communication. Rather than offering this more familiar perspective on punditry, this paper explores the relationship between the punditry sphere and democracy by following Turow's (2005) approach to audience construction and cultural production.

Considering the media as sites of production of meaning to the benefit of specific social relations and the punditry sphere as an intersection of several organizational fields, the study explores organizational-structural factors that explain the logics of the punditry sphere – formal and informal rules and codes for defining, selecting and structuring punditry. The presentation analyzes how pundits and media organizations think about their audience and examines the role of punditry in the political environment in which the media organizations operate. It explores the relationship between the punditry sphere and democracy in general, using Portugal as an example. It draws on data gathered from semi-structured interviews with pundits, journalists and news editors from both the public and private media sectors in the country.

Findings suggest that Portuguese punditry is a field primarily oriented to the pundits themselves and to manage power stakes in the public arena. Pundits are mainly interested in improving their reputation and status within punditry and the circles of power. This audience demands their priority attention and these circles of power hold a particular stake, an interest bound to the social goals pursued by the punditry sphere. The punditry sphere reflects the reward system under which pundits and media organizations work in Portugal. There has been a trend of stable endorsement of mainstream politics in the punditry sphere as a result of it being used as a front for business diplomacy and political alliances. This conception reflects the co-dependence between media organizations and circles of power, and, amidst such co-dependence, grass roots audiences are at the periphery of the interests of both pundits and media organizations.

Using Portugal as an example, this study offers a distinctive perspective on the relationship between the punditry sphere and democracy, and represents a starting point for researchers wishing to understand the space of opinion as a relevant site to analyze inter-organizational relationships and struggles that include reciprocal efforts to cultivate dependencies via the punditry sphere.

PP 200 The concept "regime of the 78" in the Spanish press: Reframing the transition and the Spanish democracy in "slow journalism" online. The cases of ctxt and critic

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In Spain, the 15M (Occupy the streets) protesters coined the term "Regime of the 78" to define the political and institutional system born in Spain during the transition (from the dictatorship into democracy) under a critical light. The assumption was that the "Regime of the 78" was an agreement between the political and economic elites in order to restrain any significant progress into a more progressive democracy. This frame was actually taken from the minority organisations which remained understood as "counterculture" during the Transition. The left-wing political party Podemos, created in the last period of the cycle of mobilizations, appropriated the concept and used it as a trademark of the party in public appearances. Thus, "Regime of the 78" acquired a vague and populist use in the mainstream political discourse, following Laclau's demand for a left-wing populism which may conquer hegemony. In Podemos' declination, "Regime of the 78" is a critique of the political establishment for its inability to answer to the economic crisis (Rueda-Laffond, 2014), and draws a line between "the old politics" or "the cast" and "the new politics" which came to truly represent the interests of the people. Soon later, this malleable frame was used by many political forces (notably other "new" ones such as liberal-conservative Ciudadanos and far-right populists Vox), opening a complex debate on the recent history of Spain with regards to its democratic system. This debate was participated by media, and specially those online publications which are based on a "slow-journalism" model. In this paper, we are going to focus in the discourses of Crític and Ctxt, two online strong publications which were created after the structural crisis of corporate media in Spain, triggered by the broader economic crisis. The articulation of the term "Regime of the 78" is going to be analyzed from the outset of these media until now (2014-2019). To this end, we have analyzed 100 selected pieces of both publications and we have interviewed the founders of these successful online media. Our preliminary results point towards the next conclusions: 1) the idyllic narration on the Spanish Transition and the democratic consolidation is challenged by these media; 2) this challenge is articulated in media platforms ruled by journalists who grew up during the Spanish Transition (born around the 70s) or who were part of underground countercultures during the Transition; and 3) "slow journalism" routines and formats allows for a complex articulation of discursivity which overcomes populist political simplifications.

PP 199 Disruptive humour: The juxtaposition of mass protest and everyday activities in social media images

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A humorous photograph of a man holding up a sign and walking through the protests against the G20 summit in Hamburg is one of the most shared tweets posted during the anti-capitalist Welcome to Hell demonstration taking place on 6 July 2017. Instead of a protest slogan, however, the handwritten sign says: "I am a local resident, and I am just going to Edeka [German supermarket chain]". Various photographs of the man taken in different places are shared prominently in social media feeding into the narrative of the G20 protests. This is only one of the various images and videos from the protests that humorously juxtapose everyday activities with protest scenes such as burning barricades as well as police in full gear. While previous research has shown that activists, police and institutional media alike share their perspectives from political protests in social media (Neumayer, Rossi & Karlsson 2016; Neumayer & Rossi 2018), these seemingly neutral perspectives on the actual conflict have received relatively little attention (e.g., Jensen, Neumayer & Rossi 2018). In this research we ask which role such images play for the representation of political protest in social media. To do so, we collected tweets (n=678946) based on protest hashtags from the G20 demonstrations in Hamburg in the time period 6-8 July 2017. With a social network analysis to detect communities in the data, we find that while we can detect communities around user accounts of activist collectives, media institutions, and authorities (such as the Hamburg police), we cannot observe a network centred around user accounts of residents of Hamburg. As seemingly neutral humorous perspectives which do neither take the side of the activists or the authorities, these images seem to be shared across various communities in the network. Yet, these are among the most frequently shared tweets based on number of retweets and mentions. Through a narrative analysis of the most frequently shared tweets with a particular focus on such humorous juxtapositions of the protests and everyday activities of residents, we argue that these seemingly apolitical images and videos shared across communities, still play a disruptive role in the narrative about political protest. The privileging of humorous content (that users are perhaps more inclined to share in social media than political messages) over political action or violent imagery, might (while not actively taking sides) push activists' grievances in the background and make their actions appear as disruptive. With these findings, this research contributes to our understanding of how the logics of social media might influence narratives of contemporary protests.

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PP 197 Talk show pardons and political satire: Zondag met Lubach, metajournalistic discourse and reflective journalism

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Professional journalism has been criticized for failing to facilitate public scrutiny and discussion of establishment ideas and elite voices (e.g. Brüggeman and Engesser, 2017; Pepermans & Maeseele 2018; Reul, Paulussen & Maeseele, 2019). Likewise, the objectivity ideal in professional journalism has been under pressure since decades (Tuchman, 1972; Gans, 1979; Schudson, 2001; Feldman, 2007), yet remains vibrant as a benchmark to date. Recently, however, the journalistic landscape has witnessed the emergence of numerous alternative strands of journalism which explicitly embrace a more subjective mode of journalism and abdicate established ideal-typical values of journalism such as factuality, neutrality or immediacy (Deuze, 2005, Soontjens, 2018). For example, 'slow journalism' has been shown to offer an answer to the detrimental effects of the 24-hour news cycle (Le Masurier, 2014), while other alternative journalistic outlets are structured around the mediating subjectivity of the journalist (Harbers, 2016). One often overlooked example of this tendency towards subjective coverage of the news can be found on the peripheries of the journalistic sphere, in the realm of political entertainment (Riegert, 2007; Baym, 2009; Gray, Jones and Thompson, 2009). Here, news satirists offer a hybrid blend of news and entertainment, and serve a counter-hegemonic function by making sense of the news in a slower and more digestible fashion, thus opposing the dissuasive and amnesiac effects of mainstream news' overabundance (Basu, 2018; Feldman and Chattoo, 2018).

This aim of this paper is twofold. First, based on Broersma's study of different news styles (Broersma, 2007, 2010a, 2010b), we investigate if and how Dutch news satire show _Zondag met Lubach_ (ZML) serves as an example of a reflective new style: a personal and experience-based approach to news, constructed around a participatory search for truth, transparency, and recognition of the mediated subjectivity of its maker. Through an analysis of full episodes of the show (2019-2020) we will analyse which discursive strategies ZML applies and how they are connected to different journalistic practices and styles. Second, an analysis of interviews by ZML's staff and host, as well as press articles on the show, will be analysed using Carlson's (2016) notion of meta-journalistic discourse, offering insights in the show's self-constructed role perceptions, and the ways in which mainstream journalism identifies, conceptualizes and interprets news satire once it enters the journalistic playing field.

Both studies combined will offer a detailed image of the complex position ZML takes up as a news satire programme in the journalistic landscape, ultimately allowing us to think above and beyond the boundaries of journalism as we know it, opening our scope to new conceptions thereof and the reciprocal impact this can have on the field of journalism itself.

Ultimately, the results of this study will provide insights in the role which contemporary news satire performs in the journalistic field when it succeeds in openly critiquing and reinterpreting dominant journalistic conventions. More importantly, by doing so, news satire can potentially foster metajournalistic discourse and, as such, can facilitate journalistic reflection and invigorate the broader debate on the role of journalism in society.

CDE06 - Social movements and protest

PP 254 The ephemerality of online civil society initiatives during the Greek crisis

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Historically, despite membership in the European Union since 1981, Greece has been regarded as a country that lags behind its western European and North American counterparts in the development of its civil society sphere. This relative lack of development has been frequently attributed by scholars to a longstanding culture of partisanship, patronage, and clientelism within Greek society and the corresponding influence of the Greek state and successive governments in the operations of civil society institutions ranging from trade unions to non-governmental organizations (NGOs). Similarly to the country's traditional media landscape, where a relationship of dependency developed between major media owners on the one hand and the state and successive governments on the other, the relationship between traditional civil society and the state in Greece has often been characterized by the former's dependency—financial or otherwise—upon the latter. In the years leading up to the onset of the Greek economic crisis, and during the years of the crisis itself, social and new media were, however, viewed as potential game changers; as mediums which would allow the citizenry to bypass entrenched institutional structures and to organize grassroots, non-profit, and independent civil society initiatives in response to social issues or to activist causes and social movements. This paper, therefore, seeks to explore the manner in which social and new media helped serve as sites of organization and mobilization within the Greek civil society sphere prior to and during the Greek economic crisis, the types of organizations and initiatives that were developed via social and new media during this period, and the broader impact of these new civil society initiatives. Focusing on case studies and examples of several such initiatives which arose in Greece between 2007 and the early years of the economic crisis, the overall impact—and longevity—of these initiatives will be analyzed. This paper is based on broader longitudinal research conducted on the ground in Greece between 2012 and 2017, encompassing over 120 interviews, five case studies, and data gathered from an electronic survey conducted across three sample populations during this period. As the findings will indicate, while social media and new media tools helped give rise to a number of new independent civil society initiatives in Greece and also helped influence a growth in the prevalence of volunteerism and participation in such efforts, most of these initiatives ultimately were ephemeral in nature or were otherwise absorbed by the incumbent institutional dynamics of Greek society. Notable exceptions, however, include smaller, "unofficial" groups without an official legal status, who were able to demonstrate greater flexibility and independence from political and institutional pressures.

PP 256 Lessons from #Sharpiegate. Redrawing the lines of veracity, speculation, and the political in a post-truth era

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Much has been written about the post-truth era and the politicization of science. Arguably, the antagonism between truth and politics has been exacerbated since Trump ascended to power. While this new kind of political worldmaking received much criticism, only little attention was paid to the concrete instances when alternative versions of how things are and will shape up become articulated and reinforced.

To better understand how post-truth comes about, we zoom in on an emblematic case. Examining the outrage around #Sharpiegate, we show in what way social media are used by U.S. president Trump and his allies to draw new lines between facts and speculation. The hashtag #Sharpiegate refers to an incident around inconsistent outlooks about the likely path of Hurricane Dorian. On September 1, 2019, Trump tweeted that the state of Alabama "would most likely be hit (much) harder than anticipated." While some early meteorological models saw a slim chance of Dorian shifting southward, these predictions were already outdated by more precise calculations before Trump's assertion. Although experts repeatedly sought to rectify Trump's false claims, he insisted on being accurate. The imbroglio extended for more than a week and consumed White House administration. To prove that he was right, they went so far as to display a map that was altered with a black Sharpie pen to extend Dorian's cone into Alabama. The hapless efforts to bolster Trump's forecasting skills were a matter of ridicule for late night shows and social media was ablaze with memes lampooning the idea to simply redraw reality.

Yet besides mockery, the incident became the focus of more substantial criticism about reality redefined. We investigate the snowballing news story so to reconstruct the central issues of this debate. Using Twitter's API we put together a sample of the N=1,000 most often retweeted tweets in the two weeks after the initial post with the hashtag #Sharpiegate. In addition, we collected the corresponding articles from major U.S. newspapers and political magazines (N=40). The material was examined based on methods for visual meme analysis and networked framing.

The first lesson to drawn from our results is that misinformation was not such much an element of blatant falsehood but emerges through the decontextualization of scientific statements and the remaking of evidence on political terms. Thus, #Sharpiegate confronts us with renditions of outdated projections that once had been considered potentially correct. This way, scientists and journalists are reproached with the inherent fallibility of their speculations so to deny them the capacity to ultimately repudiate Trump's favorite model. Second, the affair reveals how scientific uncertainties of predicting the weather became engrossed in the campaign against established authorities and the news media. In contrast, scientists and pundits ostentatiously tried to separate the sphere of wayward political calculation from the veracity of scientific probabilities. Third, #Sharpiegate points us to the preemptive ambition of political forecasting that is not content with making conjectures but which aims at creating its preferred version of the future now.

PP 253 Social justice as empty signifier

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The neoliberal theorist Friedrich Hayek famously disparaged the concept of social justice. This much was suggested in the title of some of his books. The second book of his three part volume _Law Legislation and Liberty_ was titled _The Mirage of Social Justice._ Hayek's rhetoric was often contemptuous. The concept of social justice is "entirely empty and meaningless", he suggested. "The phrase means nothing at all, and to employ it is either thoughtless or fraudulent".

Hayek's precise claim was that the concept of social justice "is necessarily empty and meaningless" _in_ a society organized around a market economy. Since "nobody can determine the relative incomes of the different people [involved in market transactions], or prevent that they be partly dependent on accident", he constructed a preferred image of society in which all talk of social justice is rendered redundant because of the market's capacity to produce "objective" measures of social value. He argued that the specific notion of social justice can only be given plausible meaning in a "directed or 'command' economy" in which an archetypal socialist state internalizes political determinations of what is socially just or unjust. Far from renouncing the political role of the state, Hayek's critique of social justice was inextricably linked to theoretical arguments about the political superiority of a state-based social order organized around market mechanisms.

This theoretical paper brings together two radically different political understandings of what it means to describe a concept as "empty". Building on a recent article that explored the ideological and communicative affinities between Hayek's critique of social justice and pejorative online representations of "social justice warriors" (Phelan, 2019), I critique the ongoing cultural authority of neoliberal constructions of social justice. Yet, rather than simply dismissing the political rationality of Hayek's critique, I put it into unlikely conversation with Ernesto Laclau's understanding of the tendential emptiness of _all_ political concepts. Rather than seeing the ambiguity of a concept as evidence of its meaninglessness or incoherence, Laclau's concept of the empty signifier attributes the notion of emptiness with an affirmative valence. The universe of political discourse is recast as a horizon of discursive contestation over the non-essentialist meaning and material embodiment of signifiers. A radical democratic politics of "social justice" becomes possible because the tendential emptiness of the signifier enables it to be imagined and institutionally expressed in different ways.

This paper juxtaposes these two different articulations of conceptual emptiness to reflect on the cultural and media politics of social justice claims in the current political conjuncture. I discuss the political value of affirming a radical democratic conception of social justice, especially in light of the mainstreaming of far right discourses that rearticulate neoliberals' antagonism to social justice in more overtly racist, misogynistic and authoritarian forms.

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Phelan, Sean (2019) Neoliberalism, the Far Right, and the Disparaging of "Social Justice Warriors". _Communication, Culture and Critique_. Published online in November https://doi.org/10.1093/ccc/tcz040

PP 255 Revisiting the 'Arab Spring' and media challenges to authoritarian regimes: comparing Agenda-building from workers' protests in Tunisia and Egypt

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Comparative media research *within* Arab countries is lagging which often results in a distorted euro-centrist perspective on phenomena such as the 'Arab Spring'. Arab media systems share similar cultural and political characteristics, but still diverge on other elements. The interdependencies between (professional) media and social movements are subsumed under 'Arab' media systems, neglecting the various histories, political realities and media evolution in each country. In addition, research is fragmented across the disciplines media studies, political sciences and area studies.

The study aims at highlighting the various interdependencies and linkages between media and actors in a constrained media system. It offers contextualized insights on polarized media debates in fragile contexts beyond the Western countries.

Based on the theoretical **background** of agenda-building theory, this paper embeds it into authoritarian settings and asks with regard to workers' protests in both Egypt and Tunisia before 2011:

RQ1: How did marginalized movements push their claims into the mainstream media discourses?

RQ2: What media strategies did the regimes adopt in response to contain the movements' demands?

Methods: Based on quantitative and qualitative content analysis, as well as fieldwork interviews with 20 activists and journalists in Egypt and Tunisia, this paper compares two Arab media systems Egypt (EG) and Tunisia (TN). The media sample consists of four newspapers in the period 2008-2011 around the peaks of protests to reconstruct issue cycles and arguments made. The sample spectrum represents two regime-loyalist newspapers (EG: Al-Ahram; TN: As-Sabah), and two semi-independent newspapers (EG: Almasry Alyoum; TN: Al-Mawqif). It uses the interviews to reconstruct the media strategies and the interactions within the media.

Results show that the media was not monolithic in the coverage of the protests. The semi-independent private newspapers responded more to the challengers' discourses and made the mobilization visible to a larger audience. The media in Tunisia and Egypt before 2011 showed three different journalistic reactions to the grievances: a stabilizing pro-regime strand of media discourse that seeks reforms; a challenging activist journalism that dismisses all governmental actions and a professional strand of media discourse, that gives voice to both sides. Those divisions reflect also a divided journalistic community during a time of change.

The paper draws our attention to factors from the comparative media research, such as country size; population characteristics and gravity of socio-economic grievances. In addition, results show that access to media is shaped by class dynamics. Urban and Westernized sources get more access in the media than rural locally rooted sources.

Moreover, results do not confirm the unified effects of communication technology in the context of Arab uprisings. One example from the results: while WikiLeaks played a decisive role in pushing oppositional discourses in Tunisian newspapers against a corrupt ruling clan and fueled the mobilizations further, they were not relevant in the Egyptian discourses.

PP 252 The perceptions and framing of political opportunity and threat among social movements in digital space

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How does digital space shape the dynamics of collective action, specifically the perception and framing of political opportunities and threats? Political opportunities are commonly understood as openings which lower the cost of collective action, while threat is a force which increases the cost of inaction. Both describe changes in a social movement's environment which can increase the likelihood of mobilization. Leading social movement theory also contends that activists interpret their surroundings and use those interpretations, in the form of collective action frames, as a "call to arms" for others to join them. How, then, do online activists of perceive and frame the opportunities and threats present in the digital environment in which they operate? Do they use frames of opportunity and threat in the same way that activists in other spaces use them?

There is still much debate in the social movement literature over whether opportunity or threat is a stronger mobilizing factor and under what conditions. In a sense, structural political opportunities and threats are two sides of the same coin. Opportunity can be understood as a "pull" while threat can act as a "push". But if the affordances of Internet technology and social media can provide new ways of reducing the cost of collective action, might opportunity become less salient for mobilization if the cost of collective action is already lowered, while threat becomes more so, particularly for online movements which are most adept at leveraging these affordances in pursuit of their goals?

To study the perception and interpretation of political opportunities and threats among data activists in digital space, this study utilizes automated text mining and semantic network analysis combined with qualitative thematic coding to examine archival texts (newsletters and press statements) from two highly-adept digital social movement groups, the Electronic Frontier Foundation (a leading group in the Digital Rights movement) and AnonNews (a leading group in the Anonymous hacktivist collective), from 2009 to 2012.

Analyses confirm that indeed frames of threat appear with much greater frequency than opportunity in the documents, particularly in the more radical Anonymous collective for which frames of opportunity are virtually nonexistent. While earlier scholars have shown that the mechanisms and processes of contention are innately and necessarily spatial, social scientists have typically thought about space geographically, not virtually. Although there are a few notable exceptions, no one has specifically examined how the context of digital space might shape the dynamics of political opportunity and threat. This study helps show the importance of such spatial considerations of the digital realm by arguing that when technological affordances are most highly leveraged by data activists/hacktivists, the perceived cost of collective action can become so low that political opportunities lose their salience as a motivating factor.

CDE07 - The politics of public discourse

PP 326 Being a citizen during the refugee crisis. A discourse analysis of the Brussels' associations for refugee support on citizenship

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Willing to stay a-political, volunteers from the Belgian Citizen Platform for Refugee Support designate themselves as "citizens" instead of activists[1]. The politician Bart de Wever, on the other hand, defines the citizens as the members of a civil community where civil rights prevail over universal rights[2]. In the meantime, the Coordination and Initiatives for the Refugees and the Foreigners (CIRE) designates the migrants as "active citizens, not only to be integrated but as full participants in our multicultural societies"[3]. All these examples show how the notion of 'citizen(ship)' is pervasive in public debates nowadays, and how it encompasses a lot of different – and sometimes contradictory – realities (Pitseys 2017:1).

Not only the notion of 'citizen(ship)' refers to different things and has different *meanings* – but these meanings vary from one context to another. The meaning is constructed *in* discourse, it is the result of processes of sedimentation, selection, and circulation of meaning (Krieg-Planque 86). A discourse is a reality, it is a space where something is created (Krieg-Planque 40-42). Furthermore, discourses are practices that shape the objects they are describing (Foucault 67). From the perspective of discourse analysis, discourses and their subjects construct and define each other.

How is the notion of 'citizenship' constructed in discourse in the context of the refugee crisis? What does it mean to be a 'citizen' according to the use of this notion in discourse? This research studies the meaning of 'citizen(ship)' in the institutional discourse of the main actors supporting refugees in Brussels. It aims to describe the different meanings of this notion in discourse and to point out the interdiscourses the notions of citizen and citizenship rely on (Foucault, Pêcheux, Maingueneau). This way, the research not only emphasizes how these associations define their 'citizen' actions (descriptive) but also how to be a citizen for them (prescriptive).

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PP 327 Building trust through deconstructing discourses: When neoliberalization comes as democratization

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Many critical communication scholars present the idea of "democracy" as a normative yardstick against which injustices and inequalities of all kinds and in any type of society can be measured; many also assume there is an inherent opposition between democratization with its advances toward social justice and neoliberal marketization with its array of negative consequences. As this paper argues, the issue is more complicated than such a dualistic framing suggests: The advent of neoliberal marketization with its socially harmful outcomes has gone hand-in-hand with the discourse of universal democratization.

Presenting the results of the discourse analysis of the Joint Declaration of the Eastern Partnership Summit that took place in Vilnius on November 28-29, 2013, this paper shows how the discourse of democratization legitimizes and masks the neoliberal agenda of the EU's policy towards Ukraine. From an abundance of similar documents furthering the agenda of neoliberalization-as-democratization, this declaration has been chosen because it was the Vilnius Summit that marked the beginning of the Maidan revolution – an important milestone for Ukraine's neoliberal reforms.

To analyze the Vilnius Declaration, two analytical methods have been employed: The first was informed by Ernesto Laclau's theory of hegemonic discourse; the second was immanent critique as conceptualized by Norman Fairclough. The results of this analysis show how "democratization" come to represent marketization (always imagined in terms of "prosperity," "stability," and "interaction") and how the former becomes equated to the latter. In other words, they show how the Declaration hides the neoliberal agenda of omnipresent marketization by presenting it as a secondary component of its "democratizing" project.

The paper also discusses how the Declaration, despite its democratic stance, presents Europe as explicitly more powerful than other states, holding the authority to supervise them and administer discipline by an undiscussed/naturalized order of things. However, this unequal power dynamic is hidden behind such "democratic" constructions as "summit participants welcome," which pose other participants as subjects ostensibly empowered to approve or deny EU actions. This is what Fairclough calls the manipulation of subject positions for instrumental reasons.

The arguments presented in the paper suggest a consideration of the following questions: Does it make any sense to go on with the uncritical employment of the discourse of democratization as an opposite to neoliberalism if the former is a continuation of the infamous "mission civilisatrice" – if it serves as a tool of neoliberal/neocolonial subjugation, and if it perpetuates the same dynamics of "superiority vs. inferiority" of the colonizer and the colonized? How would "democratic" globalization differ from "global coloniality" if it is informed by the same colonial imaginary that reaffirms Eurocentrism? How can we establish a mutual trust if the idea of democracy is used strategically for establishing non-democratic neoliberal relations between states?

The main argument of the paper is that, since it at least partially sanctions the global neoliberal order, democratization discourse applied uncritically to the problems of the contemporary globalized world can contribute to the perpetuation of neocolonial injustice as manifested in ongoing neoliberal projects.

PP 325 The militarization of a public debate: Turkish military commanders writing about the "1974 Cyprus Peace Operation"

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(Media) participation is often considered necessarily beneficial and democratic, as it allows for a diversity of voices to enter public spaces and spheres, and to engage in dialogues with each other. In Habermassian versions of public sphere theory, this process is seen to have the potential to result in the better arguments prevailing (Habermas, 1996), while in more conflict-oriented approaches (see, for instance, Mouffe, 2005) these interventions are seen as part of discursive struggles, engaged in attempts to establish hegemony.

Even if we tend to prefer the more conflict-oriented approaches, and will be using Laclau and Mouffe's (1985) discourse theory in this paper, we want to focus our contribution to this discussion on the more problematic interventions that have the potential to disrupt and damage democracy. In this article, we turn to an area which is deeply problematic from a democratic perspective (at least in its substantive interpretation, see Shapiro, 1996: 123), which is war.

More specifically, we will analyze the construction of war and peace in the public debates surrounding three authors and their books. All three authors—Muzaffer Sever (2012), Ali İhsan Gürcan (2013) and Haluk Üstügen (2015)—were Turkish military commanders who fought in the Cypriot 1974 war, and who documented their experiences in a book.

In this paper, we will first organize an extensive discourse-theoretical re-reading of the literature on war and peace. This re-reading—strengthened by a series of iterations with the empirical part of our study—allows us to identify the main nodal points of the war and peace discourses and to construct a theoretical model of war and peace discourses. This theoretical model, supported by a discourse-theoretical analysis, will then be used to structure the analysis of the three books—which we consider public debate interventions in their own right— together with the earlier public interventions of the three soldiers (which pre-empted the publication of their books) and with the public reception of these books (in mainstream media, local media and online/social media). In the last part of the paper, we will evaluate the democratic-participatory nature of these types of interventions, and discuss some of the inherent paradoxes that these forms of participation generate.

PP 324 Who defines the debate on asylum support? A Belgian case study on the discursive interventions of journalists and social actors via mainstream and alternative media

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In October 2019, the Belgian Federal Agency for the Reception of Asylum Seekers (Fedasil) announced to open an asylum center in a former retirement home in Bilzen. This led to social controversy, and even arson of the building on the night of 10 to 11 November. Drawing on gatekeeping theory, this paper emphasizes the role journalists still play as gatekeepers where they decide on which social actors get access (selection), and how information obtained by external sources is presented (intervention). This study focuses on how the interventions of both the sources and journalists contribute to the debate following the event.

In the literature on journalistic news selection, we see that powerful organizations and individuals generally get easier access to the news. This 'power bias' ensures that elites are more likely to shape the discourse as 'primary definers'. In a democratic society, however, the hegemonic discourse must be challenged by counter-hegemonic voices, where it is the responsibility of the media to represent all voices and to provide a forum. In addition, the interventions of journalists determine how the information obtained by external sources is presented in a news article.

A total of 135 articles from 5 Flemish newspapers, the public broadcaster's news website, and 5 digital-only news outlets, published between 25 October 2019 and 30 November 2019, are examined using critical discourse analysis. We distinguished three phases in the media coverage: 1) coverage in the period before the arson, 2) the coverage on the arson itself, and, 3) coverage on the polarizing role of Vlaams Belang and right-wing extremism. In each phase, different source actors gained dominance on the (il)legitimacy of local protest on the governmental decision to open an asylum center in Bilzen. Our case-study draws attention to the dynamic process of how a news event becomes discursively constructed through media by the interventions of both journalists and their sources attempting to gain framing dominance. The study shows how, in each phase, different social actors gained framing dominance over the media discourse, which suggests that a social actor's framing power is not static, nor a given, but needs to be discursively achieved during the debate following a news event.

CDE08 - Algorithmic governance

PP 370 Towards participatory governance of the scoring society

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Citizens are increasingly assessed, profiled, categorized and scored according to data assemblages, their future behavior is predicted through data processing, and services are allocated accordingly. State-citizen relations become quasi-automated and dependent on algorithmic decision-making, yet (largely) without people's knowledge and without avenues to meaningfully engage and intervene.

This raises significant challenges for democratic processes, active citizenship and public participation. How are citizens consulted regarding the implementation and impact of data systems? How do they intervene into core mechanisms of contemporary, data-based governance? How do we maintain and expand democratic control in a society that is increasingly organised through automated, algorithmic and datafied processes?

This paper will explore emerging opportunities for participatory and deliberative forms of governing the development and implementation of data analytics, particularly in the public sector. It will map a diverse set of practices, including a) deliberative models, such as citizen juries; b) institutional approaches, such as consultations and multi-stakeholder oversight; c) civil society strategies of intervention; and d) infrastructural and technical approaches.

It will then assess the suitability of these practices for enhancing citizen control over predictive and data analytics by evaluating the level of participation, the moment of intervention (between norm-building and input into specific policy measures), institutional challenges and obstacles, and related criteria. These will be contextualised in current debates on algorithmic governance and democratic innovation.

The paper will thus propose a set of participatory practices and infrastructures that place citizen voice at the centre of the development, implementation and management of data systems. In doing so, it will explore avenues for the democratization of datafied societies.

The analysis will draw from the results of fact-finding workshops with diverse stakeholders and from key findings from interviews with members of government and civil society, which took place as part of the two-year research project 'Towards Democratic Auditing: Civic Participation in the Scoring Society' (2018-21).

PP 372 Automating Welfare: Algorithmic automation of the Swedish public sector

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In February 2019, Swedish journalists revealed that up to 70.000 decisions by the employment services might have been false because of a server failure. Employment services are however unable to pin down when the failure exactly occurred and how many decisions have actually been false. Consequently, recipients of benefits might have experienced cuts of their payments, but nobody knows for sure. This example shows that Robot Automation Process – or automated-decision making – has far reaching consequences if there are failures in the digital infrastructure, the input data or mathematical models employed. Regardless the encountered problems, automation of the public sector across Europe is and continues to be in full-swing. The Swedish employment services, for example, plan to fully automate large parts of their activities within the next two years. Automated-decision making in the public sector is often presented as cost efficient and more reliable than decisions made by humans. This presentation, however, suggests that the automation in public services on large scale is part of the ongoing process of restructuring and largely dismantling of welfare state institutions and needs to be considered in a broader discussion of how digital technologies are fundamentally changing our societies.

This presentation develops a historical perspective of the consequences of algorithmic automation in the public sector, in order to engage with emerging tensions and controversies from automation projects such as the one implemented by the employment agency. It engages among other things with the question why Scandinavian countries are prone to introduce and reinforce these forms of automation based on dataism by tracing them back to ideas of the Folkhemmet (the people's home) of the 1930s. Linking current developments of automated decision-making to ideas of the people's home, I show how the citizen in Sweden has always already been datafied in order to measure and manage populations and implement ideas of the welfare state. I, furthermore, discuss the qualitative changes in measuring and managing populations in the current technological and socio-economic context of dismantling of the welfare state.

PP 371 Using legal and extra-legal regulation to protect privacy, dignity and democracy

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In 2018, the Cambridge Analytica scandal revealed that democracy is vulnerable unless privacy is better protected. But in 2020, a global pandemic showed that citizens might need to compromise their privacy with location tracing and QR codes to save lives. Clearly, the issue of how best to protect privacy in a digital age is a thorny one. In this paper, I seek to propose solutions, and to articulate specific sticking points, by arguing that both legal and extra-legal mechanisms are required to protect privacy appropriately. The legal mechanisms ought to take several forms. First, given the global nature of the internet, only an approach that aspires to global alignment can hope to be effective. The leading contender for a global template is Europe's GDPR, which prescribes rights such as the right to erasure. Second, the global template ought to include generalised *ex ante* protections, such as those seen in consumer law, and food safety law. These *ex ante* protections, I argue, ought to enshrine and enforce a series of privacy principles, including: a consent principle; a transparency and fairness principle; an anti-deception principle; an anti-coercion principle; and a balancing principle, which recognises that privacy exists in the context of other rights, obligations and interests, including the public interest and public health. Third, a globally-aligned approach does not forbid regional variation. Quite the reverse. Privacy warrants universal protection, but the form of that protection can vary, leaving room for jurisdictions to supplement GDPR-style protections with specific laws, such as, for example, against 'image-based abuse', or 'creepshots'. And fourth, the law must seek to protect a privacy that is not just individual, but *relational*. If I post a photo to social media, I am revealing my friends too. In a digital age, more than ever, privacy is networked and collective, which the law must recognise. Unfortunately, how the law might best do this is unclear, as is revealed by the thorny problem of inferred data. And even with perfectly-drafted legislation, the law will still need help. Drawing on Lawrence Lessig, I thus argue that the law must be supplemented by three additional regulatory frameworks: social norms; market forces; and coding. On the internet, positive social norms can be encouraged with better digital literacy and privacy education, as well as transparent community guidelines enforced by digital platforms – including, for instance, by Facebook's Oversight Board. Alongside social norms, market mechanisms can work to better align the protection of privacy with the pursuit of profit. And coding, in the form of privacy by design, can ensure that privacy principles and mechanisms are not merely an afterthought, but are embedded into the very architecture of the net and its services. In these ways, digital privacy can shift from a de-humanising loop of scandal and violation to a sustainable terrain of dignity and democracy.

PP 369 Developing a society-oriented news diversity algorithm: The importance and challenges of interdisciplinarity

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Datafication of information and the rise of algorithms is affecting how news is being produced, consumed and distributed (Wallace, 2018). In this contemporary news landscape, news organizations increasingly employ news recommendation systems to provide consumers a tailored-made news offer (Thurman & Schifferes, 2012). From an academic perspective, this has given rise to concerns regarding news diversity (Zuiderveen Borgesius et al., 2016). At the same time, several research projects hoping to leverage the power of algorithms in order to _promote_ (rather than limit) diversity in news consumption have been set up in different countries.

Typically, these projects bring together researchers from different disciplines. Although interdisciplinary collaborations are crucial when developing a diversity-enhancing news algorithm, they may also reveal different stances regarding its 'ideal' version. For our ECREA presentation, we will discuss how viewpoints on diversity from different academic fields, and different ideas about technology shape the decisions involved when building a news diversity algorithm.

More specifically, we will report on our experiences drawn from the four-year interdisciplinary research project [blinded for peer review], which is currently entering its second half, and discuss the opinions and arguments put forward by the different academic stakeholders involved, that is to say communication scholars, computational linguists, legal scholars and computer scientists, in the course of developing such a recommender. In particular, our observations will be centered around two prominent questions:

1.   Citizen empowerment: how much agency should citizens be allowed to have in terms of determining what kind of news to receive. Is transparency a sufficient condition or should citizens be able to e.g. avoid all political news if they wish to?
2.   Personalization and diversity: should a news diversity algorithm focus on diverse personalization or personalized diversity? Where lies the balance between recommending news that tailors to readers' interests and a diverse media diet?

For these questions, we reflect on the consequences of different options and how different academic cultures lead to a set of possibly conflicting ideas. We argue that this paper contributes to insights regarding news diversity and algorithms from an academic point of view as well as to the insights into interdisciplinary collaborations that are becoming increasingly

frequent in these computational times. By discussing our experiences and ideas, we hope to inspire future research in identifying and circumventing pitfalls and to better understand different academic cultures when working towards a shared end goal.

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CDE09 - The future of communications and media privacy research

PN 089 Beyond the Critical Coupling of Privacy and Surveillance

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Policy and academic debates on privacy and surveillance are often organized in two truistic premises: "Privacy is in danger", and "surveillance is (potentially) evil". Two equally plausible suggestions follow these premises. "Individuals should be able to control their private space from external interventions by the state, market actors, and fellow citizens". Given that powers to surveil are malicious rather than benevolent, "those powers need to be put in check." This argument runs across some of the most influential recent publications, such as Shoshana Zuboff's Surveillance Capitalism and Frank Pasquale's Black Box Society. The same coupling can also be found in Edward Snowden's autobiography Permanent Record. Critical coupling of surveillance and privacy is normatively well grounded. At the same time, its validity is based on selective empirical evidence. On normative account, it is laudable to defend people's right to be left alone, paying respect to their autonomy. However, on empirical grounds, to claim that privacy is empty is simply wrong, as people do many things in and with their privacy. In the same vein, it is normatively correct to argue that neither the programs of mass surveillance operated by the NSA nor the election scams run by Cambridge Analytica are morally defensible. However, this view does not mean that all forms of surveillance were equally questionable or evil by default. For instance, many social policy institutions screen their recipients' private lives in order to make the allocation of benefits fairer and more efficient. Even if the algorithmic analysis operations in social work have faced criticism, for instance, in the US and UK, it is clear that this ethics is not merely informed by control or profit but also by care. It seems that the empirical selectivity that informs the critical coupling of privacy and surveillance also prescribes our understanding of the politics of privacy. It is as if the political struggle takes place between Good and Evil, wherein the former are represented by critics of surveillance and the latter by the state apparatus and the internet industry. At the same time, much of how the real constituency of this debate – users, citizens, and plausible objects of surveillance – experience privacy and surveillance remain at the margins of the debate. This paper argues the necessity of going beyond the critical coupling both theoretically and empirically. In so doing, the paper draws from Foucault's theory of pastoral power, which provides a rich genealogy for connecting surveillance to the ethos of care. This perspective would benefit from the sociological tradition of surveillance studies, which highlight the fact that in many liberal countries, such as the US, surveillance has always taken a special interest in the privacy of vulnerable people: e.g., the poor, the handicapped, the elderly. From the perspective of these groups, the institutions that surveil them appear in many shades of good and bad. Therefore, a proper understanding of what control over information means to these people productively challenges more conventional ideas of privacy and surveillance.

PN 088 Political privacy practices. Re-sorting communication and media privacy research

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The aim of this contribution is to gain a comprehensive conceptual understanding of privacy, embracing both privacy as an individual-strategic and an inherently political challenge. Based on the insight that privacy entails political dimensions, it regards two general communication and media traditions of considering privacy. Privacy, understood as the totality of considerations and attempts to exert control over the management of information flows, can be regarded as interaction between individual strategies and socio-political norms and media rules on the one hand or as politically constitutive on the other. For a long time, communication and media researchers have studied privacy as an (often failing) individual strategy (media psychologists such as Trepte et al. 2017) or as a cultural or normative benchmark (Nissenbaum 2010; Regan 2005). This tradition regards the politics of privacy as contextual conditions, as explicated in a paper by Westin (2013). With the ongoing transformation of technologies and societies, privacy is increasingly also covered by communication and media scholars interested in the inherent political character of privacy, broadly following traditions of critical cultural studies (Möller and Nowak 2020) or technology activism (Hintz, Dencik and Wahl-Jorgensen 2019). Regular recent leaks on data misuse make it apparent that everyday considerations and attempts to exert control over the flow of information are deeply political. An increasing number of business models, for instance, builds on integrated access to our private conversations. This implies targeted political advertising in its various obvious and hidden forms. At the same time, legal political surveillance is also increasing. In other words, considerations and attempts of information flow control deal with alternatives to predominant control over information infrastructures. Conceptualizations of privacy need to integrate both protective consumer behavior and citizens' agency, while researchers tend to focus on the former or the latter. Based on the finding that current bodies of literature address both individual-strategic and political implications of privacy, first, I present a systematic EBSCOHOST literature analysis of 164 communication and media journal articles. It was researched by means of a qualitative content analysis using the media practices approach (Couldry 2004) and its further developments with emphasis on political implications (Kubitschko and Kannengießer 2017; Möller and Nowak 2020). Using this systematic body of practices, second, an integrative framework for communication and media privacy investigation is introduced that cross-cuts actors engaged with and structures of privacy.

PN 090 Doing privacy. Media practices and digital citizenship

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This contribution pursues the concept of privacy as political media practices being one of the key aspects of digital citizenship nowadays. Privacy, understood as personal information boundary management, offers a conceptual framework to embrace both the ambiguous complexity of people's everyday media-oriented practices and citizen agency related to them. In that respect, to examine digital citizenship is to ask how privacy is constructed: how it is perceived, contextually negotiated, secured (effectively or not), and, not least, violated. Privacy, thus, is a phenomenon that may work as a lens focusing on tensions of datafied societies: while being prerequisite for acting in the role of citizen, it may be violated by any online practice performed by the user himself or anyone around. To stay visible – and therefore to preserve one's ability to be reached, seen, or heard – means to be exposed to potential unwanted acts of data harvesting. These tensions are revealed in the results of the empirical study presented in the paper. In particular, the study reconstructs privacy imaginaries and practices of 30 Polish activists working in the field of privacy/data protection/digital citizenship. Their views and practices, reflected in the in-depth interviews, are crucial to recognize not only how privacy is understood, evaluated, or done by the most skilled, and politically aware, but also provides nuanced knowledge on tensions of how citizen agency is realized in datafied societies. The latter includes issues like limitations, technological and normative, of citizen action in digital environments; potential dangers of acting online (how, when, by whom personal data is harvested?); and, not least, collective nature of the phenomenon. This choice for the subject of the study is rooted in both media and activism studies, as learning what people do with media helps to realize 'the opportunities and limitations of actors' practices related to media technologies and infrastructures for political engagement in a media-saturated society' (Kubitschko 2017: 5).

PN 091 Polish GDPR media discourse: legal policies over privacy politics?

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The implementation of GDPR triggered a vibrant discussion among academics, NGOs workers, lawyers, and journalists in Poland (cf. The Design of Digital Privacy Technology, 2018; Möller, Nowak, 2018). Indeed, it was the first national debate on data protection and privacy in general. Though the debate focused on legal aspects, political struggle over privacy remained largely invisible. Hence, the Polish case may be considered as interesting and surprising regarding historical and contemporary political contexts: first, due to the communist history of mass surveillance that affected privacy in multiple social spheres (cf. Svenonius & Björklund, 2018); second, due to contemporary political changes in Poland related to the electoral victory of the conservative and anti-European parties that introduced new surveillance (i.e. Pegasus invigilation system) and disinformation technologies (e.g., use of bots, fake and troll accounts in political campaigns, Gorwa, 2017). Interestingly, instead of discussions of how to enhance privacy, as for instance in the German case (cf. Trepte & Mothes, 2017), the Polish discourse mainly reflected the formal aspect of implementing EU legal regulations.

Hence, this study of the discursive aspects of GDPR maps the intersections between institutions that shape the discourse on privacy policy and its dimensions. To do so, the research project is based on a multi-dimensional approach to privacy proposed by Möller and Nowak (2018) where privacy is considered as relational, participatory, and contextual. Moreover, we follow a normative approach to privacy to capture whether a specific norm of data-related privacy could be defined/redefined within the discourse (cf. Nissenbaum, 2010). Following this approach, we seek answers to the following questions: (1) What institutions form the discourse on GDPR? (2) What dimensions of privacy dominate the discourse? (3) Does the discourse on GDPR form any data protection and privacy norms?

To answer these questions, we designed a research project based on quantitative and qualitative content analysis (January 2018 – September 2019) of 169 articles from two newspapers, two weeklies, and two online news portals. Finally, since GDPR dominated the sample (80 analytical units), we ran an additional analysis of GDPR-related articles in search of institutions and dimensions that shaped the discourse. Preliminary results indicate that, firstly, discourse on privacy was determined by legal proceedings and issues resulting from EU regulations. Secondly, GDPR discourse was institutionally dispersed. Thirdly, we found that the normative dimension was dominated by legal one, though framed in tabloid style. Finally, the Polish GDPR debate was not found to form any citizen-oriented norms.

PN 092 Not Too Deep: Privacy Concerns and the Incorporation of Social Media in Background Checks

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In May 2016, the United States Office of the Director of National Intelligence (ODNI) issued "Security Executive Agent Directive 5" (SEAD-5) (ODNI, 2016) authorizing the collection, use, and retention of social media information for the personnel security clearance process (PSCP), a process put in place to screen applicants for eligibility for national security and public trust positions. The incorporation of social media was a watershed moment for this processs, as social media, and even information from the entire internet, had not been allowed into the investigation process before. The integration was not without resistance to the implementation, though, and backstage concerns about privacy emerged in Congressional hearings. What is most interesting to note, however, is that the resistance was for the most part in support of privacy for the potential employees of whom were receiving the check and the government's obligations for the information collection; however, there was little, if any, mention of deeper, possibly problematic privacy concerns for the social media platforms and their mediated connections that co-create a second, derivative type of content beyond the access of their users. This paper examines the hearing "Incorporating Social Media into Federal Background Investigations" in response to the SEAD-5, ultimately arguing that those in charge of creating the policies around this document would have faced challenges either due to constraints of the process of public debate in government hearings or due to the complex nature of privacy. Both of these conclusions help explain the overall process and limitations of Congressional debates on privacy and technologies like social media.

CDE10 - Media systems and regulation

PP 463 Media regulation under a democratic transition: Between volatility and implementation

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Following the collapse of Saddam's regime in Iraq 2003, the Kurdistan regional government in Iraq has adapted and implemented new media regulations and policies apart from the Iraqi central government. This included new media law and media instructions for media organizations (such as issues related to public service broadcasting and media licensing). Both with the professed aim to foster media democracy and provide a democratic environment for journalists.

In the context of transitional democracies, previous research has been concerned with how dominant political parties control the media by colonizing state resources (Bajomi-Lazar 2018; Yesil 2016). For instance, by occupying influential positions within media regulatory bodies and public service broadcasting. Such tactics enable political parties to use their positions to implement media law and force the adoption of particular regulations in such a way that it suits their interests.

The aim of this paper is to investigate how media regulatory bodies and governmental bureaucracy apply the different formal and informal instruments at their disposal, to come to conclusions with regard to how press freedom is guaranteed and regulated by the state in Iraqi Kurdistan.

For that reason, we combined two methods. First, we employed a qualitative content analysis of documents of media laws and instructions of Iraqi Kurdistan. Second, we analysed in-depth semi-structured interviews with state officials, politicians, journalists and editors in chief (N= 18), conducted between July and September 2019. The selected state officials are directly involved in those institutions where regulations are formulated, issued and implemented, such as the Ministry of Culture and Youth, the General Directorate for Media and Publishing, and the Kurdistan Journalists' Syndicate. In addition, we selected journalists and editors from multiple media outlets across the region.

The research indicates that the media regulatory authorities are dominated by the leading political parties in Iraqi Kurdistan. This can be explained by the following three aspects: **First**, supervisory authorities of media regulations, journalists and editors show their lack of trust towards the members who are involved in media regulation since those members obtain high ranking positions within political organs in Iraqi Kurdistan. **Second**, the courts are not treating journalists according to the new media law, while journalists' associations and press councils remain silent when it comes to the rights of journalists because of their symbiotic linkages with authorities. **Third**, journalists face challenges due to existent ambiguities regarding the interpretation of media law, since authorities apply media law as they see fit. And this especially happens when media report on the involvement of powerful social actors in corruption deals.

This paper concludes by discussing whether we find the regulatory environment to be an example of one-party control, multi-party control with one dominant party or genuine multi-party control, corresponding to low, medium and high levels of media freedom, respectively.

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PP 465 Economic and financial crisis: Context, political responsibility, and media's new challenges facing the threat of a possible new financial crisis

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The global economic and financial crisis from 2008 onwards, originating in the United States and triggered by the bankruptcy of the Lehman Brothers Bank, has had negative effects on a number of financial institutions worldwide, a process known as the subprime lending crisis. The repercussions for Europe became the sovereign debt crisis beginning in2009, giving rise to the bailouts of Greece and Ireland in May and November 2010 and April 2011 in Portugal. Thus emerged the so-called Eurozone crisis in Europe. National and international politicians and institutions were blamed for the situation. The politicians positioned themselves in the face of the crisis and presented alternatives. Journalists and the media, in general, were accused of failing to foresee the economic and financial problems. Citizens also commented on who should take responsibility for the crisis.This longitudinal analysis examines the dynamics between the members of parliament and the public during the economic crisis in Portugal beginning in 2008 and ending in 2015. The main goal is to analyze who seen as responsible for the economic crisis 2008-2016 and sub goals: analyze voters and politicians' perspectives (electoral candidates and elected MPs) on who responsible for crisis, and assess political parties positioning regarding PSD-CDS government's austerity policies.We use data from our participation in Freire, A., Lisi, M. Tsatsanis, E., Viegas, J.M.L and Correia, A. (2018), "Merged Data: Portuguese Citizens, MPs and Candidate Surveys 2008-2018", research project at CIES-IUL and IPRI-NOVA, "Crisis, Political Representation and Democratic Renewal: The Portuguese case in the Southern European context", FCT: PTDC/IVC-CPO/3098/2014 to demonstrate how members of parliament's views of the economic crisis compares to the general public´s. The analysis begins with the economic and financial crisis in 2008 (before the intervention of the troika (European Central Bank, European Commission, and the International Monetary Fund), includes the period of the troika intervention (2011-2014), and post-troika through 2015.

PP 466 WhatsApp within institutional communication: The use of mobile instant messaging services by Spanish city councils

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Social media have significantly transformed the communication strategies of political actors in recent years. Local public institutions are no exception and have incorporated the use of these platforms in their communicative routines. WhatsApp and Telegram are one of the most commonly used mobile instant messaging services by these institutions. WhatsApp is one of the most popular messaging services in the world (Constine, 2018). In 2018, it had 1,500 million users (25 million in Spain) in 180 countries. The integration of WhatsApp in the political field introduces a direct way of communication and discussion of public affairs between municipal administrations and citizens. Additionally, this platform promotes the transparency of public information and political activity of local institutions; it also boosts the citizens' level of civic commitment and political participation.

This paper aims to analyse the functional characteristics of this type of mobile messaging services promoted by the Spanish city councils. The main objective is to evaluate the public institutions uses and functions of WhatsApp messaging services. Moreover, to identify the motivations and objectives of public institutions when they use this type of communication channel with citizens. In this regard, the Valencian Community is selected as a case study. The methodology is based on an in-depth interview with the local political authorities and the communication technicians of the municipalities that adopt this type of communication tool. The questionnaire is divided into five thematic sections that examine the profile of people who administer the service of WhatsApp, the users' profile, the objectives and political motivations of creating this service, and the communicative functions as well as the main dynamics of use.

Results showed that there is extensive use of mobile instant messaging services by the city councils. WhatsApp is mainly employed from a unidirectional perspective by these public institutions. On the contrary, they exclude the possibility of interacting with citizens through this channel. Findings also indicated that the main motivations of these institutions are to improve the citizens' right to information and the transparency of public information. For this reason, an informative use of this service predominates where the city councils spread messages on topics related to the cultural agenda or service information. The dissemination of issues related to the administrative and political management of municipalities occupies a smaller space in the messages spread through this application.

PP 464 Drivers of Participation? – The role of local media for democratic transition in the MENA region

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The Arab Spring fundamentally changed media landscapes and media practices in the Middle East and North Africa (MENA). While in the 1990s authoritarian rule remained preeminent throughout the region, today MENA countries have developed in very different directions, with Libya and Syria falling apart, Egypt returning to authoritarian rule and Tunisia advancing on its path to democracy. These different pathways are reflective of different patterns of media practice, different levels of press freedom, government control over media and media pluralism in the respective countries (El Issawi 2016).

Despite prevailing variance, the rise of small local media became a common trend across national borders. Digitization and fragmentation seem to have allowed for and even promoted the mushrooming of community broadcasters, city based social media channels and even newspapers outside urban centers and throughout the region. Apparently, different grades of repression and liberty pushed journalists and other stakeholders into a variety of models of local media providing opportunities for participation on community levels. However, except for a few observations, for example regarding local radio stations in Tunisia (Groth 2013) or hyperlocal newspapers in Egypt (Sakr 2016), academic research on the subject matter is scarce thus far.

In our paper we present findings from a comparative investigation in five different media landscapes (Egypt, Tunisia, Libya, Jordan and Iraq) with regard to both the emerging landscapes of local media as well as the media practices at work. The five cases are compared on a macro and a meso level, taking into account (1) organizational features of media outlets (mission, resources, business models, audience relations) as well as (2) media structures in the respective countries and how small local media are embedded in the system as a whole. Conclusions from the comparison will be focused on the role of small local media in the political transition in the region and the capacity of these channels to enhance democratic participation on the community level.

The selection of country cases stems from the fact that in the five countries the number of local media has increased significantly in the past years. Besides Jordan, the countries also represent what can be called "transformation" countries in various stages of transformation, i.e. Iraq and Tunisia following a road of slow democratization while Egypt has experienced an authoritarian backlash and Libya is collapsing as a state. Jordan represents a yet stable authoritarian system that is mainly shaped by the goodwill of the king and top-down reforms. The five countries thus represent a most-different-sample.

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CDE11 - Monitoring the public sphere and diversity

PP 524 Journalists writing about politics in online tabloids: Reductive popular passions, inclusive public sphere

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Reductive, simplistic news is usually one of the first things that come to mind when thinking about tabloids, including online ones. Yet during the 2015 and 2016 elections held in Poland, the UK and the US that led to some of the most important right-wing shifts in the recent decades, these outlets proved to have a sharp eye for public emotions – in contrast to most political surveys and expert analyses, which turned out to be wrong. How did these seemingly simplistic news outlets, together with similarly unpolished online comments published by anonymous commenters point at political sympathies – and the election outcomes – more accurately than experts and polls? I aim to show how this particular reduction, i.e. the tabloidization of news is done in these three very different democracies, turning to major online tabloids that cover political issues: Polish Pudelek (5 million unique visitors per month); British Mail Online (12 million per day); and US Gawker (30 million per month; after it went bankrupt under the banner of Gizmodo Media and later G/O Media).

The following paper is focused on the production of political news in these online tabloids (vide: Benson, Dayan). My point of departure is over two dozen in-depth interviews I have conducted since 2016 with writers and editors from Pudelek, Mail Online, and Gawker. These interviews show how, in online newsrooms that publish nonstop and are dependent on viewers' clicks, editorial decisions regarding content and its emotional stance are made; how journalists deal with maintaining a sense of professionalism while working for sensationalizing outlets; how the principle of journalism there is increasingly centered on revealing secrets of the powerful (rather than e.g. reporting on matters of importance to the well-being of the community); and how these everyday newsroom decisions shape what the readers see and, in turn, what they know. Online-tabloid news-making includes features such as:

–   the online-tabloid style: header versus body; clash between journalistic reporting and editorial choices;

–   journalistic professionalism: what makes a journalist, and a medium, professional; professional roles performed by journalists; how journalists negotiate professional rigor with its tabloid-style outcome,

–   and online tabloid goals: revealing secrets (of the powerful), reactive news (in connection with readers' comments), and enjoyment

This analysis of the process of online-tabloid political news-making has far-ranging effects on contemporary online news production as such, particularly given the "tabloidization" of news as non-tabloid outlets fight for readers' attention. However, at the same time I argue that this reductive online-tabloid style turns out to be paradoxically inclusive, providing people a platform, an extension of the public sphere to share their outrage and values on how politics and political culture should work (vide: Habermas, Mouffe, Papacharissi).

PP 525 How healthy public spheres contribute to trust-building in local democracies: Conceptualizing a monitor framework for local public spheres

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Information and communication are important building blocks for trust in democratic institutions. In order to uphold people's trust in democracy, political decision-making processes need to be transparent and decisions need to be publicly discussed (Warren, 2018). A flourishing public sphere allows citizens to scrutinize political policymaking by providing them with the necessary information and possibilities to participate in the decision-making process. Including all social groups and diverse opinions can raise legitimacy of decisions, if diverse arguments and alternative views are considered. But how can we measure and compare strengths and weaknesses of local public spheres over time and across cities? While this sort of monitoring is well established for e.g. the quality of democracy or media pluralism across countries, to our knowledge, no systematic attempts have been made to compare public spheres on a local level.

In the theoretical part, we develop a monitor framework consisting of four basic dimensions of the public sphere (information, participation, inclusion and diversity). Those dimensions are derived from the normative demands on the public sphere in the participatory-liberal theory of democracy (Ferree et al., 2002). Eventually, the aim is to better understand the processes of local (political) communication in the context of societal changes such as individualization, digitalization and media fragmentation by monitoring the four dimensions of the public sphere.

In the methodological part, we present a set of indicators to operationalize the four dimensions of our monitor framework. In order to evaluate the information dimension (1), we analyze the local hybrid media landscape (Chadwick, 2011) as well as the communication by local city councils and local societal intermediaries such as political parties or welfare organizations articulating and aggregating individual interests (Donges & Jarren, 2017). In the participation dimension (2), we look at both institutionalized and non-institutionalized participatory processes that can improve democratic processes (Rosanvallon, 2018; Elstrub, 2018; Van Dijk & Hacker, 2018; Weßels, 2018), as well as organizations of civil society (Theocharis & van Deth, 2018). The inclusion dimension (3) presumes that no identifiable social groups should be excluded from the public sphere (Habermas, 1993). Thus, we focus on local segregation tendencies (Kronauer & Häußerman, 2019) and the support that local governments and society offer to include vulnerable or disadvantaged groups into the public sphere. Concerning the diversity dimension (4), we take the representation of minorities in the public sector, intercultural exchange as well as the diversity of media into consideration (Bohman, 1998; Mutz, 2006; Zhang et al., 2013).

To illustrate how the monitor works as an empirical comparative tool, we then present results based on data from four German cities: Cottbus, Kassel, Osnabrück and Pforzheim.

In addition to the scientific innovation, this monitor enables local governments to gain insights into the strengths and weaknesses of their local public sphere. Understanding, localizing and potentially improving deficits within their local public spheres could be a crucial step to maintain and rebuild trust in (local) democracy.

PP 526 The value and role of norms and taboos in public communication

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This paper will discuss the challenges for research on the current public sphere from a new angle: norms and taboos. During the time of former classical mass communication with mainly journalists as gatekeepers, public communication was dominated by clear norms and taboos. Today this changes massively with the melting borders of private and public communication and a vague audience. Communication, which was designated for a closed circle with own norms and taboos, gets more public and while this happens the boundaries of how to say what and who is responsible for what is said are blurring (Altmeppen et al., 2019, p. 66).

Especially since the upcoming of social media, in communication studies the changing form of the public sphere is discussed and researchers are demanding to redefine the public sphere (among others Jäger, 2017, Pfetsch et al., 2018, Klinger, 2018, Altmeppen et al., 2019). While Klinger (2018) writes about blurred lines between semi private and semi public communication, Jäger (2017) tries very elaborately to define forms of both private and other (unclear) public spheres, Pfetsch et al. (2018) suggest to examine the public sphere no longer with the aspect of consonance but with the focus on dissonance, and Altmeppen et al. (2019) focus on responsibility and common welfare of the public sphere.

This paper will describe the value of norms and taboos for public communication as the basis for social cohesion and a well performing democracy. If there are no commonly shared and accepted norms and taboos, no consensus of how to interact with each other, people might withdraw into private life and stay in their own filter bubbles. A German survey recently showed that 63 % of the participants believe they can no longer express their opinion openly (Köcher, 2019). One reason might be, that the way opinions are expressed, especially the tone, is more radical or, as Altmeppen et al. say, it became more violent (2019, p. 63). Norms and taboos regulate what can be said and how this can be said. This formed so far a basis for exchange and consensus. Because of unclear and diverse public spheres this basis might get lost. This paper raises questions concerning the role of norms and taboos in the communication of a society and its meaning for common welfare, how norms and taboos can be mediated to prevent a break-up of society and how to identify and include the main and the new actors.

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CDE12 - Cognitive Justice in Media and Communication Studies – Diversity beyond the de-westernization paradigm

PN 108 Comunicação Popular in Dismantling Coloniality: Black Media Activism in Brazil

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This presentation aims to analyze how the Latin American tradition of comunicação popular (Suzina, 2018) has shaped the online and offline actions of Black Brazilians engaged against the pervasiveness of coloniality in everyday life. Specifically, I reflect on the multiple ways in which Black people active in media activist practices online and offline to dismantle coloniality in Brazil. By media activism, I refer to creative uses of media devices and platforms online and/or offline for audiovisual, artistic and journalistic initiatives against racism and its historical consequences (Custodio, 2017).Empirical materials result from observations, interactions and interviews in the activities of the Anti-Racism Media Activist Alliance (ARMA). ARMA Alliance (2018-2020, funded by the Kone Foundation) is an activist-research, collaborative initiative between researchers and activists from social groups who suffer from racism in Finland and Brazil. The background for this presentation is the multidisciplinary interest in the concept of "decolonization". Decolonization seems to have become a buzzword in multiple disciplines in social sciences and humanities (Tuck and Yang, 2012; Maldonado-Torres, 2016; Rivera-Cusicanqui, 2012). However, the debate about what decolonization means in practice remains to be further problematized. Take Brazil, for example. How to decolonize the mind (Thiongo, 1986), the thought (Viveiros de Castro & Skafish, 2014) and academia when exploitation and disrespect reminiscent of colonial order and slavery (Souza, 2018) are intrinsic features of Brazilian social fabric? One way to tackle these difficult questions is by looking into processes in which people in historically underprivileged and marginal positions in society act to dismantle coloniality. "Coloniality" (Maldonado-Torres, 2007) refers to how colonialist patterns of power survives colonialism to define social life through culture, labor relations and epistemological practices, for example. The analytical focus of this presentation will be specifically on how Black Brazilian members of the academic community have engaged with practices from the tradition of comunicação popular to challenge whiteness and coloniality in academic knowledge production. Examples to be discussed include (a) the use of social media combined with the publication of books to value Black thought, (b) the production of videos to rescue, value and disseminate Black Brazilian scholarship, and (c) the use of media to mobilize discussions on respectful research methods in the intersections between racial and social inequalities in favelas. ReferencesCustódio, L. (2017) Favela Media Activism: Counterpublics for Human Rights in Brazil. Lanham: Lexington Books.Maldonado-Torres, N. (2007) On the Coloniality of Being, Cultural Studies, 21:2-3, 240-270._____ (2016). Outline of ten theses on coloniality and decoloniality. Fondation Frantz Fanon. Retrieved from: https://fondation-frantzfanon.com/outline-of-ten-theses-on-coloniality-and-decoloniality/ (last accessed January 12, 2020).Rivera Cusicanqui, S. (2012) Ch'ixinakax utxiwa: A Reflection on the Practices and Discourses of Decolonization, The South Atlantic Quarterly, 111(1): 95-109.Souza, J. (2018) A ralé brasileira: quem é e como vive. Contracorrente: São Paulo.Thiong'o, N wa. (1986). Decolonising the mind: The politics of language in African literature. London: Currey.Suzina, A. (2018). Popular media and political asymmetries in the Brazilian democracy in times of digital disruption. Doctoral Dissertation, Catholic University of Louvain (Belgium).

PN 110 There are alternatives

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Informing epistemic diversity through empirical detail about women's mobilizations in the Global SouthThe 2nd decade of the 21st century has ended marked by citizens' mobilizations worldwide. The continued rise and span of these mobilizations challenges both the governments that citizens protest and the scholars seeking to study them (Vanden et al 2017). Attention has been given to the role of the digital in the make-up and outcomes of protests, and to political activists' uses of networked digital media during collective action to explain the rise and trajectories of social movements. Studies have focused on the presumed revolutionary character of discrete mass protest actions and kept track of key activists' communicative practices. The properties of distinct social media (Facebook, Twitter, YouTube) have been foregrounded from a media-centric perspective keen on the tactical effects of technology's presumed power to drive socio-political organizing (Treré, 2019). Women's mobilizations have been a topic of considerable interest for gender/feminist scholarship, but the study of their communicative dimensions in recent years remains limited to analytically isolated elements rather than framed as an issue of democratic rights. A recent host of studies around the hashtag #MeToo has overrepresented the digital West (Fotopolou, 2018) while eluding the communicative complexity and adaptive dynamism mobilized by women and LGBTQ+ communities in the Global South to demand justice. To counter the epistemic narrow-mindedness derived from this imbalance, this panel presentation looks at a case of collective mobilization emblematic of citizen-driven technopolitical efforts under way in the Global South to fix gender inequality (Reguillo, 2017): the #NiUnaMenos (#NotOneLess) movement that emerged in Argentina in 2015 to challenge the state to address a spiral of violence against women, and the wider mobilization that followed from it. Since 2015, Argentinian women have protested this state of affairs with persistence and increasing strength in alliance with LGBTQ+ communities. Forms of protest have included recurrent country-wide collective mobilizations held on March 8 (International Women's Day) and November 25 (International Day for the Elimination of Violence against Women), activist art, street and digital mobilizations to raise specific claims (e.g. the legislation of the right to abortion or the public denunciation of rape) and year-on-year record high participation in the National Women's Meeting. Four themes that have received scant attention from Western feminist scholarship, fixated as it is on the so-called #MeToo movement, emerge from the study of #NiUnaMenos and its aftermath: 1) the struggle for collectivity (rather than individuality), 2) the emphasis on agency (rather than victimhood), 3) the intertwined immersion in street and digital action; and 4) the emphasis on local particularities without disregarding global solidarity. These themes inform epistemic diversity in the study of women's struggles for equality worldwide.Fotopoulou, A. (2014) "Digital and networked by default? Women's organisations and the social imaginary of networked feminism". New Media & Society. Vol. 18, Issue: 6, pages 989-1005.Reguillo, R. (2017) Insurrectional landscapes: Youth, networks and revolt in the civilizational autumn. Barcelona: NED Ediciones [Published in Spanish]Treré, E. (2019) Hybrid media activism: Ecologies, imaginaries, algorithms. Oxon: Routledge.Vanden, H., Funke, P., Prevost, G. (2017) The New Global Politics: Global Social Movements in the Twenty-First Century. London: Routledge.

PN 109 Technologies of indigenous knowledge: 10 years of 'indianizing' films in Colombia

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This presentation will approach the ideas of authorship and self-representation through the observation of media practices, interviews and analysis of the group of films and tv series produced by the collectives of Sierra Nevada de Santa Marta (SNSM) in Colombia. Since the first experience in 2008 that ended in the production of the public television series "Palabras Mayores" and the full lenght film "Resistencia en la línea negra" the indigenous directors have reflected on questions related to the process of self-representation, film authorship and visual sovereignty (Villafaña, 2013). The main aim of this presentation is to show how the process of decolonization is articulated to the use of audio-visual technology in the documentary films of the indigenous groups at SNSM. The reflection upon one decade of film production within the communities surfaces common ethical dilemmas in documentary film. I look specifically into a set of media practices of these collectives through the idea of "indianizing films" (Schiwy, 2009). This will lead me to comprehend the process of negotiation in the integration of the audio-visual technologies within the indigenous communities and the role of indigenous filmmakers within their communities. More than a 'location', the mountain in the case of SNSM contains a particular vision of the world related to the ancestral knowledge of nature. Over a decade ago, a collective of indigenous filmmakers decided that there was an urgent need to challenge the Western perspective on their stories and formed the communication group, Zhigonezhi. This step implied authorizations within the communities and strategic alliances for new training. The use of advanced techniques of video-production, editing and photography allowed the groups to communicate their vision to us, the so-called "younger brothers". In 2008 I had the opportunity to participate in the first of these workshops as scriptwriter and producer at Universidad Javeriana, thanks to the invitation of the organizers Amado Villafaña, member of the Arhuaco community and visual anthropologist Pablo Mora which are making invaluable contributions to the changing production and reception in the media landscape of indigenous filmmaking in Colombia (Luna, 2008; 2016). During this decade, the role of indigenous filmmakers has undergone a process of continuous professionalization. Their media environment has changed, leading to the creation of new collectives that emerged from the experience of Zhigonezhi. But their collective vision, at a strategic level, still emphasises the need to protect sacred territories and the will to share indigenous knowledge in order to promote a global commitment to the protection of our natural environment. At the same time, their films challenge the Western gaze upon the indigenous people constructed along centuries of technical domination and inequalities. Now that the groups of SNSM have established a permanent dialogue through re-appropriations of technologies of audio and video it is time to acknowledge the contributions of this process to the field of film production and audio-visual communication. Schiwy, F. 2009. Indianizing Film: Decolonization, the Andes, and the Question of Technology. Rutgers University Press. Villafaña, Amado. La auto-representación se ha vuelto una necesidad en el video indígena. Revista chilena de antropología visual, 21. 136-144.

PN 111 From Community Communication to Digital Democracy

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Evolving demands in the field of Communication Rights in Brazil Latin America has a long tradition in the production of community communication coupled with practice based conceptual work in the field. Discussions about community communication not only define it as locally produced grassroots media that serve the needs of marginalized communities but are also deeply rooted in the practices of different groups in the region. This panel presentation will analyze the development of communication rights from the perspective of grassroots organizations in Brazil that have developed their demands in connection with technological development and changing media and communication ecologies. It will discuss how community-based grassroots groups act as protagonists in demands for communication rights (Uppal, Sartoretto and Cheruiyot, 2019) while at the same time producing practice-based knowledge (Sartoretto and Custódio, 2019) about rights and citizenship. The fields of community communication and the communication rights developed in Latin America in parallel with the growing field of data justice and rights in Anglo-America and Western Europe. In the Global North, particularly in Western Europe, studies on data justice take a critical perspective on processes of state-led datafication and automation of an array of social services, many times overlooking grassroots organized resistance to these same processes. Studies of data activism are also centered on the Global North and on contemporary mobilization processes, with less focus on discussing action and demands from a society-centered historical perspective. In Brazil, community communication has, within the last three decades, evolved from a field of practice, in which marginalized communities create their own media, to a field of demands, in which diverse organize to demand communication rights. Examples include the National Forum for Democratization of Communication (FNDC) and the Brazilian Association of Community Radios (Abraço), and more recently the activist group Mídia Ninja. These organizations and collectives congregate community media outlets to articulate demands towards the State in the field of media and communication. Such demands have traditionally encompassed State policies for media and communications, development of public service media as well as rights to access to different media and to information from the State and private actors. In recent years these demands have evolved to include rights related to technological bias, handling of personal data, and the inclusion of marginalized groups as protagonists of technological development. Despite their activities and contributions in the struggle for communication rights, marginalized and subalternized groups in the Global South are rarely made visible in research in media and communication as protagonists of social change and producers of knowledge. This presentation aims to problematize such epistemological positions. Sartoretto, P., & Custódio, L. (2019). The production of knowledge in Brazilian social movement families. Journal of Alternative and Community Media, 4(2), 60-73.Uppal, C., Sartoretto, P., & Cheruiyot, D. (2019). The case for communication rights: A rights-based approach to media development. Global Media and Communication, 15(3), 323–343.

CDE13 - (Dis-)trusting democracy

PP 547 Partisanship and (dis)trust as key factors for understanding the perception of misinformation on social media in the context of polarization

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Media literacy and digital skills are often presented as possible solutions to the problem of misinformation online. Through a qualitative cross-platform analysis of social media users in Turkey, this paper will argue that the assessment of information on social media is not only a matter of holding a critical perspective and having the skills to validate the accuracy of online information, but also a matter of (dis)trust in news as well as belonging and partisanship especially in the context of polarization.

Turkey is among the first countries where citizens complain about misinformation on the internet, according to the recent Reuters Digital News Report.[1] Furthermore, the Turkish society is politically highly polarized and this polarization is strongly represented in the mediascape of the country. The majority of the news outlets and programs demonstrates partisan tendencies in different degrees in their news reporting. Within this highly polarized news environment, we seek to understand the role of social media for news users in Turkey and their perception of misinformation on social media. Our research questions are: How do social media users assess the accuracy of content they engage with in social media? How does political polarization influence the users' perceptions about misinformation on social media?

In our study, we adopt multiple research techniques including 6 focus groups consisting of people from different age groups and socioeconomic backgrounds, media diaries filled out by 30 participants of the focus groups and semi-structured interviews with these participants. The data collection took place in March 2019 before the local elections in Turkey on 31. March. Our analysis focuses on Facebook, Twitter, WhatsApp, and Instagram, which are the platforms that are relevant for the consumption and circulation of news in Turkey.

The paper will firstly demonstrate the strategies that the users develop to validate the information including searching the suspected information on search engines, looking at the number of followers of the account that shares the information or the comments below the post and looking at other news media, especially television. Secondly, we will discuss the influences of polarization on news consumption and perception of (mis)information. Our participants were generally very reflective and critical about the polarized media environment in Turkey. They not only mistrusted the news outlets that they saw as oppositional to their own views, but were also questioning the accuracy of information that was shared by sources that were closer to the party that they were supporting. However, several participants also stated that in the case of a politically highly disputed and/or unclear topic, the participants "prefer to believe to the sources that feel closer to". There were others who mistrusted all news media and their belief towards the possibility of accessing accurate news in Turkey was weakened accordingly. Our analysis shows that although media literacy skills might be useful for validating information about less polarized topics online, belonging and partisanship as well as mistrust also play a very key role for shaping the perception of (mis)information on social media in polarized contexts.

PP 549 Vaccine hesitancy – trust and distrust in medical expertise and authorities

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The increase of vaccine hesitancy is singled out by WHO as one of the ten most important and urgent threats to global health (https://www.who.int/emergencies/ten-threats-to-global-health-in-2019). Diseases like measles are returning in different parts of Europe, partly as a result of the activities of the anti-vaccination movement. The herd immunity in most Western countries is high but even a small decrease in vaccination would have immediate negative effects for the population. Sweden offers a perfect site for future anti-vaccination studies due to its high vaccination covering. A decline in the numbers of children vaccinated has had immediate effects. For example, the incident rate in the country of pertussis rose from 700 cases to 3,200 cases per 100,000 children in 4 years due to a rather small decrease in vaccinations. This constitutes a strong argument for the civic importance of the case.

The aim of this presentation is to introduce a new 4-year research project (2020–2023), independently financed by the Bank of Sweden Foundation (Riksbankens jubileumsfond), with the goal to investigate the role and importance of rumouring for the vaccination skepticism growing on the internet, and how it can be understood as an expression of civic engagement in the present digital times entailing crucial transformations for everyday civic culture. Theoretically, the project builds upon, and develop, media researcher Dahlgren's work on civic culture and Kitta's studies of the anti-vaccination movement. The overarching research question is: How have the everyday practice and experience of, and the conditions for, rumours been shaped and reshaped in the digital age, and what do these processes mean for civic engagement and participation? The project will offer an understanding of how everyday interaction on the internet has a powerful impact on the spreading of false information, which in the long run may challenge democracy. On a more concrete level the project will answer the following questions in relation to the case of vaccine skepticism: How are rumours about alleged risks and dangers of vaccination propagated and established on the internet? Are there specific patterns and correlations connecting topics, assumptions, myths, argumentation schemes, popularity and time? What do everyday practices, on- and offline, of rumouring mean for its adherents' civic engagement in the anti-vaccination movement? Which are the civic implications of the spreading and circulation of vaccination hostile rumours on individual citizens and society at large?

PP 548 Making trust tangible while working at the 'soft level': The role of community leaders in building trust in Northern Ireland - a communication perspective

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There is palpable distrust towards elites across many Western democracies (Norris and Inglehart, 2019). Elites are individuals or institutions with privileged access to social or economic resources such as money, information, expertise or social networks that affords them influence over others. Most elite research focuses on 'traditional' elites within the political, media, business and finance sectors, but the voluntary sector also holds significant clout (Davis, 2019). Distrust is quick to spread and trust slow to build (Bijlsma-Frankema et al., 2015). Partisan and self-interested discourse from political elites accelerates the disconnect between citizens and their leaders, fuelled further by the media (Rice and Taylor, 2020). In post-conflict, divided societies, there are particular sensitivities that can be negated or inflamed by elite discourse (Amsalem et al., 2017) which may increase inter-group tensions, distrust of 'the other', and ultimately risk peace and security (Armoudian, 2015).

In Northern Ireland, a post-conflict but still deeply divided society, there is widespread, systemic distrust that crosses the individual, community, organisational and institutional levels (Stanton, 2018). It is a society still recovering from thirty years of violent ethnopolitical conflict between Unionists/Protestants and Nationalists/Catholics. The current government institutions in Northern Ireland have just recently been re-established after three years of inactivity due to inter-party relationship breakdown between political elites. Northern Ireland's community and voluntary sector (CVS) is an important part of the societal fabric which has worked to build trust and reconcile divided communities, often in lieu of formal political leadership (Stanton and Kelly, 2015). Thus, what about these elites - how do they model futures to their stakeholders through their communication? How do they communicate trust? How do they interact with government and media to promote their messages? This paper considers these issues through an investigation of the role of CVS leaders in Northern Ireland.

We report empirical data from 57 semi-structured interviews with CVS leaders whose work spans 1965-2016. We demonstrate through our findings that trust building is central to their practice and used to navigate their location as mid-range leaders (Lederach, 1997) who facilitate peaceful conflict transformation amidst historic animosity and distrust. Acknowledging the time required for tackling distrust and trust building, CVS leaders become trust brokers through their communication activities who create a safe space for distrust and trust to co-exist. A trustbuilding typology developed from the data illustrates that practitioners' strategies employ tried and tested practical solutions to mitigate risk. In particular we show the value of what could be considered 'soft' trust strategies, manifested verbally, symbolically and tangibly through listening, empathy, acknowledgement and respect for difference, as well as practical support for stakeholders. We reflect on the various communication models that are enacted by CVS leaders, positing that dissemination, co-orientation and dialogue are all employed varyingly and strategically for different reasons. We explore how our findings illustrate, contravene, and create new theoretical debates that intersect with current understandings of the formation of trust and distrust and the field of communication studies, at a time when many societies are increasingly divided and distrustful.

CDE14 - Political activism and resistance

PP 601 Constructive activism and the case of pro-European political engagement in Germany

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Right-wing populist movements threaten democracies in Western societies. A crisis of democracy, a disintegrating public sphere and the potential of media products and infrastructure to solve or strengthen such developments are dominating research agendas. Civic reactions that strive for pro-democratic and pro-European changes are rarely considered. In the last five years, since the election of the EU Parliament in 2014, initiatives and organizations have become visible that deal with socio-political issues in a solution- and future-oriented way. This kind of political engagement of various collective actors is a rather formative political engagement and cannot, as is very often the case, be described as a form of activism as a practice of resistance. As with most activist practices, digital media and communication play a central constructing part of such collective actors. An analysis of the communicative actions and media practices, as well as the "social imaginaries [as] key to understanding activism" (Treré 2018, p. 108), enables to understand this form of political engagement "Beyond Protest" (Uldam & Vestergaard 2015), which I describe as constructive activism.
A case study will form the basis of my contribution. In my talk I will present the media repertoire and communication structures characterizing constructive activism. The study refers to the grassroot think tank Polis 180, that considers itself as a think tank dedicated to find solutions for societal challenges. The explorative media-ethnographic study consists of 10 qualitative, semi-structured interviews and participant observations of events and team meetings as well as a qualitative content analysis of their respective social media pages. This methodological triangulation allows the think tank to be investigated as communicative figuration (Hepp & Hasebrink 2014) of constructive activism, which lights up different perspectives on constructive activism as a new form of political action. Thereby I will refer to the construction of legitimacy and values within the forms of activism.

PP 605 Political participation of older activists in network societies

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Late trends of ageing populations and pervasiveness of information and communication technologies (ICTs) spur concerns and discussions on the potential exclusion of older people from digital life and society. The literature tends to stress the positive prospects of ICTs to improve the social participation of older people. Nonetheless, scarce scholarly attention is provided to types of social participation aiming at social change, perhaps partly due to neglects in regarding older people as political agents. Following Castells' characterization, in times of network societies, digital wireless communication and mass self-communication devices enhance citizens' capacity to organize and mobilize resistance against power-holding networks. While ICTs and political protests are usually ascribed to young people, recent evidence shows that older people are the fastest-growing Internet users, and, in some countries, are as likely to engage in elite-challenging political activities as their younger counterparts. With this in mind, in this paper I examine the role digital technologies—and particularly, the Internet—play in older adults' involvement in political activism and delve into their political trajectory, their motivations to participate, and their reported identities. To this end, I conduct in-depth interviews with 23 older activists in two densely populated areas from different regions: Montreal (Quebec, Canada) and Barcelona (Catalonia, Spain). Following a purposive and snowball sampling logic, I interview older activists participating in different grassroots organizations and social movements with a particular focus on including diverse voices in terms of age, gender, ethnic heritage, origin, and sexual orientation. Interviews are complemented with short questionnaires to gather primary socio-demographic and socioeconomic data, and documentary research (pictures, newspaper clippings, pamphlets, buttons, illustrations, or other archival material) to support the participants' testimonies. The interview guide makes a review of the participants' life history concerning their political participation and explores the development of their motives, identities, media adoption and usage across their lifetime. This study contributes to the literature at the intersections of communication, political participation, and ageing studies, fields that have seldom interacted thus far.

PP 604 Conflict media and diaspora activism: A case study of the 2019 sudanese revolution

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As contemporary conflicts are often accompanied by restrictions on media and internet freedoms, diaspora communities now play a significant role as media actors. Drawing on their insider knowledge and contacts, diaspora activists use digital media to document, verify, and publicise conflict in their home countries. Such activities were a notable feature of the Syrian conflict (Andén-Papadopoulos & Pantti 2013) and gave rise to ongoing concerns about the influence of diaspora activists on traditional news reporting (Mast & Hanegreefs 2015). However, less is known about how diaspora communities conceive and organise their media work; in particular, how their media work is organised to serve 'transnational justice' (Todzic & Tolbert 2017) as well as international publicity. This paper investigates these issues based on a case study analysis of the 2019 Sudanese Revolution. Sudan has been in the midst of a political crisis since long-serving ruler Omar al-Bashir was overthrown last April. The military and pro-democracy movement have been locked in a tussle for power that has led to mass protests and killings. The security forces have used brute force to strengthen the position of the generals. In the worst such case, dozens of people were killed - and some had their bodies thrown into the River Nile - in a crackdown on protesters in the capital, Khartoum on 3 June. We draw on interviews with Sudanese activists and an analysis of a Telegram channel created to document military council violations during the internet blackout in June 2019. This channel accumulated more than 20,000 subscribers along with a dataset of 163 photos, 173 videos, and 13 files. Our analysis identifies the major goals, organisational structures, and practices that informed the media work of the Sudanese diaspora. These findings contribute to a deeper understanding of the role of digital media in contemporary conflict and, in particular, on the role of transnational activism as a response to media and internet shutdowns during conflict.

PP 603 The ties that organize transnational activism: Facebook event pages in the 2017 Romanian #rezist protests

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Of late, evidence has accumulated of how social media actively confine the circulation of information and communication by dint of their sorting and ranking algorithms, their manipulative gaming or partisan and homophilic usage. Concentrating on the latter aspect, this article examines the transnational connections of activists protesting in multiple discrete physical locations. It is an enquiry into the "transnational social space" (Faist, 2000) of Facebook event pages associated with cities worldwide that took part in the 2017 anti-corruption Romanian #rezist demonstrations. Its principal aim is to investigate the use of event pages as an organizational vector of physically enacted protests with a combination of methods for social network analysis.

The article is guided by the question, to what extent did a transnational network of #rezist Facebook event pages act as a social space connecting homeland protest and expatriate activism? The social network analysis investigates the structure of the #rezist network to understand how both individual and group relations imprinted on the connections that formed with public Facebook pages; why links did or did not form among event page users based in discrete locations and what their presence or absence meant for the transnational organization of the anti-corruption protests? It probes key individual and group level network characteristics alongside exogenous systematic relations of geographic location, the time of a protest and the gender of page users—for their bearing on connectivity. The protest event page network is thus cast as a multidimensional network (Pavan, 2014, p. 442). It is explored so as to generate insights into layers of relations among transnational activists effected with the socio-technical affordances for connectivity of the Facebook pages that accompanied their protests—viz. comments, shares and reactions (e.g. likes) to posts.

Following a systematic review of the relevant literature, one supposition this researcher entertained was that transnationl Facebook #rezist networks would be concentrated geographically, with content diffusing outwards from a small number of locations. Moreover, exogenous factors such as individual attributes that precede and are independent of network formation were expected to bear on connectivity in the transnational networks. The paper thus posited that geographic location, gender and the time of the #rezist protests had a systematic relation to connectivity in the Facebook event page network.

Preliminary findings point to a concentration of core network nodes in five Romanian cities. However, in the reaction subnetwork core nodes were spread across many cities both from within the country and abroad. Second, there were more male than female users in the comment, reaction and share subnetworks. Common gender, location and time determined connectivity in the share subnetwork. In the comment subnetwork, it was only shared gender and location, with time having an inverse relation to connectivity. Results thus suggest that the public use of the most popular social media in this transnational protest was markedly centralised, gendered and location based. These conclusions are interpreted in light of social movement, digital activism and connective action theory.

PP 602 Embedded data activism: A quasi-institutionalization of a grassroots environmental data initiative in China

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With the evolution of an environmental protection state since 1990s (Ho, 2001), an Environmental NGOs-led green community has remained active despite heavy constraints from the state (Stalley and Yang, 2006). However, China's environmentalism lacks sustained contention, casting doubt on its potential to evolve as environmental movement and serve as an agent of social and political change (ibid). Responding to this critique, Ho (2001) argues that it follows a different path from the traditional (Western) model of social movement by shedding light on the important political implications of non-confrontational attitude towards the party-state. He points out that environmentalists' cooperation with the state, without direct contention against the (central) government, actually gives them more leeway to pursue environmental changes. Adapting to the political opportunities existing in the semi-authoritarian context, China's environmental movement is characterized as "embedded environmentalism" (Ho and Edmonds, 2007).

As big data technologies being applied to tackle environmental crisis in China, varieties of bottom-up data activism emerge in the environmental sphere, generating more data-based approaches of environmentalism. Ranging from Environmental activists' pushing local governments to open environmental data, designing civic tech app to facilitate environmental monitoring, to citizen science initiatives, they are all localized within the contemporary ecology of environmentalism in China. This paper studies how a data initiative of environmental visualization emerges and diffuses to a larger scale in the specific socio-political context of China, exploring the possibilities for ordinary citizens to exercise their political agency, making environmental claims and thus intervening in the political process. Drawing upon the analytical framework Givan, Roberts and Soule (2010) has proposed to study the diffusion of social movements, the research specifically focuses on the channels of diffusion, the diffusion patterns and the political opportunity structure in which the repertoire of the environmental data activism could be diffused into other regions of China. Through an in-depth analysis of how the data-based tactical innovation are appropriated and adopted, we are enabled to do a critical investigation of the possibilities of data activism to facilitate citizens to act upon their agency in the context of China. Our empirical study reveals a quasi-institutionalization process through which the innovated repertoire of the green data activism first expanded among grassroots NGOs and then was coopted into the official agenda of a state-sponsored environmental campaign. Based on the results of the analysis, we reflect upon how the process of quasi-institutionalization implies for the environmental data activism by probing into the political opportunities it extends and also the constraints it may cause.

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CDE15 - Participation and community

PP 641 Theorizing the chilling effects of digital dataveillance

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People's sense of being subject to digital dataveillance can cause them to restrict their digital communication behavior. Such a chilling effect is essentially a form of self-censorship in everyday digital media use with the attendant risks of undermining individual autonomy, well-being, and democratic participation (e.g., Solove, 2016; Stoycheff, 2016; Penney, 2016; Manokha, 2018; Marthews and Tucker, 2017; White and Zimbardo, 1975; Friedewald, 2018; Hildebrandt, 2008; Richards, 2013). This presentation combines existing theoretical and empirical work on surveillance and chilling effects with an analysis of novel data to develop a mechanism-based causal model that unpacks the process between individuals' sense of dataveillance and their digital communication behavior.

Self-censorship or self-restraint regarding entirely legitimate uses of the internet (e.g., opinion sharing) was widespread in a nationally representative original survey. Starting from the practice of dataveillance – the automated, continuous, and unspecific collection, retention, and analysis of digital traces by state and corporate actors – a causal process based on the theory of planned behavior (Ajzen, 1991, 2020) is proposed: an individual's increased sense of dataveillance causes their subjective probability assigned to negative outcomes of digital communication behavior to increase and attitudes toward this communication to become less favorable, ultimately decreasing the intention to engage in it. In aggregate and triggered through successive salience shocks such as data scandals, dataveillance is accordingly hypothesized to lower the baseline of free digital communication in a society through the chilling effects mechanism. In a population-level survey, considerable numbers of internet users reported self-censorship or self-restraint with regard to entirely legitimate online activities; there were only slight differences between men and women, and between different age groups.

The proposed theory of the chilling effects of dataveillance does not suggest that entirely uninhibited digital communication is a silver bullet for democracy or that the things people search for or post online should never have consequences. Rather, such consequences need to be reconciled with people's expectations of privacy and their commensurability. A proportionate consequence of expressing one's "sensitive" views would be that someone else replies with a strongly opposing opinion. If the first person then in the future chooses to not express their views on certain topics because the confrontation was experienced as negative, this is not problematic; however, the automated collection of such digital traces and compiling them into data profiles for any use in the future, out of context, and without the knowledge of the data subject is a threat to autonomy and democratic processes (Büchi et al., 2020; Hildebrandt, 2008; Wachter and Mittelstadt, 2019; Wright and Raab, 2014). Several theoretical and empirical gaps remain for future research, for example regarding the scope, process, prevalence, and governance of the chilling effects of dataveillance.

PP 644 Community management in online civic participation platforms: How to keep discursive spaces both safe and public, the example of abgeordnetenwatch.de

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During the past years, the tonality of political online discussions has changed drastically: Populist discourse has spread rapidly and become normal (Engesser et al. 2017) – Safeguards like community managers are confronted with the task of creating spaces which are both public and safe: The study _#Hass im Netz (#Hate online)_ conducted by IDZ Jena in 2019 revealed that 54% of the 7.349 participants said they were expressing political opinions online less frequently, citing their fear of hate speech as a reason for this diminished interest in online discussions. The "rise of semi-public spaces" (Klinger 2018) as a complex negotiation process of a yet to be defined relationship between the private and the public indicates a growing tendency towards private communication as in closed discursive spaces like Messengers, private profiles etc.

This withdrawal into privacy concerning digital discourses is highly problematic: Democracy needs safe spaces for public discourse, specifically in digital spheres. Using the example of the online civic participation platform abgeordnetenwatch.de, this paper researches the challenges political platforms have been facing during the past years and which subsequent scenarios are being tested in community management to create discursive spaces which are both public and safe.

Abgeordnetenwatch.de was founded in 2004. With its 285.000 visitors and about 600.000 page impressions, it is the biggest platform for political dialogue in Germany. For 15 years, the transparency organisation has been monitoring German politics, doing research on party donations, lobbyism and politicians' supplementary incomes. It also offers an online platform where politicians receive questions from the public and can answer them.

On the basis of qualitative interviews with the community managers of abgeordnetenwatch.de complemented by a content analysis of circa 90.000 questions to and 47.000 answers from politicians over the last five years this paper will explore the biggest threats to open discussions on abgeordnetenwatch.de and its social media channels (conspiracy theorists, questions based on Fake news, populist / defamatory answers from politicians, hate speech). It will also investigate to what extent community mangagers' subjective experiences confirm or contradict the total dataset. The results will be complemented by qualitative interviews with community managers of SPIEGEL ONLINE and tagesschau.de about their handling of hate speech and populist content and studies already conducted on that question matter (i.e. Galpin et al. 2019, Geschke et al. 2019, Kreißel et al. 2018).

Transparency indication: The author is a member of the advisory board of abgeordnetenwatch.de.

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PP 645 Agencies of anonymity

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In 1981, Shoshana Zuboff cogently pointed out the fundamental duality made possible by the new IT tools of capture, with information technology alone having the capacity to 'automate and to informate', thereby not only *imposing* information but also *producing* information. Collected by devices 24/7, 'informal actions' of users such as search queries reflect this 'unceasing flow' of information—what was before not commensurable became 'textualised', or codified as data, with 'signals' revealing human behaviour (Zuboff 2015). Nowadays, with around 5.6 billion requests per day, 'ubiquitous googling' (Ridgway 2020) has been grafted as a paradigm for the way users find information in an era of 'surveillance capitalism' (Zuboff 2015; 2019). Trusting Google to deliver relevant information, searching has become 'habitual' (Chun 2016) and users produce vast amounts of data, 'given' in exchange for free services. However, as Google becomes more arcane about its data accumulation and (re)usage, the 'searching subject' becomes increasingly 'unboxed' in various ways and is no longer able to maintain certain aspects of privacy.

In order to investigate how search engines organise (us)ers, *Re:search - the Personalised Subject vs. the Anonymous User* compares the personalisation of Google Search to the anonymisation of the Tor (The Onion Router) browser. With a 'critical ethnography of the self' (Wang 2008), I designed 'experiments in living' (Marres 2012), gathering data and imaging the results with my method, 'data visualisation as transcription'. Structured by protocols, the effects elucidate how the IP (Internet Protocol address and Intellectual Property) of Google's black box shapes and organises (us)ers, simultaneously producing various *subjectivities of search* en route. I propose that subjects are 'cyberorganized' (Parker & Cooper 2016)— assigned into collectives of users 'like them' (Chun 2019) by Google's proprietary algorithms.

In contrast, there are tactics of resistance that provide the user with obfuscation (Brunton & Nissenbaum 2015), such as the Tor Browser that hides their IP address. In this way, not only 'platforms intervene' (Gillespie 2014) but also users and I postulate *agencies of anonymity,* ranging from pseudonyms or shades of 'unreachability', to programming bots that imitate human interaction. I argue that instead of using Google Search, joining the 'anonymous Tor collective' might be a modest resolution to the problem of how one would define a singularity that could be a collective singularity (Lazzaroto 2012:14). Aside from its other merits in terms of circumventing surveillance by state and corporate actors, trusting Tor is one, albeit not the only, strategy to organise political agency, challenging the internet's very own power structures in a datafied society.

PP 642 Empathy cultivation through social media? A counter to compassion fatigue

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This paper examines the ability of the "Humans of New York" (HONY) social media feed to cultivate empathy for the subjects of the posts. While a body of literature suggests that negative images of suffering may provoke compassion fatigue in the audience, this paper is interested in whether images and accompanying captions that allow the viewer to connect with the subject can cultivate empathy. Ultimately, understanding the emotional impact of the way people are represented in news stories will help journalists better serve the public's need for what Schudson (2013) called "social empathy"; "stories that–often in a human-interest vein–inform citizens about neighbors and groups they may not know or understand."

Compassion fatigue is a phenomenon largely studied in health care professionals, whose repeated exposure to suffering can lead to a secondary traumatic stress response that results in lessened feelings of compassion over time. Media scholars have applied this idea to the effect of negative news coverage, particularly negative images, on the audience's ability to experience compassion. Sontag (1977) asserted that "'concerned' photography had done at least as much to deaden conscience as to arouse it." Kinnick, Krugman and Cameron (1996) conducted an empirical study of compassion fatigue and concluded that "the nature of contemporary coverage may contribute to emotional fatigue with society's problems." The problem with compassion is that it implies a power differential in the relationship between the viewer and the subject. Empathy, on the other hand, has the potential to put the viewer and subject on even ground, creating a connection not based on looking down on, but on identifying with one another.

This study applies Linguistic Inquiry and Word Count (LIWC) analysis to comments by social media users on HONY posts to identify emotional themes. HONY features images of people in New York and other locations around the world, portraying subjects in a way that shows their common humanity, rather than their suffering, which may create the possibility to identify with the people in the photographs and cultivate empathy for them. Previous research on HONY has suggested that the creator of the feed specifically uses captions that feature the subject speaking directly to the audience (Roberts, 2019), and frames that make his subjects seem like his presumed audience (Perreault & Paul, 2018). This study seeks to understand the emotional response of the audience to those images.

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CDE15 - Participation and community

PP 643 Who are you, the people? Belonging to the people in mv-lehti's refugee coverage

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In recent years, a societal confrontation adhering to immigration and refugees has been reflected in the Finnish media, for example, in increasing online publications that strongly criticize professionally edited journalistic news media (Reunanen, 2018). A crucial principle for these websites is that they declare that they represent the people, allegedly contrary to mainstream media, which are said to betray the people and report mostly for the ruling elite (see, e.g., Fawzi, 2018; Krämer, 2018). This argument is especially common among populist movements, which appeal to "ordinary citizens" and object to "elites" and the societal values they represent (e.g., Canovan, 1999; Mudde & Rovira Kaltwasser, 2017).

At the center of this article is a nationally well-known, widely criticized Finnish-language website, MV-lehti (WTF magazine in English), which claims that it works "100-% for the people" and exists as "a special publication of the Finnish free press, which tolerants [those who advocate multiculturalism] do not admit reading" (MV-lehti's banner). I investigate what it means to belong to the people from MV-lehti's perspective, that is, how they determine their concept of the people in their texts, especially regarding the refugee coverage. I approach the research data by using the concepts of right-wing populist rhetoric, especially drawing from Ruth Wodak's (2015) ideas. The data were examined in three phases using critical in-depth reading. First, I investigated how the Finns were discussed in the news texts, and based on these perceptions, I considered who explicitly belonged to "us" and who was envisioned as "them" from MV-lehti's perspective. Second, I examined what values were prominently linked to MV-lehti's presentations of ingroups and outgroups. Third, I scrutinized the findings of the first and second phases by utilizing Wodak's concepts of right-wing populist rhetoric as an analyzing instrument. Finally, I categorized the final findings into three functional patterns that define the principal criteria of belonging to the people in MV-lehti's texts.

The results show that, in MV-lehti, the concept of the people is constructed as a politicized phenomenon adhering to ideas of ethnonationalism and anti-democratic values. This construction closely adheres to ideas identified by Wodak (2015) as belonging to right-wing populist rhetoric. The people in MV-lehti dissociate themselves from democratic values and society, creating an antagonistic reality with independent rules and moralities.

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CDE16 - Populism and alternative media

PP 686 Populism as 'pressure valve' for an authoritarian regime: Online bottom-up populism in China

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This paper argues that online populism in China, contrary to populism in Western democracies, has a more bottom-up nature, with citizens mobilizing against the rich, privileged, powerful, and 'evil' elites. In these grassroots movements, groups of online commenters seize discursive power by emphasizing the gap between the people and the elite. Based on the textual analysis of a case of bottom-up online populism, we argue that digital media and the surge of online populism function as a "pressure valve" for the current political system in China. Within certain restrictions, the regime allows common people, including those in rural areas, to express their discontent online in ways that challenge the traditional top-down monopoly of China's power elite. This promotes, to some extent, the development of an anti-authority, populist discourse, one which pushes for a more transparent and justice society in China. However, when the emergence of online populism threatens the central government, it is curtailed as official discourses are introduced in news reports.

We address a gap in existing populism research that mainly focuses on how top-down populism by political leaders, parties and movements affects democratic systems in Western countries. From Evita Perón to Hugo Chávez, and from Sarah Palin to Donald Trump, many studies have researched how charismatic populist leaders try to rally public support. However, little research so far has explored bottom-up populism in a non-democratic society. We argue that in China a new type of populism is emerging that gives a voice to discontent towards the powerful elite, from a grassroots level and in the absence of a charismatic leader. This online populism channels antagonistic emotion among the people, and is evident on digital media in China.

This paper theoretically scrutinizes this new type of populism and contrasts it with conceptualizations of populism in modern democracies. It does so by studying a case of bottom-up online populism in China to analyze how populism emerges in online discourse and how officials respond to this power shift. To illustrate this, we take the following case into focus. On 17th January 2020, Sina Weibo user Lu posted several photos showing she and her friend posing with a luxury car inside the Forbidden City. These photos soon went viral and set off a public outcry. Weibo users not only criticized the women for potentially damaging the Forbidden City, which is one of the most important historical imperial palaces in China and is a world heritage site, but also openly wondered how Lu was able to enter the Forbidden City, as it was closed at the time.

This case attracted wide public attention, with many rumors disseminated online. The discourse quickly took shape as a critique of wealthy, privileged, and corrupt elites, and of those seen as close to the establishment. Applying a qualitative textual analysis of the discussion under 36 hashtags and 180 Weibo posts, our analysis reveals the function of rumors in online comments, and how these shape ground-up populist discourses, to understand the unique characteristics of online populism in China.

PP 685 Everyday nationalism in the Visegrad group: Communication strategies and cultures in 'new democracies'

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In this paper I seek to ask some provocative theoretical questions about collective action, socio-political alternative politics and the role of communication in the so-called Visegrad countries. If we are looking at a diverse versions of democracies, it is an interesting theoretical question to ask about the manifestation of the various approaches to democracy and democratic behaviours. By this I mean to say that it is quite possible to make the claim that the current Polish interpretation of a functioning democracy is a 'communicative action' consensus response to the pressures of global capitalism and EU membership. This neo-Habermasian position, situates communication and democracy in Poland, and by implication within the EU, as a new manifestation of particular kinds of 'previously legitimated' approaches to communication strategies within democratic political cultures. Further, 'illiberal democracy' interpretations of the Hungarian government may well be a 'live critique' of global capitalism along with a reaction to perceived injustices of the conclusion of WW1 and the Trianon treaty. The reconstruction of everyday nationalism in the post-Cold War period for the Visegrad countries has meant that this relationship between democracy and everyday communicative practices has been complicated by a series of factors that remain unexamined in those discourses outside of the Visegrad group itself. In this context, it is apparent that the move towards these particular versions of both democracies as well as communicative practices include the variety of problems that social media has presented us with. This is not to make legitimate the 'turn to the right' that the Visegrad group challenges us with, rather it is a call to examine both causes and consequences of this set of interactions in the post-socialist period. Without addressing these various understandings and interpretations of democracy and communication, we are left with a constant gap in the literature that entrenches a kind of deep misunderstanding among partners within the EU itself. It is precisely this gap in the literature that I seek to address.

PP 687 Raising the 'VOX': Analyzing far-right's populist party online community during Spanish general elections

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Spain has experienced a period of instability characterized by territorial conflicts and the increasing political disaffection derived from the management of the economic crisis and corruption (Vidal & Sánchez-Vítores, 2019). This has led to the call of four different elections between 2015 and 2019, which have certified the end of bipartisanship. Among the diverse consequences this situation has entailed, the fact far-right populist party VOX has gained parliamentary seats for the first time –in a country that had kept out of European trends thus far– must be stressed.

Despite having no previous parliamentary representation, on the election held on 28 April 2019 VOX obtained 2.688.092 votes and 24 seats. On 10 November 2019, facing the repetition of general elections, it became the third most voted political force with 3.656.979 votes and 52 seats. Like other minor parties before, VOX used social media for being present in the electoral debate and as means for establishing a more direct linkage with 'the people' they presumably were talking in the name of (Engesser et al. 2017). Considering populism, and specially the presence of far-right parties, as "a potential barometer of the health of representative politics" (Taggart, 2004:276), it is paramount to understand (1) how did VOX frame the main political issues during the 28A and the 10N campaigns as well as (2) how was its online community articulated and (3) the extent to which community influencers contributed to spread the party's messages.

In order to investigate this, three different samples are analysed. The first one (n1) contains the tweets broadcast by VOX and its candidate, Santiago Abascal, during 28A and 10N campaigns. The second one (n2) contains 917.010 tweets and retweets broadcast during the 28A campaign and 757.671 tweets and retweets broadcast during the 10N campaign, which have been obtained through the hashtags #28A, #28Abril, #28AbrilElecciones and #10N, #10N2019, #Elecciones10N, #Eleccionesgenerales10N. This sample lets us study the morphology of the network during the before-mentioned electoral periods and identify VOX's community and the profiles –influencers, builders and bridges– that articulate it. For the third one (n3), we gather together the tweets broadcast by those users acting as influencers inside the VOX community. We use social network analysis for analysing sample (n2), and critical discourse analysis for samples (n1) and (n3). In doing so we aim at determining the way in which a far-right populist party participates in the virtual public sphere –before and after obtaining parliamentary representation–, and at seeing how does it interact with other communities and engage with sympathizers. As this is an ongoing research, results will be presented during the conference.

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PP 689 Counter-publics on Twitter: Networks of alternative media in German-speaking countries

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In the course of the digital transformation of the public sphere, traditional news media compete with alternative actors who can easily distribute news via social media (Helmond, 2015). From a democratic point of view, one can argue that in this context democratic demands are fulfilled as each member of the civil society can participate in the public discourse. Moreover, anyone can potentially criticize and control political elites, the established media (so-called "mainstream media") and its coverage. However, news distributed on social media via alternative actors such as pseudo-journalists are not checked for journalistic standards. This may lead to the spread of false or misleading information, conspiracy theories or unobjective, partisan news (Allcott & Gentzkow, 2017).

This paper focuses on German-speaking alternative news media on Twitter. Alternative media are defined as counter-publics who see themselves as opposition or "counter power" (Castells, 2007) to the hegemonic public sphere, i.e. political elites and the established mainstream media (Atton, 2011; Fuchs, 2010). Within this paper, I am firstly interested in the networks of alternative news media in Germany, Austria and Switzerland. Secondly, I aim to find out which types of alternative news media exist in the German-speaking countries, as the current state of research mainly focuses on right-wing alternative media or news media that contribute so-called "fake news" via social media (e.g. Haller & Holt, 2018). For this purpose, I tracked 179 URLs of German-speaking alternative news media on Twitter using the Stream-API. In total, 443.111 tweets were collected during the period of three political elections in Germany, Switzerland and Austria in autumn 2019. This dataset was used to draw a retweet-network. Also, follower relations of the identified users were collected in order to analyze a follower network. First results indicate a high proportion and resonance of alternative news media who – following their self-description – try to debunk "the fake news of the mainstream". Other types of alternative news media, such as news media who position themselves against capitalism or the commercialization of the media system, take a smaller position in the analyzed twitter public sphere. Also, there are strong cross-national intercorrelations in terms of following special types of news media and retweeting them as well as communities of politically like-minded individuals.

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PP 688 Communities of Darkness? Users and uses of radical alternative media between hyperpartisan engagement and heartfelt participation

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The high hopes for the positive impact of the internet and digital participation on democracy and civic society have faded over the last decade. The digital realm is increasingly discussed as putting democracy in jeopardy and digital media are seen as converting from an advocate and amplifier of democracy to its adversary. In this trajectory, Quandt (2018) introduced the concept of "dark participation" to address the "bleak flipside of the Utopian concept of selfless participation" and give room to rather malevolent practices of participation in digital cultures. Likewise, the perception of alternative media as potential correctives in social debate started shifting from alleged oases of enlightenment to pongy swamps of disinformation. Communication research has long romanticized radical media as inherently progressive counter-publics (Dahlgren 2017) providing advanced alternative visions to "hegemonic policies, priorities and perspectives" (Downing, 2003). Less attention, however, was paid to the "ugly alternatives", e.g. alternative media platforms associated with the ultra-right or other anti-democratic factions (Haller & Holt, 2019; Holt, 2019). Such darker alternatives from the "world of the wicked web" (Quandt, 2019) lately find growing prominence in research, particularly as part of disinformation ecologies or tools for political agitation and radicalization, notoriously regarding their impact on the proliferation of populism or the toxicity and vileness of online debates. Although definitions of radical media traditionally characterize their audiences as the most active form of the active audience (Downing, 1984) and refer to their participatory culture, only little is known about the users and uses of these "other alternative media" and their potentially dark ways to participate.

Based on 35 interviews with users of alternative media (with a right-wing, left-leaning, pro-Russian or generally skeptical orientation) this paper engages with their motives, beliefs and expectations they attribute to (these) media; as well as the role these media play in their media repertoires and media-related practices. Results indicate that alternative media play very different roles in the media repertoire, based on personal dispositions, epistemologies and previous experiences. For instance, some users consider them trustworthy and credible sources of information or while others recognize them as biased and use them to balance information from elsewhere. Others understand them as critical counter-publics challenging the elites but remain skeptical, while some uncritically accept them as sources of truth and deeply identify with them. Findings also suggest that usage and participation are neither clearly "dark" or "light": In line with earlier alternative media the users often formed an active audience and participation in building online and offline communities, debating online or producing content themselves were common practices. A sense of belonging and heartfelt participation in a community was partially more important to them than the contents or political orientation of the media.

Based on these findings the paper discusses problematic normative dualisms of light or dark participation and argues that rather than focusing exclusively on light or dark sides, it will be important for research to understand how media users navigating through digital space with similar expectations and intentions can end up in oppositional contexts.

CDE17 - What (digital) Media Deliver to Democray: the Media for Democracy Monitor 2020 (MDM)

PN 172 MDM 2020 - Lithuania

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This paper will report findings by the MDM 2020 research project on Lithuania. In particular, the paper will focus on the most salient and characteristic similarities and differences of Lithuania compared to the other countries in the sample.In addition, the paper will focus on one specific topic which will be determined in a workshop in May 2020, which is significant for all 24 countries in the MDM 2020.

PN 171 MDM 2020 - Finland

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This paper will report findings by the MDM 2020 research project on Finland. In particular, the paper will focus on the most salient and characteristic similarities and differences of Finland compared to the other countries in the sample.In addition, the paper will focus on one specific topic which will be determined in a workshop in May 2020, which is significant for all 24 countries in the MDM 2020.

PN 170 MDM 2020 - Italy

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This paper will report findings by the MDM 2020 research project on Italy. In particular, the paper will focus on the most salient and characteristic similarities and differences of Italy compared to the other countries in the sample. In addition, the paper will focus on one specific topic which will be determined in a workshop in May 2020, which is significant for all 24 countries in the MDM 2020.

CDE18 - Political communication and elections

PP 790 Democracy and the European construction: The role of the Portuguese newspapers in the latest electoral campaign to the European parliament (2019)

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The 2019 European Parliament (EP) elections were held against a 'rising tide' of euroscepticism that seems to jeopardise the very process of European construction. When asked about the reasons for not voting in the forthcoming elections for the EP, 46% of Portuguese citizens, according to data provided by the Eurobarometer (2018), answered that "they didn't know enough about the role of the EU", a percentage clearly above from the average of other European Union (EU) Member States (34%).

Discussing the process of people's engagement or disengagement with the EU also entails, apart from taking into account a whole range of material aspects, analysing the crucial role news media have to play in this process. They can either help citizens understand Europe and enhance grassroots democratic participation across EU Member States or use EU elections as a pretext to speak about their own nation and politics.

As maintained by Norman Fairclough, social and material structures are shaped by discourse, which not only reflects or represents society but also "helps to constitute (and change) knowledge and its objects, social relations and social identity" (1992: 8).

Thus the aim of this paper, following the lens of critical discourse analysis, is to investigate the Portuguese press coverage of the latest European elections made both by dailies (Correio da Manhã, Público, Jornal de Notícias and Jornal I) and weeklies (Expresso, Diário de Notícias and Sol) between 13-27 May 2019 (the period that covers the electoral campaign and its immediate aftermath).

The focus will be mainly put upon the main issues and topics of the electoral campaign, their degrees of salience, visibility of European and national leaders / actors, news framings and pragmatics so as to assess the degree of europeanization of the press coverage and its wider implications for the process of European integration and democratic participation.

PP 788 On-line intimidation of Finnish politicians: Mixed-methods analysis of its scale and impact during 2019 elections

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The 2019 national and European parliamentary elections in Finland were characterised, according to popular discourse, by unusual level of threats of violence directed at political candidates, both in public spaces as well as on-line discourse. Intimidation of those who are participating in politics risks eroding trust, excluding at-risk groups from politics and crowding out public discussion on policy.

This paper examines the extent to which on-line intimidation can be understood as an extension of a relatively new form of political violence (e.g. Arendt 1969), that makes use of new means of communication to silence particular political positions. We try to understand the prevalence of the phenomenon through the concept of opportunity structures (Tarrow 2011), i.e. norms of discussion or technological affordances that enable intimidation.

The research was commissioned by the Finnish Prime Ministers office to study the scale and impact of intimidation, including abuse and threats directed at politicians on social media and other on-line spaces. The study took place in 2019, a year during which Finland held both national and European parliamentary elections. The research project combined survey methodology as well as an analysis of the Twitter messages directed at the 1260 candidates and incumbents who have Twitter accounts.

To identify abuse or threats from the dataset (about 375,000 tweets not counting retweets), we trained a convolutional neural network for the task of classification. The survey was sent to a representative sample of Finnish municipal councillors and members of parliament.

The survey results show that about a third of councillors and 45% of members of parliament had experienced intimidation due to their work. The majority majority of cases the intimidation of politicians took place on on-line platforms, above all Facebook and discussion forums.

The analysis of on-line discussions focused on Twitter due to restrictions in data access on other platforms. Abusive messages on Twitter were highly concentrated on a small set of political candidates. High activity on Twitter, high-profile political positions as well as having an immigrant background were factors that predisposed individuals to be targets of abuse.

204 Twitter accounts were responsible for half of all of the abusive tweets. The results suggested a split into two clusters with relatively few connections between them, and which are distinguished by their political orientation. The significant majority of accounts were personal accounts of people using their own names (as opposed to being anonymous).

The survey results suggest that hate speech reduces the political participation of its victims. Of the municipal decision-makers that had been targeted by hate speech 28 % said their motivation to participate decision-making had decreased. Half of the respondents said that their experiences of hate speech reduced their trust in strangers.

The results suggest preventative action against intimidation cannot focus alone on moderating anonymous troll-like accounts or bots. Politicians who hold significant power in determining the agenda of public discussion also have a responsibility to close down the opportunity structures for intimidation, by condemning hate speech and abuse. The paper ends with some suggestions for government policy as well civil society initiatives.

PP 792 Why is a minority getting yet smaller? Female MPs on Polish political commentary programs (2015-2019)

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In Poland, as well as other post-communist countries, the fall of communism witnessed a sharp decline in women's participation in politics. Several terms were needed to reach the pre-transition period's levels of women's share in parliament. Although gender quotas of 35 per cent have been applied in the Polish electoral system since 2011, women entering a political scene are still disadvantaged. As the Polish quota system does not take into account the zipper system, women are placed further away on election lists. They also have restricted access to mainstream media and suffer shorter exposition in the media during the political campaigns.

In the elections of 2015, 27 per cent of those who won mandates for the Sejm (the lower chamber of parliament) were women. However, women's participation in Polish politics fails to be reflected in their proportionally high representation in the media. In the study period, including the full parliamentary term 2015-2019, the level of female MPs' presence on political commentary TV and radio programs was only 19.3 per cent.

The main research questions are: (1) What factors explain in the best way the disproportions between the presence of women in politics and their representation in the media? (2) What factors explain the disproportions in female MPs' presence in the media between different parties?

The data used in this study has been extracted from the database recording every TV and radio appearance of politicians in major commentary broadcasts (cmdp.umk.pl).

The level of female MPs' presence on political commentary TV and radio programs was not associated with: the form of station's ownership (public or commercial), the medium (radio or TV), the time of the broadcast (morning or evening), or the gender of the host (male or female). There was, however, a statistically significant association with women's affiliation to particular political parties. Women's appearance in the media for each party was as follows: N.pl – 51.8%, PiS – 17.9%, PO – 15.2%, Kukiz'15 – 10.8%, PSL – 4.7%.

The results of the study were interpreted with the typology of minority groups (Kanter 1977), the theory of critical mass (Dahlerup 1988), and the hypotheses of minority groups' behaviour (Beckwith 2007). The different patterns of female MPs' presence in the media were found depending on the type of the party and the women's share in it.

PP 789 The Internet as a source for political information in the Portuguese 2019 European Parliament election – Methodological challenges and preliminary results in a project using big data

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This communication explores the use of online media as a source of political information in the 2019 European elections in Portugal, and the associated methodological challenges, in a project using big data.

Elections for the European Parliament are usually analyzed in communication and political science through the perspective of two main theoretical frameworks, the Second-Order Election (Reif & Schmitt, 1980) and the European Salience models (Tillman, 2004, de Vries, 2007, 2010).

These models have been explored, in their communicational dimension and regarding the sources of information used by citizens, to a large extent through methodological strategies based on the use of survey data.

A research project that uses these theoretical frameworks is presented here, although based on an alternative strategy, centered on behavioral information from a panel of Internet users.

The project, developed in partnership with Netquest, an opinion and market research company, uses a database of online navigation actions from its Internet user panel in Portugal. This database includes navigation actions on computer and mobile devices, for a sample of 1,288 users, between April 26 and June 26, 2019 (a period of two months, around the elections, held on May 26, in Portugal).

It is intended, through this information, to analyze and explore the use of online social media (print media, radio, television websites, and exclusively online media) as a source of political information, in the pre- and post-election period. In this process, an exploratory analysis of the information will be carried out, together with the testing of hypotheses arising from the aforementioned theoretical frameworks.

However, this type of information and large databases (in the case of this project, with a total of more than 20 million individual navigation actions) poses specific methodological challenges, to a large extent still to be explored in the area of communication, which are also presented and discussed.

PP 791 The role of strategic communication in the appearance and growth of a new party in the Portuguese political spectrum

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The defense of humanitarian, ecological, and animal causes led to the creation of the Portuguese political party People – Animals – Nature (PAN) that fits in line with the new political parties that are founded "bottom-up by activists in social opposition movements" (Lucardie, 2000 *apud* Silveira & Nina, 2019, p. 84). This party elected its first member of Parliament (MP) to the Portuguese Parliament in 2015. In 2019, PAN elected its first member to the European Parliament (MEP) and strengthened its national representation, electing four MPs to the Portuguese Parliament. However, this phenomenon has not yet been studied from the perspective of strategic communication. The aim of this article is thus to analyze how public relations intentional positioning is present on the rhetoric of the grassroots movement that led to the formation of PAN to obtain legitimacy in the public sphere. Grassroots movements generally involve volunteers rather than paid staff, they are smaller in terms of their bureaucracy and decision making and they involve people in their localities claiming for rights on their own behalf (Batliwala, 2002). It likewise investigates how the communication strategies carried out by the party may have impacted its electoral results and significant growth between 2015 and 2019.

Strategic communication is inevitably associated with the exercise of power in negotiations between different social actors, and the influence of this power in "contemporary society is an undeniable reality" (Kunsch, 2018, p.14).

As one of the areas covered by strategic communication approaches, traditional public relations research focuses on how to make organizations more effective. However, other traditions of thought have emerged in the field of public relations, namely, the sociological-interpretive perspectives (Ihlen, 2007; Ihlen, Van Ruler & Fredriksson, 2009), critical (L'Etang, 2008; Tyma, 2008; Alvesson & Spicer, 2016), postmodern (Holtzhausen, 2000; Smith, 2013) or rhetorical (Hartelius & Browning, 2008; Heath & Frandsen, 2008, Taylor, 2009). These approaches engage in the debate to challenge views focused only on efficiency, and to prove that the connection between strategy and success goes far beyond the purely functional control of management.

In this sense, public relations scholars have progressively claimed for the broader role of public relations and strategic communication in society and in fostering social capital, civic engagement, and democracy (Taylor, 2009; Taylor, 2010; Zhang & Abitbol, 2014).

The study is based on a qualitative methodology, anchored in the discursive analysis of public relations positioning elements in the original manifesto of the grassroots movement that originated PAN. A tag cloud-generating software (wordArt.com) was also used to analyze word frequency and identify the main themes of the document. In-depth interviews with PAN policymakers were carried out to analyze how the party communication strategies may have impacted its significant growth. Findings indicate that a strategic approach to communication influenced the transition from a civic movement to a formal parliamentary party. PAN's manifesto was discursively constructed to position the movement as trustworthy with high ethical and moral standards. PAN used the possibilities of social media to build a collective identity from the grassroots-based on specific narratives.

CEE01 - Populism and media freedom in Central and Eastern European countries

PP 264 Self-mediatisation and populism in Hungary

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According to scholars, the use of mediatisation could be understood as a communicative representation of politicians (Mansbridge 2009) or spin-doctoring (Esser 2008), but either way, it ends in self-representation and in "self-initiated stage-management" (Esser 2013, 162). From this perspective, the concept of mediatisation is under rapid change that is empowered by social media. If we look behind the change, then we have to find volitional activity on the side of political actors. This activity could be seen as self-broadcasting that could be conceptualised as self-mediatization of politics, and it could be the starting point for populist political communication.

Populist political communication aims to mobilise a new, or at least larger mass of voters. However, populist parties were typically neglected actors in the national media in Hungary and other countries throughout Europe. The so-called cordon sanitaire drove these politicians to look for alternative routes for communication, through which they could reach potential voters. Several empirical studies describe this process (e.g. Bos, van der Brug, & de Vreese, 2010; Koopmans & Muis, 2009; Vliegenthart, 2012). To sum these up briefly, the populist politicians needed to call attention to themselves, and then they had to maximise attention, in order to break through the resistance of traditional media at a given point. Such politicians are familiar with the operation of social media and know how attention can be sustained.

This presentation will introduce the phenomenon of attention-based politics as a driver for populism: when politician use Twitter and Facebook in order to attract, maximise, and direct the attention of followers and journalists. The used communication techniques on social networking sites set the focus of analysis on the attention-based politics Previous research results showed that social networking sites are significantly more often used for informational (press conference like) communication (Merkovity 2016). However, politicians' behaviour could change this picture. Therefore, it is needed to propose different approaches to politicians' perception of populism. Based on the analysis, three different variations of populism can be observed in Hungary: (1) populism that resonates only in the political sphere (mimetic populism), (2) populism that is observable in the political and the social sphere (society forming populism), and (3) transformative that have effects on the social, political and media system (demagogue populism) (Merkovity, 2018).

PP 262 Local dimensions of media freedom in Russia: A comparative analysis of news media landscapes in 26 Russian regions

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For several decades, the local Russian media landscape was considered a rather predictable subject matter for analysis. Existing research on the Russian media system has mentioned local media as being mostly controlled by local authorities, with a few exceptions for the independent press in some regions (Vartanova 2014). However, digitalization has given new opportunities for local communities to produce and spread alternative news. Has the potential of Internet liberalization been fulfilled, even if only partly, in the Russian regions? The map of Internet freedom in Russia (Agora 2018) shows that cases of censorship are quite unevenly spread throughout the regions: for instance, in the North Caucasus, the Internet environment is more restrictive, whereas a high level of online freedom can be observed in Buryatia on Lake Baikal. How are regional differences depicted in the local media landscapes? What role does digital communication play in local Russian news landscapes? This study aims at exploring the local media landscapes of today's Russia by comparing 26 purposefully selected regions that represent different socio-economic contexts, according to the theory of "Four Russias" by Natalia Zubarevich (2013). It has been designed as an embedded case study based on document analysis, a survey of 73 media professionals, and 23 in-depth interviews. The study adopts a theoretical approach to analyzing publics under authoritarianism suggested by Toepfl (2018) and analyzes the leading mediated publics in these regions according to three elements: (1) environments, (2) participants, and (3) discursive practices (with a focus on the level of political criticism tolerated in the publics).

Our results show differences between news media landscapes in the cities of more than one million (the First Russia in Zubarevich's theory) and smaller towns (the Second Russia) in terms of both media environments and discursive practices. The First Russia has a bigger variety of news platforms with a predominance of privately owned media. Leadership-critical publics are rather visible here, mostly in news groups on the Russia-based social network VK and on Telegram channels; policy criticism can be found even in loyal media. The Second Russia is characterized by very tight state control over all media environments. Consequently, uncritical publics prevail there; leadership-critical information can be observed only in user comments in VK news groups. In all the regions analyzed, VK news groups have played an important role in local news provision. We also detected an unexpected role of Instagram in local news environments on all levels: it is used by officials even in small villages to spread PR information about their activities. Comment sections on social networks in local news accounts fulfill an important societal function in the absence of free media: they are used, *inter alia*, by citizens to voice discontent and by local authorities to gather feedback about public opinion. In conclusion, we discuss the contribution of the results to Russian media studies as well as to a better understanding of the functioning of local media in authoritarian contexts.

PP 263 "Servant of the people": Populism in the age of integral reality

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On 21 April 21 2019, the comedian Volodymyr Zelensky was elected the president of Ukraine with 73.2 percent of the popular vote. Like his predecessor Poroshenko in 2014, Zelensky also promised to stop corruption and nepotism, and to restrain oligarchic influence in politics, but his method of delivering this electoral promise to potential supporters was unconventional. He did the majority of his talking about the serious, structural problems of Ukraine and possible solutions while portraying a fictional character on television; as himself, Zelensky spoke little about these or any other issues; the number of pre-election interviews he gave could be counted on one's fingers. The astonishing victory of the comedian at the presidential elections cannot be explained apart from the success of television series "Servant of the People," in which Zelensky played the role of President Holoborodko who would bring Ukraine to imagined prosperity. Zelensky's party, which was officially registered on 31 March 2018 was also named "Servant of the People." In July 2019, it achieved an unprecedented political success: for the first time in the history of modern Ukraine, one party obtained an absolute parliamentary majority. This paper reconstructs Zelensky's populist discourse as represented in the show that brought him into political power.

Using Laclau and Mouffe's (1985) conceptualization of hegemonic discourse and Laclau's (2005) conceptualization of populism/populist discourse, it analyzes (1) how "Servant of the People" came to represent synecdochically 'the Ukrainian people' with their diverse social demands that had been united equivalentially, and (2) how the antagonistic frontier separating 'the Ukrainian people' and their radical outside, 'the corrupted regime', was constructed. The paper discusses the chains of equivalence uniting elements of the populist representation of Ukraine's social reality created by the show and discusses the structure of Zelensky's populist discourse from the vantage point of Jean Baudrillard's theory of the "integral universe."

CLP01 - Controversies of national media policies

PP 038 Balkanization of the European standards – media policy and its application in Serbia

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While the European Union is trying to transform itself (from Brexit to Macron's proposal to overhaul EU accession), Western Balkans is trying to find its own _modus vivendi_ between EU standards, post-communist (and post-wars) heritage and local praxis. EU leading countries rejected opening membership talks with North Macedonia and Albania, while candidate countries of Serbia and Montenegro are still waiting in prolonged assessments. This reflects also on media policy: Serbia, as one of Western Balkan countries that has still not joined EU, is trying to fulfil EU media ownership and media regulation requirements; but while applying the formal standards, the country's proclaimed EU media policy glides to its opposite – unregulated and abused media scene with low level of public trust, in which "dependency on state funding makes most media rather propagandist of the ruling party" (RSF, 2019).

Serbia is embedded in similar issues as other Western Balkan countries from political perspective: post-socialism, transformation and transition to market economy (Vladisavljevic, 2016) and particularly from market perspective: relatively small market, weak GDP, and high influence of the state (Milosavljevic & Polar, 2017). Since 2000, media legislation was changed, but "not in line with democratic value system" (Kisić, 2015). In spite of constant EU monitoring within a specific framework of adopting EU requests and norms, the media freedom, media standards, journalist's security and democratization as such are derogating (EC - Serbia Progress Report 2019) followed by lack of democratic traditions in many sub-system. Even though the media are private-owned, compatible to EU law and standards formally, they are closely connected with ruling party capital, which reflects on media content, while eroding trust in both media and institutions in already vulnerable process of democratization in the region.

The paper's key research question is: What are the key structural issues of the media system in Serbia, within the context of EU monitoring and applied regulation? To answer this, the research will be based on system analysis (Puppis, 2010), focused on four areas: 1) laws and its implementation (local regulation compared to EU regulation) 2) ownership and its (ab)use (local media, five national TV frequencies, public services and state owned media 3) regulatory bodies 4) structure of media market. The analysis will be complemented with network analysis to define relations among policy makers (political establishment) and media stakeholders (media owners, editors to journalists). To analyze this, we will employ semi-structured in-depth interviews with key stakeholders representing different aspects of media sector (journalists, managers, regulatory bodies).

To analyze the issues of national media policy, will thus analyze the intersection of EU media requests, national media law and media policy, and actual application of this policy by the regulators The results of these complex relationships will be discussed in the context of their broader social frameworks and specifics of Serbia within the Central European, Western Balkans area, to provide an original insight into the question how international (EU) system and policy affects national media policy, and in which ways and aspects national specifics remain – even if not officially.

PP 036 'We know that authoritarian states can do it. Can liberal democracies do it?' Regulating online harms in the UK

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The fundamental importance of platforms in economic, political, social, cultural and informational life is not contested. Terms such as 'platform society' (van Dijck et. al 2018), 'platform capitalism' (Srnicek 2017) and 'platform imperialism' (Jin, 2013) aim at encapsulating precisely that. Yet, despite their growing importance, there is no consensus on how (no longer if) they should be regulated.

Recent scholarship has turned attention to issues of content moderation and platform governance (e.g., Gillespie 2018, Kaye 2019). One of the most controversial areas is harmful content. Countries within and outside Europe (e.g. Germany and Singapore) have started introducing legislation to address this. Britain published the White Paper on Online Harms in April 2019 and that is now formally part of the legislative programme for the newly elected Conservative government (December 2019).

'We know that authoritarian states can do it. Can liberal democracies do it?' goes the saying. The central question for liberal-democratic states is whether they can tackle online harms (such as cyber-bullying, self-harm and terrorist content) without compromising human and democratic rights, notably free speech and privacy, which represent their core values.

Following this context, the paper turns to the debate on platform regulation in Britain and the place of the Online Harms White Paper within it. It then focuses on the main provisions of the Paper, in particular the definition of online harms, the duty of care notion and responsibilities for platforms.

The paper critically assesses the potential and desirability for the key provisions of the White Paper regarding platform regulation and regulatory structures, and likely implications for citizens' rights. In terms of methods, the paper is based on extensive documentary analysis of relevant policy documents and submissions to consultations, stakeholder analysis, participation in relevant policy fora and informal discussions with policy actors.

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PP 039 Controversies of Russian media legislation in 2010s

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In the past decades Russian media regulation has experienced several waves of transformation defined by different legislative vectors and socioeconomic driving forces. It developed from the tough control and censorship of the Soviet model to deregulation of the post-Soviet model in 1990s (Richter, 2007; Pankeev, 2019) and was driven by the dual teleology of the freedom of speech and freedom of market concepts (Sparks, 1998). Further it moved to the 'zero regulation' model of the early digital revolution in 2000s, which was characterized by inactivity of industrial and public stakeholders. At present it is characterized by a shift to reregulation driven by an increased activity of the state in 2010s (Galkina, Lehtisaari, 2016).

The paper aims to analyse the present state of Russian media regulation by studying the texts of recent legal documents adopted from 2010 to 2019 including 14 federal laws and bylaws; 5 federal, 9 regional and 5 industry documents (codes of journalistic professional and ethical standards) which set major legal rules for media operations. In addition, expert interviews with representatives of the professional community were conducted.

Analysis of the Russian media legislation allows clustering Russian media regulation into the three levels all characterized by controversial and even confronting features. The first one is an economic level establishing a number of restrictions for economic activities of media companies such as restriction on foreign ownership and restrictions on advertising activities. On the one hand, it brings a number of protectionist's measures to support domestic media content production and distribution, but on the other hand it might hinder the development of Russian media industry by decreasing financial resources, cash flow from foreign media companies and market competition.

The second level is technological driven by an increasing role of digital technologies and the Internet in the media system. In this area there exist a number of laws, which protect individuals rights of users including financial security, privacy, parental control, while others limit the scope of activity of global technological giants in the country with the requirements to keep personal data of Russians at the Russia's territory. The third level of regulation is targeted at the content and is aimed at ensuring some forms of citizens' access to mandatory public information, protection of citizens from illegal information and fake news. However, at this level laws to fight against the negative image of the state authorities or state symbols should be mentioned as well.

The results of the analysis show that although the role of public and professional media regulation partly increased in the period, the state remains the most important media regulator. The efforts of other stakeholders such as the media industry and civil society to influence the Russian media policy still remain inactive and weak.

CLP02 - Media pluralism as a multidimensional concept: Using the Media Pluralism Monitor to evaluate and inform policies

PN 024 Media and information literacy as a litmus test of risks to media pluralism in Europe

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The risk of political and economic instabilities and uncertainties has become a global concern (Donskis, 2011; Bauman, 2012; Eriksen, 2018). As societies worldwide undergo rapid change and transformations, so do social structures and social relationships. The outcome of such changes is registered in fragile and uncertain democratic legitimacy that is maintained by lowering institutional trust, increasing public discontent, and rising mainstream and populist promises (Fukuyama, 2018).Against this background, the purpose of this paper is to capture the dynamics and review key developments on the European media scene taking into account risks to media pluralism as identified through media and information literacy (MIL) assessments.In this study, comparative data is supplied by the Media Pluralism Monitor (MPM2020) which is a tool that consistently oversees the range of risks in identified areas of media functioning. MIL here is explored as a part of media change and democratic development. As such, MIL acts as a 'litmus test' of the quality of democracy: MIL can sustain quality professional journalism, and this can benefit conversation and democratic dialogue that is so very much needed in contemporary, individualistic and singular interests directed, societies.Though the inquiry into European MIL developments is not an entirely new research idea (Carlsson, 2018), this analysis takes a new perspective. It applies comparative approach to correlations between MIL and media pluralism, and by using cultural perspective it suggests that there is an urgent need to pay more focused attention to political/media culture and its significance in times of technology change and political/social volatility. It also reveals differences between and within European countries that are often seen as forming distinct cultural groups in existing comparative studies (Hallin and Mancini, 2004).The conceptual framework of proposed analysis is grounded on the assumption that contemporary democracies, most importantly, need to be studied as 'societal/relational' phenomenon. As acknowledged, social connections run on trust among the citizens and their freedom of expression, which also includes the independence, diversity and inclusion of media. Media has always been among the core democratic institutions setting the standard for the quality of democracy. Today's democracies operate in hybrid information and media environments. Digitalization has expanded classical distortions and inequalities and accelerated the development of entirely new ones. Still, though societies have changed and are in the process of striking transformations, the good news is that the core democratic principles remain the same. Democracies need attuned people. The functioning of good governance also requires equality. But without adequate competencies people cannot be equal and exercise their democratic rights. As such, MIL is a new conceptual resource that allows one to hold opinions and express oneself through any kinds of media and contemporary communications. It is a resource that appears to be a central characteristic of both – journalism and electorate. Hence MIL needs to be regarded both – as a new right and a new attribute – of contemporary democracies.

PN 022 Market pluralism: Interplay between ownership concentration, transparency and editorial autonomy

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While much of the debates about the contemporary information environments in Europe seems to be dominated by issues concerning the increasingly concentrated power of global digital platforms, the everyday news diets of the majority of European citizens are still being shaped primarily by national media industries and underlying economic powers and market structures. The vitality of the public sphere and the ability of the media to fulfill their ascribed normative roles in democratic society therefore continue to be significantly determined by the extent of pluralism on the national media market and by the level of journalistic autonomy, which are both affected by structures and character of media ownership – including its transparency, without which news autonomy can easily be compromised and public trust in media jeopardized. Although each of these particular qualities of the media system are considered essential for democratic performance of media, their mutual relationships and impact on each other have so far not been systematically explored, especially not in a comparative perspective, leading to conclusions being drawn from a limited number of countries (usually Western European) and not taking into account the particularities of other media systems, especially from smaller countries of Northern or Central and Eastern Europe. Utilizing predominantly the latest 2020 Media Pluralism Monitor database, covering 28 EU countries (plus Albania and Turkey), but taking also advantage of other country-level data sources from multinational projects monitoring media freedom and trust (especially Reporters Without Borders and Digital News Report), this study aims to bridge this gap and empirically explore the connection between ownership concentration (horizontal, vertical and diagonal), transparency (both upward – disclosure of the ownership data to public authorities – and downward transparency, i.e. disclosure of the ownership data to the public) and editorial autonomy (measured as the intensity of undue ownership and commercial interference into editorial content). In addition, the paper will elaborate on the implications of these links for our understanding of the ongoing risks to democratic functions of the media, pluralism and news consumption.Starting from the comparative, up-to-date overview of the level of news media concentration, ownership transparency and editorial autonomy across the key media types (TV, radio, print, online), as captured in the 2020 MPM database, the subsequent analysis will be broadly guided by the following research questions:1) Is ownership concentration necessarily an enemy of media pluralism and freedom? Can the effects of high ownership concentration on pluralism be mitigated by higher ownership transparency?2) Does higher level of media ownership transparency and editorial autonomy translate into higher public trust in media and journalism?3) Are the patterns of relationship between concentration, transparency and editorial autonomy formed in correspondence with Hallin & Mancini's (2004) or Bruggemann et al.'s (2015) typology of media systems?

PN 026 The changing role of media regulators

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The online environment has provided new opportunities for an increase in available voices and viewpoints to be seen and heard, but the information needed to assess the impact of this, both positive and negative, currently largely remain in the private hands of large international players, such as platforms and social media. These actors currently sit on a wealth of information regarding media and information dynamics, allowing them to implement policies that globally affect citizens' access to relevant and diverse information. Against this background, our paper will focus on the question what the role for media authorities could be in such an environment.Various levels of policy, both governmental and private, for large part handle these concerns by entrusting these same actors with responsibilities that would traditionally remain with either private, national or regional, media players or with a national (or regional) independent media regulator. This current policy trend has faced broad criticism. Not only because such a policy, in its current form, does not guarantee the necessary due process safeguards such as a timely response, motivation and appeal mechanism, but also because it takes away the practical need of greater transparency from these actors to the general public. One of the traditional functions of the media regulator has been to safeguard the transparency of media actors towards its citizens. There is a level of information flows affecting global media dynamics that is currently missing in order for authorities to fulfill that function. Without this transparency, online platforms may be creating more implications for exposure diversity, polarization and democratic participation than is currently possible to assess. That is why this paper will look at how the role for media regulators could be adapted to fit the current needs and concerns, so that it may again fulfill its original intention in a fast-changing, global and dynamic environment. A possible extension of the competences to actively monitor media pluralism will be the key focus of this study. For this purpose, the paper will analyse and compare new initiatives and efforts coming from media regulators in the UK, Italy, Germany, Belgium and The Netherlands. They will be analysed on whether and how media authorities would best benefit from a reconsideration and redefining of their competences. This may allow media regulators to play a more active role in protecting freedom of expression and media pluralism online, with due attention for their independence and responsibility in doing so. The paper will finally argue that this also depends on the possibility of transnational cooperation among media regulators and with other authorities, such as data protection or competition authorities.With this paper we therefore aim to explore the possibility of existing media authorities to play a more active role in safeguarding media pluralism in an opaque online environment, by bringing some transparency back to the public.

PN 023 Safety of journalists in a context of high political polarization: A case of Spain

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Freedom of expression and free flow of information are cornerstones of democracy. Journalists are therefore crucial to the very functioning of democratic societies providing quality information to people, facilitating public debate and acting as watchdogs (Curran, 2011). International standards impose on states the positive obligation of guaranteeing an enabling environment for journalists to allow them to do their job without fear (Council of Europe, 2016). Still, the Media Pluralism Monitor repeatedly shows that journalists and other media actors are facing a series of threats and attacks (physical and digital) in several European countries (CMPF, 2017). From 2015 to 2019 the Council of Europe Platform for the Protection of Journalism has reported 655 alerts of serious violations, and its annual report states that the press freedom is more fragile now than at any time since the end of the Cold War (Council of Europe, 2019). In order to prevent increasing threats, harassment and physical attacks, international institutions such as the European Union and the Council of Europe, have promoted measures to foster safety of journalists. The aim of this paper is to assess how Spain is implementing the Recommendation (2016) of the Council of Europe on the protection of journalism and safety of journalists and other media actors, and if it enables an environment favorable for conducting journalism.Spain is an interesting case of analysis because of the convulsive political situation, with rampant corruption and citizens' growing distrust towards political institutions. Furthermore, political instability and polarization has been growing in recent years, with four national elections in the last four years, the rise of a new far-right party, as well as the Catalan push for independence. In this context, the number of cases of attacks and threats to the safety of journalists has increased drastically (PDLI, 2019).In order to achieve the objective above mentioned a qualitative analysis of laws and policy documents has been applied. It has been analyzed if Spain is putting in place all the safeguards included in the Recommendation adopted by CoE. Particularly, it has been studied if relevant domestic laws have been revised, when necessary, to ensure their conformity with State obligations and the goals of this recommendation.Results show that Spain is adopting some of the recommendations, however some legal reforms limit freedom of expression and right of information. Additionally, the struggle between the Spain and the Catalan pro-independence movement resulted in political, judicial and police actions that have limited even further these basic rights. The number of attacks on journalists has increased. In October 2019 at least 66 journalists were victims of aggression while doing their job, both from participants in demonstrations, but also from the police. According to journalists associations, arbitrariness of many police actions suggests that these attacks are aimed at intimidating journalists, intending to force them to be away from the places where the events occur and therefore avoid witnesses of the abuses they may commit.

PN 025 Women and media: policies and representation

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According to the "Gender Equality in the Media Sector" study (2018), commissioned by the European Parliament's Committee on Women's Rights and Gender Equality, European media industries are still marked by a significant gender pay gap and gender-based discrimination, over forty years since the first Council Directives on equal pay and equal treatment at work for women and men. The same study points out a notable progress in policy prescriptions concerning gender equality, more preponderantly with respect to equal treatment in employment or pay transparency, hoping that an increased parity in the media workforce would undermine, for instance, discriminatory media content.However, women working in the media still face gender-based discrimination and inequality of opportunity and are under-represented at senior/decision-making levels – and this is true also for online platforms such as Facebook or Google, where women hold 32,6% and 26,1% of leadership positions, respectively, according to their latest Diversity reports.Furthermore, according to the Global Media Monitoring Project (2015), women make up only 24% of the persons heard, read about or seen in newspaper, television and radio news; the journalistic gender lens in source selection is predominantly male centered; and women are commonly represented in stereotypical roles.This paper intends to present a critical and comparative overview of gender equality policies and representation of women in the media within countries taking part in the Media Pluralism Monitor 2020. Building on the recommendations of the European Institute for Gender Equality (2013) and considering the above mentioned studies and reports, the MPM 2020 indicator on women and media assess the existence (and comprehensiveness) of gender equality policies, the balance between men and women in media organizations' management boards and executive positions, the representation of women in broadcasting content and the female presence as experts in the media.Overall, the results of the MPM 2020 concerning policies on gender equality and women's representation in the media also intend to point out to possible areas for further policy action as well as for promoting non-stereotypical gender representation in the media.

CLP03 - Public service media policies and communication rights: Challenges and opportunities

PN 038 Achieving public service media in Poland: Mission impossible with the Party of Law and Justice?

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Discussions on the state of play and notably the independence of public service media in Poland have intensified after the 2019 re-election of the Law and Justice Party. This paper is concerned with analysing the current model of public service media in Poland via the lenses of theory and practice. We are not focussing on specific legislative changes to public service media as these have been researched already. Rather we want to know what the key features of the public service media model in Poland are, taking a citizenship-centric and communication rights approach to it and to what extent Polish public service media fits existing typologies such as the polarised pluralist or competitive authoritarian traditions or whether a new theoretical notion such as 'government service media' is are more suitable theoretical lens to analyse the Polish situation. Research is based on a triangulation of qualitative research methods, including literature review, document analysis and expert interviews. Our main finding is that the fragile checks and balances system that came with political influence over public service media while still allowing some level of internal pluralism and journalistic autonomy in the past, does no longer exist in Poland. That cannot only be attributed to the Law and Justice Party though, but to a resistent value pattern that society accepts government service media or, post-communism, politicised public service media over the ideal model of public service media. In other words: public service media is certainly not part of a policy approach that respects, let alone strengthen communication rights of citizens, but there is also no widespread societal expectation that this is / should happen.

PN 039 Media Capture and Public Service Media: Challenge to Communication Rights

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Media capture can be defined as a situation in which the media have not succeeded in becoming autonomous in manifesting a will of their own, nor able to exercise their main function, notably of informing people but are serving other vested interests (e.g., Mungiu-Pippidi 2013; Schiffrin 2017). Based on a policy report on Media Capture in Europe for the Media Development Investment Fund (Dragomir, 2019), this paper discusses media capture as an increasing challenge to the independence and existence of public service media (PSM). Media capture can be empirically defined as a combination of four distinct forms of pressure: (1) Regulatory capture, that is, when the government controls and politicizes the regulatory process; (2) Use of state financing as a control tool (ranging from public funding to state budget subsidies to state advertising and other related market-distortion measures); (3) Takeover of ownership of commercial media; and, specifically (4) Control of the management structures and editorial agenda of public service media. (Op cit.) On one hand, media capture of PSM is content-specific, dependent on a number of economic, political and cultural realities (Milosavljević & Poler, 2019). As an example, media capture, and particularly control of public service media, are especially pertinent in Central and Eastern European region. The reform of former state media into public service media has generally been a failed process across most of Eastern Europe. Governments in the region have maintained a tight grip on public service broadcasters thanks to their power to appoint the governance structures and control over the funding of these companies (Dragomir 2019; Milosavljević & Poler 2019; Ryabinska 2014). The case of the Balkans highlights several tendencies that mark media capture by governments in the region including lack of independent journalism, but phenomena like lack of public interest content have also to do with fierce commercial competition. (Dragomir 2019; Milosavljević & Poler 2019.)On the other hand, both mature and emerging PSM organizations face political and commercial pressures. While studies indicate that, unlike commercial competitors of PSM have argued, public service media are seldom crowding out private media organizations (e.g., (Sjøvaag, Pedersen, & Owren, 2018), recent developments in countries such as Australia, Denmark, Switzerland, and the United Kingdom indicate significant political hostility against PSM. Or, it could be argued that mature public broadcasters such as the BBC have become intricately intertwined in the elite structures of the society (Freedman, 2018). While policy solutions are essential to tackle media capture, policymaking and regulation are often part of the problem, and not the solution. Therefore, this paper argues that, given the increasing challenges to public service media in Europe, to find sustainable solutions to the media capture-related problems and particularly those related to public service media, a reconceptualization of the public service media capture is needed. That would be the first step in a search for models of reforming public service media organizations to secure their financial and editorial independence for better serving the public interest and providing for citizens' communication rights. These models will vary in different contexts.

PN 037 Key dilemmas and collaborative opportunities for PSM policies in support of communication rights

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THE AHRC Research Network on Innovation in Public Service Media Policies SE (InnoPSM, 2019-2020, https://innopsm.net/) is an European research network that facilitates exchange between academic experts and key PSM stakeholders and develops a research agenda across national and disciplinary boundaries with a view to advancing our thinking about innovative policy solutions and strategies to respond to the major digital challenges confronting PSM. The network tests best practices for scholar-practitioner collaborations for policy innovation in terms of organizational PSM strategies, public policies, and academic research agendas. The themes discussed in the network event focus on the digital ecosystem, public service media ethos, and democracy: in relation to informational, cultural – distinctive – the role of public media. This paper highlights the key findings of four network workshops, addressing: (1) novel research agendas and innovative multi-stakeholder collaborations; (2) content development and innovation for and with young audiences; (3) access and discoverability of PSM; and (4) visions for the future of public service media, the Internet, and communication rights. This contribution will focus on the enduring challenges in the digital environment of reach, distribution and independence of PSM – both in terms of the rights of PSM as a part of different media ecosystems, as well as in terms of citizens' rights that PSM policies can and should support. It will also include insights about exchanges between academic experts and key PSM stakeholders with a view to advancing thinking about innovative policy solutions and strategies to respond to the major digital challenges confronting PSM, as well as takeaways on creating sustainable multi-stakeholder collaborations in the field.

PN 040 Public Service Media as a political issue: towards a European public sphere?

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Public Service Media (PSM) is facing major legitimacy challenges all across Europe, including the decrease in audience figures (Lowe & Maijanen, 2019), increased competition from digital platforms, budget cutbacks resulting from the economic recession (Juanatey-Boga, Martínez-Fernández & Rodríguez-Castro, 2018), increasing government pressures (Dragomir, 2019) and attacks from far-right political parties. This problematic context threatens not only PSM organizations, but also the communication rights of European citizens, as the contents and services of public broadcasters have traditionally been attached to values such as independence, diversity, universalism and proximity, which could vanish along with the loss of relevance of PSM.Despite the need to respect the subsidiarity principle that applies to cultural matters, the European Union (EU) plays an important role in the protection of PSM, both in terms of competency issues and regarding the supervision and safeguard of human rights. This proposal studies how different political parties in 8 EU Member States approached PSM in their electoral manifestos for the 2019 European Parliament election, in order to determine which topics will articulate the debate around PSM during the current term (2019-2024).Even though the references to PSM in the analyzed manifestos are scarce, some remarkable proposals have been posed, mainly from Germany and Spain, and from left-wing political parties (part of the Progressive Alliance of Socialists and Democrats). Such proposals focus on the protection of PSM independence from political powers and on the need for more collaboration among PSM organizations. In this regard, the creation of a European public service platform is suggested. This paper will highlight the opportunities of such a European platform both in relation to the strengthening of national PSM and of contribution to the formation of a European public sphere (Walter, 2015).

CLP04 - Regulating platforms, building trust

PP 301 The soap box is a black box: Regulating transparency in social media content recommendation

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Social media recommender systems play a central role in determining what content is seen online, and what remains hidden. As a point of control for media governance, they are subject to intense controversy and, increasingly, regulation by European policymakers. A recurring theme in such efforts is transparency, but this is an ambiguous concept that can be implemented in many different ways depending on the types of accountability one envisages. This paper maps and critiques the various efforts at regulating social media recommendation transparency in Europe, and the types of accountability they pursue.

This paper proceeds in three parts. Part I describes the governance of platform recommender systems, and how it has given rise to complaints about a lack of transparency. Recent developmen how major platforms are increasingly adapting their recommendations for purposes of content moderation, as a means to combat perceived harms such as disinformation. A review of legal and communications scholarship shows how platforms are able to leverage law and technology to conceal such recommendation gatekeeping from outside scrutiny.

Part II analyzes recent proposals to regulate the transparency of recommender systemsn in Europe, sorted in three categories: (1) user-facing disclaimers and explanations, (2) government auditing and (3) data-sharing partnerships with academia and civil society. Despite their limitations and pitfalls, it is argued, each of these approaches has a potential added value for media governance as part of a tiered, variegated landscape of transparency rules. However, Part III argues that an important element is missing: public disclosures. Given the deeply political and value-laden context of media governance, it is argued, this field cannot rely too extensively on technocratic, institutionalized forms of transparency emphasized in current proposals. A robust public reporting regime enables more broad-based scrutiny of platform practices, and is therefore necessary in order for the governance system itself to be accountable to broader publics and democratic processes. This final section articulates the distinct benefits of public disclosures as a supplement to existing transparency measures, and suggests starting points for their design and regulation.

PP 302 Building trust and empowering users on social networking sites. Identifying and testing governance-options to strengthen users' digital media literacy

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The influence of social bots and trolls on the outcome of elections and votes, as well as on debates about issues such as vaccinations or migration is increasingly attracting attention in public, political and scientific circles. They are suspected of contributing to the spread of defamations, misinformation and conspiracy theories and of distorting public opinion by simulating a false relevance and popularity of issues and persons (Woolley, 2016). Responsible for this are not only the initiators of social bots and trolls, legislators who fail to adopt standards against malicious activities of social bots and trolls or platform operators whose network architecture, recommendation algorithms and terms of use tolerate or even promote such actions. Also the users considerably contribute to this: Social bots and trolls whose activities are not acknowledged, liked, commented on or retweeted by users lose a considerable part of their potential impact.

Moreover, many of the countermeasures initiated by governments (e.g. Bot Disclosure Acts, German Network Enforcement Act, …), platform operators (information material, tests,…) or (scientific) organizations (ComProp Navigator) can only be effective if they are understood and accepted by the users. Consequently, users who are aware of the specific mechanisms of operation of (semi-)automated agents, of algorithm-based recommender systems and of the consequences of their actions in online communication can significantly reduce the potential threats in online discourses. However, there is little research that has addressed the effectiveness of governance options from a user perspective.

Method & Design

The aim of the study is twofold: In a first step, governance options for protection against activities of social bots and trolls on social networks that have already been implemented or are only discussed in science and politics are identified and systematised (in preventive vs. repressive options) on the basis of a document analysis. In a second step, these governance options are tested for their effectiveness by means of experimental design surveys. The study participants receive questions on the…

  a) …perceived credibility of the presented social media content/source
  b) …probability to interact with the presented content/source (comment, share, like, …)

Results

The identification and systematisation of governance options has already been completed and has revealed the following governance options:

- preventive: labelling of social bots (Bot Disclosure Acts); indications for quality of content; limitation of communication activities (per profile and time), proof of user's competence ("platform driving licence"); …- repressive: display of parameters (e.g. verification ratio of popularity indicators); algorithmic promotion of verified profiles; …

The experiments to test the effectiveness of the governance options from the users' perspective, including the labelling of bots and the proof of user's competence, are scheduled for March 2020. By identifying effective governance options, the study contributes to build trust on social networking sites and empower users to use social networks responsibly.

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PP 299 Algorithmic editorial independence: The legal implications of editors' changing roles in an automated newsroom

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This paper asks how editorial independence should be safeguarded as automated decision-making is integrated into newsrooms. Media organisations increasingly use algorithms to support journalists, automatically recommend articles, or generate news items automatically. They not only do so for commercial purposes, but also to further their editorial mission, for example by helping their readers deal with information overload or providing them with more diverse information. Using algorithms in this way opens up new ways for traditional and new stakeholders to influence the editorial process. These not only include the engineers and data scientists who develop the algorithm that then takes editorial decisions, but also the users who provide it with the data needed to make personalised recommendations, advertisers and ownership, or third-party developers who provide off the shelf solutions.

This paper researches the implications of journalists' and editors' changing roles for editorial independence through a combination of legal and empirical research. It first provides a conceptual analysis of editorial independence and its normative background. It argues the law uses the concept of editorial independence both on an individual level (to enable journalists to fulfil especially their public watchdog role in society) as well as a more structural level (to prevent concentrations of editorial power and ensure content and source diversity). These functions are not only realised through hard law; the law also relies on the media to safeguard and further operationalise its own editorial independence through codes of ethics and professional boundaries which further separate editorial judgment from commercial, political, or personal interests. The section therefore concludes by analysing how journalism studies' understanding of editorial independence complements and contrasts with the legal perspective.

The second section draws on the media's important role in setting the standards for editorial independence by using semi structured interviews to analyse how different stakeholders involved in automation in the newsroom see and justify their role, and to explore the emerging mechanisms that enable different actors to fulfil their role and negotiate potential conflicts. These interviews will be conducted with the editors, engineers, managers, and other stakeholders involved in news personalisation at German public broadcaster ZDF. Questions of editorial independence are pushed to the forefront at the public service media, given both the threat of state influence, and public service media's reliance on editorial independence to fulfil its tasks.

The paper concludes by discussing algorithmic journalism's implications for editorial independence. It argues if (and if so, how) the understanding of editorial independence outlined in the first section of the paper must be revised when newsrooms fulfil their editorial mission in a way that requires editors and journalists to collaborate with other actors. Based on these insights, it assesses how the law's operationalisation of editorial independence can be adapted as the media increasingly uses automation to further editorial values.

PP 300 Consolidation of trusted news voices: Regulation in an era of global platforms

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In the policy turn to regulate digital platforms, news and journalism figure prominently. In February 2021, the Australian Parliament passed new laws that effectively redirect advertising revenue from platforms to publishers. As one of several initiatives arising from the Australian Competition and Consumer Commission's (ACCC) Digital Platforms Inquiry, the legal foundation for the scheme is competition law, not communications regulation or copyright law. A follow-up ACCC digital service inquiry will run until 2025. A similar approach has been taken in the UK following the Cairncross Review and the Furman Review, with a new Digital Markets Unit in the Competition and Markets Authority developing a Digital Code. Meanwhile in France, the local enactment of the EU copyright directive has led to a fierce dispute over payment for snippets.

These initiatives and others reveal a new and evolving partnership – at times, an uneasy alliance – between competition law and industry-specific regulation. In Australia, the trigger for the Digital Platforms Inquiry was a political deal crafted to ensure the repeal of cross-media ownership laws: a worsening of media concentration would be accepted in an effort to counter the twin threats of global news brands and digital platforms. As one of the most highly concentrated media markets in the industrialised world, Australia *already* had a problem with media diversity and pluralism, long before the arrival of international news sites and the rise of digital platforms. The focus on digital platforms has seen governments and policy-makers rediscover the 'special case' of news and journalism, with Australia's competition regulator moving beyond its traditional remit and recommending a series of interventions designed to protect citizens as well as consumers, the community as well as the market.

This interventionist approach to digital platforms based in competition law is far removed from the prevailing approach to media mergers. Over recent years, a number of consolidations in the media sector were not opposed by the ACCC. While the ACCC proposed measures to address the impact that international digital platforms have on Australian businesses, the impact of *local* transactions involving trusted news sources did not raise sufficient concerns for regulatory intervention.

In this paper, we draw on the regulatory component of a three year research project, Media Pluralism and Online News, to examine the interrelation of competition law and industry specific media regulation in attempts to deal with consolidation of commercial news organisations. We examine the successive failures of both competition law and media regulation in Australia in preventing further concentration of the news media and contrast this to the preparedness to regulate digital platforms on the grounds of harm to news and journalism. Using an Australian case study (the merger of Nine Entertainment Co with Fairfax Media) and a UK case study (the proposed acquisition of Sky Plc by 21st Century Fox), we argue that UK law – which includes a test for 'sufficient plurality'- could be adapted to suit jurisdictions such as Australia that, like many others, are inexorably linked to market conditions dominated by global tech-media giants.

CLP05 - The Nordics: Countries Formerly Known as Media Welfare States?

PN 087 Silence is Golden? Finnish-Chinese relations and freedom of speech in historical and Nordic context

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The Nordic countries have been very successful in international indexes measuring press freedom. However, these relatively similar democratic societies nurturing freedom of speech in their media systems have ended up in very different relationships with the rising world power, China. Both Denmark and Norway have had diplomatic disputes with China during the last decade and there has been tension between China and Sweden for several years now. The new all-time low of Chinese-Swedish relationship was in November 2019 after the Swedish Minister of Culture awarded a freedom of speech prize to a Swedish national detained by the Chinese authorities. Meanwhile, Finland with its more pragmatic-mercantilist policies has never had any disagreement with China (Kallio 2018).This paper will examine how the Nordic countries can have so different approaches towards the freedom of speech in their international policies and especially in their relationship with China, as they all have been supposed to share the same regional tradition and values in their domestic policies. Sweden (including present-day Finland) adopted a constitution providing freedom of expression already in 1766 and Syvertsen et al. (2014) have argued that at least in the 20th century, all parliamentary Nordic governments have respected editorial independence of the media in peacetime. However, in the Republic of Finland the development of freedom of speech has been anything but a continuous process of improvement (Neuvonen 2018). Even if we would set aside the wartime censorship, the post-war process of Finlandization and self-censorship of the press (Salminen 1999) cannot not be neglected. In the late 1940s, the Finnish government openly encouraged the press to become its own censor, so that the state would not have to take any action. Just in case, the public disparagement of a foreign state was criminalized in 1948 and this section of the law was not repealed until 1991.This study is a comparative analysis of the five Nordic countries with the main emphasis on Finland and the three Scandinavian countries, using the methods of history research and qualitative document analysis. Our data will consist of earlier studies on the Finnish and Nordic history of freedom speech as well as policy documents and media coverage. While the political pressure on the Finnish media gradually decreased, the demand for continuing self-censorship became increasingly economically motivated. Still in the 1980s the Finnish political and economic elite was afraid of upsetting the Soviet Union because Finland was so dependent on the trade with it. In this context, it is more understandable why the Finnish media was later not using of its freedom to the full extent while covering the giant of the communications industry located in Finland, Nokia (Wiberg 2006; Lindén 2016) and why Finnish businessmen visiting in Beijing now expect Finnish media to promote their businesses without upsetting the Chinese government (Manninen 2019).

PN 084 Iceland: A Nordic media system?

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Influential models of media systems of the Nordic countries have suggested that they constitute a cluster of societies, either by them selves or in company with other northern Eurpean countries, that are characterized by comon features. The most influential of these theses link characteristics to a Democratic Corporatist System (Halling and Mancini, 2004; Strömback, Orsten, and Aalberg 2008) or a Media Welfare System (Syvertsen. Enli, Mjøs and Moe 2014). Both modles focus on common features rather than country specific features – they focus on how the Nordic countries have, as a unit of analysis, reacted to global challenges such as commercialization, professionalization, and fragmentation/technological changes. However, when highlighting the special features of the Icelandic condition it is helpful to build upon both models and pull out of them and join together traits that are useful in examining the adoption to and impact of these global trends in the Icelandic context. Against the background of the theoretical framework created by the models of Democratic Corportatism and a Media Welfare State this paper looks at past and present developments in Iceland. This is done through a focus on communication as a public good, state intervention, political parallelism, and journalistic professionalism. In particular, it is highlighted how the country specific characteristics of high political parallelism, underdeveloped journalistic professionalism (and increasing organizational professionalism) and little state intervention – characteristics that deviate somewhat from the Welfare state model – have today led to political reaction and demands for state support for the private media. This is a fundamental and hotly debated shift in proposed goverment media policy. In the face of open opposition of some govenment MPs, the minister of culture and education is seeking to push through the government coalition a new media bill, introducing „nordic style" general media subsidies for private media. Last but not least, the size of the Icelandic system is an independent factor to consider. Iceland, being for all intents and purposes a microstate with a very small and media market and language community, is very sensitive to change. Changes tend to manifest themselves in an exaggerated manner due to the small size and shallowness of the media market. Thus, in addition to the influence of global forces upon the country specific conditions in terms of communication as a public good, state intervention, political parallelism, and journalistic professionalism, the microstate as such is an additional influence that will be considered.

PN 085 From welfare regime to digital momentum –digital power structures and internet regulation in Denmark

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The paper analyses the structural consequences of the gradual shift to internet-based communication and discusses how the conditions and characteristics associated with the Nordic Media Welfare state (Syverten et al. 2014) have come under pressure and have been transformed. We argue that the early stages of digitalization somewhat reflected the historical power structures and governance forms, but that the legacy institutions have lost control over the more mature digital infrastructure: Global, commercial players increasingly dominate all parts of the digital media and communication sector; Digital communication services are subject to significantly less control than legacy media as government agencies have not yet managed to effectively update and develop the regulatory frameworks; And, as a result, the welfare values and logics have been weakened as a more commercial regime has emerged. This analysis is based on a case study of the digitalization of the Danish communication system and builds on an empirical analysis of historical source material from 2002, 2012, and 2019 (e.g. national statistics, databases, market reports, legislative documents etc.). On the basis of a conceptual framework for mapping and analyzing digital communication systems (Flensburg & Lai 2019), we focus on the ownership and control of digital infrastructures and select a number of key indicators for assessing the changing power structures and regulatory dynamics. As such, we analyze the development and diffusion of e.g. digital devices, access networks, subsea cables, ANS numbers, IXPs, domain names, websites, cookies etc. and explore the changing market structures and governance forms controlling these critical resources. This enables us to identify three phases in Danish internet history that are characterized by different infrastructural conditions, market structures and regulatory approaches: the transfer phase (from 1992 to 2002), the growth phase (from 2003 to 2012), and the momentum phase (from 2013 and onwards). These phases are inspired by Hughes' (1983, 1987, 1994) theory on the evolution of large technological systems that we built on and develop in order to understand digitalization as a complex, historical process influenced by both socio-cultural and technological forces. As such, we challenge and extend the institutional approach to systemic analysis represented by e.g. Syvertsen et al. (2014) and Hallin & Mancini (2004) by emphasizing the material and infrastructural aspects of mediated communication as important analytical dimensions. All in all, the paper presents an alternative interpretation of how the internet has influenced the welfare regime that governed mediated communication in the Nordic countries in the past. It also serves as a point of departure for future comparative analyses that can further explore the impact of the welfare model on how digital communication systems are developing in e.g. the Nordic countries.

PN 086 An Interregnum in Scandinavian Media Policy? Sweden as a Post-Media Welfare State

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The concept of the Media Welfare State, coined by Syvertsen and colleagues in 2014, describes Nordic specificity in relation to the ways in which media is organized and how they serve a lively and inclusive democracy. It is argued that this media system has an inherent tendency to withstand the test of time, and to endure in periods of rapid social and technological change. This article challenges such a contention by way of a historical account of the structural transformations that have taken place in Sweden during the last decades. Our argument is that the four areas ("pillars") in which the Media Welfare State manifests itself – egalitarian patterns of media use, a diverse and subsidized press, a strong public service media, and commercial media tinged by a social responsibility-ethos – have changed significantly in a way that questions the whole idea of a media welfare state.We synthesize previous longitudinal research and changes in media policy in Sweden over these decades and show that (1) media use is becoming more polarized and does not follow egalitarian patterns, that the state is retreating from media policy and subsequently (2) the press and (3) public service media are facing unprecedented challenges, and (4) while the "consensual" relation between media companies and the state that is said to be typical for the Nordic Media Welfare state is breaking down. These empirical findings raises important questions: Has the Swedish media welfare state survived neoliberalization or is it over? And in that case: where are we heading? Is it possible to talk about an "interregnum" in Scandinavian media policy, where forms and logics of the Nordic model, for example in policy and subsidy systems, still exists, but without the same function, effect and range, and in that sense blocks the development and formation of something new? And, in that case, what will this "new" model eventually be? Will it entail increased liberalisation and marketization? Or a more authoritarian and conservative media and cultural policy, fuelled by political transformations and modelled on developments in Central- and Eastern Europe? Or maybe both, at the same time?

CLP06 - Multiple streams: platformisation, citizens and public interest

PP 493 Federalism can help public system broadcasting? Looking for connections

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When democracies are pressed by the rise of extremism and authoritarian threats, which are the factors playing a key role in sustaining the editorial independence of public broadcasting services throughout the world? We argue for associations between constitutional structures found in federal states and the level of autonomy of management of public service broadcasting (PSB). Previous studies focused on how broadcasting systems endure based on policy, economic and social aspects. In many European countries with PSB evolving for decades, it is possible to find effective media regulation and measures to secure economic independence from both the state and market, sustained by a permanent public interest and democratic debate about the role of PSB. What is less studied is the drivers of the development of PSB in countries where policy leads to economic and political dependence. Our study singles out the Brazilian political landscape in order to build the argument that the mode of government consisting of federalism was one of the main aspects supporting the survival of PSB in many states. In Brazil, media monopolies grow as a consequence of the lack of regulation and public debate about public service media. The idea of a nationwide public service broadcaster was expanded in 2008, with the creation of TV Brasil, reaching all the 26 states, but it has since then been gradually losing its political and economic autonomy, while PSB became well developed in some federation states. In 2020, the declining TV Brasil coexists with state-level broadcasters, fuelled by a variety of institutional arrangements. Our research aimed at looking into institutional arrangements and practices adopted by public service broadcasters that ultimately led to secure sustainability, seeking connections to indicate what was or was not relevant for sustaining political independence. Our methodology included grounded theory analysis of editorial and institutional documents of 21 broadcasters. The results point to two aspects: governance and programming. In TV Brasil, the first one regards the dismissal of the Curator Council, a deliberative council safeguarding independence. The second one was editorial changes that led to content production becoming vulnerable to party influence. By contrast, governance and programming are taken here as factors of sustainability in two case studies: TVPE (Pernambuco State) and TV Cultura (São Paulo State). The governance of TVPE is facilitated by a deliberative council with the participation of civil society. TV Cultura is recognized for the quality of its programming, three times awarded with the International Academy of Television Arts and Sciences / Unicef Award for Children's Programming. However, there are consequences: the country still lacks policy and public debate about PSB, and both the lack of a nationwide public TV channel and the prevalence of regional public TV channels make it difficult to marginalized identities to gain wider visibility. To conclude, based on our findings, we reflect on how political systems may affect media policies in countries with similar modes of government and beyond.

PP 490 Multiple streams in the Lithuanian media policy

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This paper is a study of the Lithuanian media policy-making process during seven parliamentary cycles, when sixteen Lithuanian governments were acting between 1990 and 2016. The aim of this study is to determine how media policies were formulated by the Lithuanian governments, what media policies were materialized through legislation, and what actors of the media policy field had influenced the setting of the policy agenda and the making of policy solutions.

The study employs the theoretical multiple streams framework (Kingdon 1984; Zahariadis 2003), which indicates that there are three independent processes in the political system, or three streams, with their own rules and dynamism: streams of political problems, policy solutions, and politics (Herweg, Zahariadis, Zohlnhofer 2017). Certain issues enter the political agenda when all three discussed streams combine together at certain critical moments (Zahariadis 2003). When we apply the multiple stream framework for media policy analysis, it is important to assess the specificity of the potential of media power for policy process, as managers of public power are at the same time involved in the policy process. An analysis of the process of media policy-making was conducted by qualitatively analyzing documents and sources of public communication (daily newspapers, internet news portals, websites of state institutions).

This study demonstrated a specific characteristic of Lithuanian media policy – that the consistent policy process (when the government's agenda evolves into a decision agenda in the Parliament) was not dominant, as the media policy agenda was often drawn up in the Parliament, leaving for the government the role of a formal coordinator but not a policy-maker. After the election of the Parliament, the directions of the respective media policy were elaborated in the governmental documents only in two out of the seven examined political cycles.

Media policy formation regarding legislation drafts was not specified in the programming documents of the governments during three political cycles: in 1990–1992, 1996–2000, and 2012–2016. When clear and comprehensive media policy commitments are not present at the initial stage of policy-making within a Government agenda, this leaves space for random initiatives drawn up by the policy entrepreneurs and for the implementation of any pre-planned but unpublicized political initiatives. Such cases of shaping the media policy agenda have shown that the public media policy was often not made public during the initial stages of its formation.

The structure of powers in the media policy field essentially changed in the beginning of the 21st century, when the media industry's influence in the policy-making process decreased, and the Government became the main media policy-maker. However, in the end of analyzed period (2010–2016) the representatives of media industry were decisively influent on many important media policy agenda issues. But this could only to happen with the support of the Presidential institution. In this way, the role of the main (theoretically and legally) media policy-maker – the Ministry of Culture (and the Government) – was reduced in the media policy process.

PP 492 Fighting for a better representation of women* in the media. The case of feminist media policy activism in Switzerland

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On 14 June 2019, tens of thousands of women* took to the streets in Switzerland to rally for gender equality (see SWI 2019). Among the protesters were journalists from various media organizations who took part in this 'Womens Strike' with the motto 'no women, no news' (see MedienWoche 2019). In Switzerland, as in many other countries, women* are still underrepresented in media content and in media organizations. International studies show this for media organizations and journalism (see e.g. CMPF 2017), for film and television (see e.g. Jones/Pringle 2015, Promme/Linke 2019), or for the music industry (see e.g. Leonard 2007, Reitsamer 2014).

Although the problem is well known and awareness has risen because of #metoo, scholars (see e.g. Gallagher 2011, Padovani 2013, 2018) found that gender equality is very often forgotten in media policy debate. Accordingly, to make the issue more visible and to also change the power structures in the media industry, media policy activism – a 'form of advocacy that is focused on structural transformations within the media landscape' (Freedman 2019: 628) – with a clear feminist focus is needed. According to Hintz (2018), media policy activists can generally apply three different strategies: Either they participate in official political debates and fora ('inside strategy'), they protest ('outside strategy') or they try to circumvent the political process ('beyond strategy').

This contribution examines the strategies of three associations that work for better representation of women* in the music, film and media industries in Switzerland: 'HelvetiaRocks' (founded 2009), 'MediaWomen' (2014) and 'FemaleAct' (2019). The question for this case study (see Broughton Micova 2019) is: With what means do feminist media policy activists in Switzerland fight for a better representation of women* in media content and organizations? To answer this question, a document analysis (see Bowen 2009, Karppinen/Moe 2012) as well as interviews (see Audenhove/Donders 2019, Lunt 2019) with the associations' presidents are conducted. Data gathered are analyzed using qualitative content analysis (see Puppis 2019).

Preliminary findings of this study indicate that the three associations are using a beyond strategy, i.e. bypassing the political process. For example, 'HelvetiaRocks' and 'MediaWomen' did not submit statements for the government's 2018 public consultations on the new license for public service broadcaster SRG and for a draft media act. To remain 'non-partisan', 'MediaWomen' did not call on their members to take part in the Womens Strike. Instead, the three associations focus mainly on networking and education among members of the media industry. The contribution will close with a critical evaluation of this strategy and discuss the explanations made by the associations.

PP 489 When platformization challenges communicative rights

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The debate about the growing power of global digital platforms, known as GAFAM or the Big Five, has taken place especially around the concept of *platformization.* The negative consequences of platformization (disinformation campaigns, privacy violations, etc.) has also led to a growing debate on the *communicative rights of citizens*, and whether the power of platforms can be addressed with new regulative measures.

The focus of this paper is to explore the kind of problems platformization has caused for communicative rights, and what kind of conclusions regarding regulatory or policy decisions can be drawn from these problems. This paper paves the way to more empirical research into the effects of platformization on the communication rights of citizens of a north European liberal democracy.

The paper starts by seeking theoretical grounds for the concepts. In her concept of platformization, Bucher (2015) outlines the transformation of the Internet from a web of links to the omnipresent data gathering machine of platforms. Nieborg and Powell (2018) emphasize the economic basis of the transformation from two-sided structures to "complex multisided platform configurations." Van Dijck et al. (2018) define platformization as a process of *capturing and circulating* data, *selecting or curating* data with algorithms that use personalization, reputation, and trends, and c*ommodifying* the data as merchandise. Mastering this process has given the Big Five the opportunity to set new economic rules for the whole of the digital media industry (van Dijck et al. 2018, 31–48).

The paper continues with a definition of communicative rights recently proposed by Ala-Fossi et al. (2019), with four features: *(1) equal access to information, entertainment, and other content; (2) equal availability of various types of content for citizens; (3) dialogical rights*, meaning access to public spaces that allow citizens to publicly share information, experiences, views, and opinions; and (4) *privacy*, meaning protection of citizens' private lives as well as the right to personal data.

The paper argues that citizens' right to *equal access to information* is not necessarily available because of technical/infrastructural differences and the uneven distribution of digital skills and economic resources among users. *Equal availability* is hampered by processes such as personalization, algorithmic filtering and possible paywalls. *Dialogical rights*—meaning access to public spaces—are not fulfilled, since the private platforms are not open to public control and allow only limited rights for users/citizens to master their data and environment. The right to *personal and data privacy* is the most violated of communication rights and has already prompted some regulatory action, such as GDPR legislation, within EU countries.

The paper demonstrates that the problems of platformization can be identified in all features of communicative rights. The paper concludes with discussion of how some of these problems are proposed to overcome especially in the DSA and DMA proposals of European Comission.

PP 491 Increasing the use of non-judicial procedures by citizens the role of media and communication – the Portuguese case study

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The main goal of this paper is to understand how non judicial procedures, such as mediation, is represented by the media narratives. We want to understand the sources of information selected, the contexts and themes highlighted in the Portuguese media in order to realize which role the Media and Communication can play in this context.

The year 2001 is considered a milestone for mediation in Portugal with the creation of the Peace Courts (by Law No. 78/2001, of 13 July). Mediation was introduced in these institutionalized structures as a phase for the conflict resolution. Thereafter three other public mediation systems were created, managed by the Ministry of Justice. In 2009 some regulatory norms regulating mediation were introduced in the Portuguese Code of Civil Procedure, although restricted only to existing public systems.

In legislative terms, only with Law No. 29/2013, of 19 April, mediation became regulated autonomously and in a single law. With this Law, both private mediation and public mediation are now regulated in Portugal. It was hoped that this new legal framework would have the effect of boosting the number of mediation procedures. But that did not happen. To this stagnation may have contributed the lack of visibility and the unawareness of this extrajudicial mechanism of resolving conflicts in the Portuguese public opinion.

The visibility of mediation as an out-of-court conflict resolution mechanism depends, also, on how these issues are reported by the media. This visibility and recognition also occur in the news context, which is, in turn, influenced by the communication strategies developed by these systems (Lamy, 2017). In this sense, strategic communication with the media plays a significant role, since it can affect the public opinion and image of mediation in society (Lamy, 2017).

This work begins by making a theoretical-legal framework of mediation and strategic and public communication. The approach we are looking for strategic communication is intended to emphasize its role in recognizing and accepting themes of Public Interest. Thus, it is understood that one of the functions of communication is to develop campaigns that aim to increase awareness and behavior change in the publics (Nunes & Neto, 2017).

This study will focus on the news published in Portugal, using quantitative and qualitative methodologies, such as speech analysis.

In summary, it is intended to perceive how media can affect and promote the general knowledge of mediation by society and, consequently, develop its practical application.

CLP07 - Governing internet content and commercial communication

PP 565 Platform power in the integrated ecosystem of video advertising

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This article presents the results of an in-depth investigation of the _integrated platform ecosystem_ (van Dijck, Neiborg, and Poell, 2019) of video advertising. It advances a specific theory of harm related to the potential consequences of platform dominance in advertising for the mass media that are essential to _citizen wellbeing_. In doing so it draws on the distinction between thinking of the user as a citizen and a consumer (Lunt & Livingstone, 2011) and on the assertion that a pluralism of institutional forms and types of content are required for citizens to exercise rights fundamental to their wellbeing (Baker, 2006; Kenyon, 2014) both as individuals and as collectives. It demonstrates how such a theory of harm can be used to delineate the boundaries of an integrated platform ecosystem to create a specific case, as an alternative the market definition and consumer welfare approach to assessing platform power. This investigation focused specifically on video advertising, which accounts for over a third of all online display advertising in Europe (IAB Europe, 2019), and which brings platforms directly into competition with the audiovisual media services upon which societies depend for the production of news, entertainment and culturally relevant content. The study included elite interviews, a review of industry publications and academic sources, and comparison of the legal frameworks in four jurisdictions: Belgium, France, Italy and the UK. The evidence from this case indicates nodes of both infrastructural power and strategic power and imbalances stemming from those nodes. It demonstrates that examining relationships, decision-making and dynamics within an integrated platform ecosystem can reveal specific locations, or nodes, of power that is not market power, but instead infrastructural and strategic, and a potential source of dominance. Addressing policymakers and regulators, it also draws on the evidence to suggest specific information that should be made transparent or available to the regulators responsible for dealing with problematic abuse of power or dominance in the area of media and communications. It further argue that the examination of integrated platform ecosystems bounded by other theories of harm, such as related to individual privacy, dignity or even monopsony concerns, is necessary to ensure holistic approaches to potential platform dominance.

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PP 569 Civil society in internet governance: The next generation internet initiative perspective and the Portuguese reality

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The governance of the internet has generated an intense academic debate, as well as a multiplicity of initiatives at the state level and within international organizations and civil society. Internet governance has then been promoted through the involvement of a diverse array of actors in multi-stakeholder processes, a mechanism of that has been used throughout history to coordinate the management over shared space and/or resources. While an exercise in collaboration, multi-stakeholder models refer to decision-making processes that involve extensive hearing of all interested parties.

Typically praised as a model for the future, the multistakeholder model has received, however, very little critical attention and has not been enough scrutinized in relation to the promises of its goodness for the development of the internet (Carr, 2016; Dresner, 2004; Padovani and Pavan, 2007). One of the problems is that civil society remains somehow disempowered along the process, although contributing to the legitimisation of other stakeholders. Thus, civil society, a loci of activity recurrently cited in literature, has not yet proved to provide more than outcomes on the margins (West, 2017) and needs to be carefully analysed in order to assess its real contribution and potential in the process.

The purpose of this communication is thus to analyse civil society participation in the internet governance process. In a first moment, we look at the perspective of the European Union (EU) regarding civil society. The Next Generation Internet Initiative (NGII), within the framework of the Digital Single Market, is being presented as the key "to re-imagine and re-engineer the internet for the third millennium and beyond", which puts it at the heart of the policies in terms of internet governance. The white papers and reports issued in the context of the NGII are qualitatively analysed in order to assess the role and mission envisioned by the EU for civil society. The framework of analysis is provided by the Resource Mobilization Theory (Carroll and Hackett, 2006; Löblich and Wendelin, 2011; Napoli, 2009), which poses that civil society collective action is composed of more or less formal organizations, that use adequate available resources to carry out forms of action to push their goals. Mission, organization, resources and forms of action are thus the categories to analyse when trying to analyse social activism.

In a second moment, the EU perspective on civil society is correlated with the Portuguese reality, characterized in a systematic way in terms of the participation mechanisms and of the actors that seek to influence the governance of the Internet. This mapping exercise, conducted through semi-directive interviews with people from civil organizations, provides a picture of Portuguese civil society that can be compared against the vision of EU.

The preliminary results indicate a generalized symbolic role attributed to civil society, whose power and effectiveness for Internet governance processes is yet to be proved. Not only at the European level but also in the Portuguese context, civil society seems to be lacking critical mobilization and resources, public recognition and ability for horizontal networking.

PP 567 Open Internet in the EU. A communications policy analysis of the network neutrality debate

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When we talk about the vast potential of the Internet for innovation, inclusion and society, the critical question about openness and accessibility can hardly be avoided. Concretely, this question is often framed by the global debate on network neutrality. While the debate is global, regulation and policies are quite diverse between different geographic regions. While the debate is rooted especially in the USA and in seminal papers like Tim Wu's "Network Neutrality, Broadband Discrimination" (2003), other nations/regions, policymakers/regulators and scholars also addressed the issue.

This paper focusses on the network neutrality debate in the EU by framing the related regulatory process, especially the Telecom-Single-Market-Directive in 2015 (Regulation EU 2015/2120). The guiding question is: *How can the regulatory process for network neutrality in the European Union be characterized and what does the outcome of this process mean for normative values and standards in public and private communication.*

For this purpose, a threefold approach based on regulatory theory is applied. (1) Interest-centred: regulation as an instrument for certain interests (Puppis, 2010; Wilson, 1980). (2) Institution-centred: role of institutions/structure and responsibilities of regulatory authorities (Schulz, Valcke, & Irion, 2013). (3) Idea-centred: normative goals/concepts/objectives that should be reached with regulation (Baldwin, Cave, & Lodge, 2012; Künzler, 2009).The EU is characterized by a complex institutional framework. This is especially true for Internet governance where regulatory measures are often lagging behind the current developments. Additionally, a multi-stakeholder compromise is hard to reach, often leading to the preference of dominant and ignorance of less powerful voices.

This paper is based on empirical findings derived from a document analysis and expert interviews. It shows the EU's performance in implementing regulatory measures for a complex and global policy issue. The results shed light on intransparent negotiation processes ahead and during the „Connected Continent"-initiative, a hard struggle to maintain the spirit of sincere dialogue and consensus-building within the EU's political institutions (Parliament, Council, Commission) and the passing of the TSM-Directive. In parallel, organizations like BEREC extended their involvement in the regulatory process and widened the stage for dialogue. Beyond the network of regulatory authorities, also civil society organizations are gaining momentum in the regulatory process. To draw a comprehensive image, it can be said that albeit the complex institutional setting slowed down the process, the outcome is characterized by the inclusion of multiple stakeholders and the possibility to adapt legal norms on a dynamic basis.

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PP 566 Regulation on influencer communication: Is influencer marketing in the Czech republic ethical enough?

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According to a cross-demographic worldwide research, social media capture around 30% of our online time and the younger groups including children are on the lead. (Young, 2017) As for the case of the Czech Republic, only one out of ten children is able to recognize a hidden advertising on social media, as Hejlová (2018) mentioned in her research. Moreover, the study showed that not labelling the commercial posts is a major problem in the Czech environment, as in 2018, only a minority of influencers used the hashtags #ad or #sponsored. Considering most of the commercial posts not being tagged but being often consumed by children at the same time, some parts of the Czech influencer marketing might be illegal as the Law forbids advertising to children. Based on my follow-up research, this paper discusses the issue of influencers' ethical decisions in communication and its inadequate regulation in the Czech Republic.

The present Czech Law only partially affects the social media. The influencers cannot aim the advertisement at children or cannot promote alcohol, medicines and tobacco products. However, there are major mainstream influencers in Czechia who do promote such products, for instance cigarette alternatives – out of top nine influencers promoting IQOS cigarette alternative, three are from the Czech Republic (Keyhole, 2019). Apart from legislative regulations, Czech influencers must follow the rules of their social media platform and cannot use false or misleading business practices such as not tagging the advertisement. But up to this day, only one Czech influencer was officially fined for not respecting such regulations. As for ethical regulation, some rather fragmented guidelines for influencers exist in some Czech professional associations, nevertheless, my study shows that marketers and influencers themselves admit that the regulation is not efficient enough, thus is a major challenge, as demonstrated below.

My research has already gone through three phases. The first one, conducted in October and November 2019, included over 120 Czech marketing communication professionals who answered the questions on ethical regulations of influencer marketing. Out of these, 60% use influencers in their communication mix. But only half of them insist on influencers labelling sponsored posts. Also, 79% think that compliance with the law from both influencers and marketers should be more enforceable and 75% would embrace an ethical code, if one official for influencer communication in Czechia existed. This was also a major topic of the second part of the research – an analysis of discussion with over 45 experts representing scientists, marketers and influencers. An absolute majority agreed on the need of establishing an ethical code and even defining the position of influencer in the Czech environment. The discussion later laid a basis for a third part of the research with three smaller focus groups organised so far (8-10 people each), from which the new Code of Ethics for influencer communication has emerged, setting up the definition of influencer in the Czech environment and the guidelines on how the commercial influencer communication towards the public and marketers is to be regulated.

PP 568 The regulation of internet pornography: What a survey of under 18s tells us about the potential efficacy of emerging legislative approaches

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In a number of democracies around the world, the regulation of internet pornography is back on the political agenda. In 2017, the UK Parliament passed an Act requiring dedicated pornographic websites to implement "robust" age verification checks on users to ensure they were 18 or over. Although that legislation is unlikely to be implemented in its current form, censors and law-makers in other countries—including Ireland, Australia and New Zealand—have proposed similar legislation.

The UK legislation only targeted dedicated pornographic websites. Social media platforms, search engines, and video sharing sites like YouTube were exempt. Some have criticised these exemptions, citing the availability of pornographic material on such platforms. There were also criticisms that users could easily bypass age verification checks using technologies like VPNs and Tor browsers.

Although there has been research on the exposure to pornography by those under 18, as Nash et al. (2015) say, the results are contradictory and lack detail about which media platforms are the vehicles for that exposure. We found no prior research on the levels of knowledge about, and use of, VPNs and Tor browsers among children.

To fill this knowledge gap, we conducted an online survey of 16- and 17-year-olds in the UK (_N_=1001). The data was weighted to be nationally representative in terms of gender and parental social grade.

The results show that a higher proportion of 16- and 17-year olds in the UK have been exposed to sexually-explicit videos or pictures on social media (63% have) and search engines (51%) than on dedicated pornographic websites (47%). However, pornographic material is much more frequently viewed on dedicated pornographic websites—on average fortnightly ($\bar{x}$=13) and most commonly a day ago ($\tilde{x}$=1)—than on social media ($\bar{x}$=60, $\tilde{x}$=20), search engines ($\bar{x}$=58, $\tilde{x}$=20), or YouTube ($\bar{x}$=170, $\tilde{x}$=45).

Regression analysis showed significant differences in the consumption of pornography by males and females and by respondents in different social grades. Our results also showed that 46% of 16- and 17-year olds had used a VPN or Tor browser and another 23% knew what they were.

This study has important implications for legislators considering the regulation of internet pornography. It shows the target of the UK's age verification legislation—dedicated pornographic websites—are the most frequent source of internet pornography for 16- and 17-year olds in the UK who use them for an average ('meanz' value) of 2 hours 18 minutes a month. However, other sources, such as social media, are also important, raising questions about whether they should be exempted from such legislation. Furthermore, the level of knowledge about, and use of, VPNs and Tor browsers by those under 18 in the UK adds weight to concerns that age verification checks imposed by a single country may be circumvented by those the checks are designed to protect.

COH01 - Memories, narratives, and preservation in the media

PP 043 A biographical approach to media evaluation - East and West Berlin after the fall of the Wall

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Throughout the last 30 years, several studies have dealt with the differences in media use and evaluation between East and West Germans (Frey-Vor/Mohr 2015, Jandura/Meyen 2010, Früh/Stiehler 2002). For instance, up until today people in the East find the information provided by public service broadcasters to be less trustworthy (Infratest Dimap 2018). Researchers so far have mostly focused on the East. Trying to find explanations for the differing media behaviour either in the GDR-socialization (Frey-Vor/Gerhard/Mende 2002, Spielhagen 1995) or sociodemographic characteristics (Döbler 2012, Stiehler 2012, Jandura/Meyen 2010). In contrast, West German media evaluation seemed to be the "normal" in research, less in need of explanation.

By researching both, East and West, we are aiming to broaden the perspective on this field of research and illustrate that media evaluations are always developing in relation to the current social and media system - in the East as well as in the West, before 1989 as well as after the fall of the Berlin Wall. We are assuming that evaluations are not only the product of a GDR/FRG-socialization but also have developed in reaction to rapidly changing living conditions and a transformed media environment. Hence, we are not only analysing media evaluation before 1989 but also focus on the post-reunification period to investigate how trust and certain other attitudes towards media products were brought about. We choose the city of Berlin, where reunification had severe repercussions for the eastern and the western part alike (Rudolph 2015, Ribbe 2002), to demonstrate that media evaluations are a product of individual biographies; biographies, which have been embedded in (changing) societal and media systems. While doing so, we have to consider that there are limits to the extent to which East and West Berlin can be seen as representative for East and West Germany.

By drawing on the social theory of Anthony Giddens (1984, 1990, 1991) we strive to provide a broader theoretical-conceptual framework for the research of media evaluation. In his conception of life in postmodern society, Giddens characterizes trust in abstract experts' systems, such as the media, a central category for understanding human action (Giddens 1990, p. 28-37). Thereby offering a social-theoretical explanation of the grounds that people in East and West Berlin have been choosing and evaluating media on. As media evaluation is characterised as dependent on individual biographies, we decided for the method of qualitative biographical interviews. Recognising that research categories such as media evaluation and concepts like credibility and objectivity have been established also under the influence of a US-American research tradition (Meyen 2002, p. 62), we reflected on the extent to which it is useful to apply these criteria to research eastern populations.

In our presentation we will explain the theoretical framework and present the results of our (still ongoing) empirical study. We will draw on more than 30 biographical interviews with people who were living in East and West Berlin throughout the 1980s and continued to live in the united city after 1989.

PP 042 Preserving sonic history: Media industries' challenges in the new technological environment

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Sound has been progressively valued as a cultural heritage. The relation of sound to memory expresses the importance of social relations between people and surrounding soundscapes (both natural or human affected spaces).

As known, digital technologies transformed the way information is created and disseminated. As everyday practices are increasingly shifting from physical to digital, guaranteeing the integrity of sound digital archives - trustworthy and trusted - has become a common sentence. Capturing and preserving digital information has cultural and social significance. Preserving strategies have been developed in different levels as within curators, communities, academics, heritage institutions, government entities and also with the contribution of individuals. Preservation of the audio/visual heritage must be a matter of concern to producers, to those who preserve and disseminate as well to those who use audio/visual contents. Also, to an academic level of discussion.

As our research stresses, several identified problems challenges the collecting and preservation of digital content. It follows under a major research background - AUDIRE project [www.audire.pt] - that aims to contribute to the development of sound studies and simultaneously propose the creation of innovative ways of preserving memory and to create social awareness on the relevance of sound as a form of expression and cultural translation, and a resource for educators and teachers.

As this presentation underlines, the audio/visual heritage is an endangered part of the cultural and documentary heritage. Well organized and well-structured sound repositories are uncommon as it lacks usefulness regarding the public availability of contents in a global web-scale neither attends to the need for interoperability between repository platforms for better database indexing. Some platforms are commercial or academic-based but most recurring is a very simple CMS solution (WordPress or similar) where sound contents are aggregated into posts and playable within audio plugins. Even radio stations use different databases and tools to manage media and metadata that are hard to aggregate and normalize. The use of different systems is a hindrance to making everything findable, shareable, and reusable across different platforms.

As exposed, this presentation follows the conference theme concerning's about the futures we are building up and what should be the role of media industries in the process in terms of adaptations and commitments being asked to citizens and by the extent to institutions and policymakers. Our research questions the relevance of communication studies in the face of societal challenges today and for generations to come. The challenges are not mainly related to the technical infrastructure to ensure long-term access. It urges shifts in institutional roles that still are not clear, including the public policy to create a legal and regulatory corpus to encourage preservation as this awareness remains low. But, the task of sound preservation in a repository will be always incomplete without asking the way it affects our relationship to audio in the framework of the cultural memory, exploring its potential to create meaning for the people and as a way of heritage communication.

PP 041 When memories become data: The platformization of digital memory work

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The politics of memory are gradually but surely interweaving with what Gillespie (2010) has called the "politics of platforms." Social media, apps, and other digital services are increasingly facilitating personal and cultural memory work. Moreover, as technologies of memory, they are structuring and steering such processes, up until the point that platforms remember *with* and *for* us.

However, platforms are not 'just' technical infrastructures comprised of code, algorithms, and interfaces. They are also commercial enterprises that are part of "surveillance capitalist" (Zuboff, 2019) efforts to render experiences into behavioral data that can be packaged and sold to third parties. In other words, platforms are not neutral intermediaries in the construction of memory, whether this is cultural memory through YouTube, or autobiographical memory through a diary app.

This paper scrutinizes the "platformization" (Nieborg & Poell, 2018) of memory by answering how the economic, governmental and infrastructural logic of platforms extends into and affects digital personal memory work. This is done by means of a critical comparative walkthrough (Light, et al., 2018) of five popular diary apps, and the ways in which agency is distributed among human and 'nonhuman' actors in 'making memories'.

Diary apps are hybrid software applications that combine elements of quantitative self-tracking (Lupton, 2016), qualitative reflexive writing, and personal memory storage and archiving and are aimed at generating self-insight and thereby, ultimately, increasing wellbeing. I argue that diary apps turn personal experiences and memories into machine-readable data. That is, they undergo a process of rendition (Zuboff, 2019, pp. 233-234), whereby our experiences are turned into behavioral data, which leads to new and problematic promises of insight and knowledge about the self.

Finally, the paper aims to demonstrate how platformization contributes to the quantification, metrification, and datafication of memory. These processes, it is argued, prepare memory for algorithmic processing, which increasingly shapes how we come to know the self through technology. Thus, the paper aims to bridge memory studies with critical platform, app, and software studies, a much-needed epistemological step within the field.

COH02 - Contemporary (and apparently) digital effects in the analogue world

PP 134 Layers, ruins, traces. A nodal narrative of infrastructural impermanence

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This paper engages with the temporality and impermanence of communication infrastructures. Media infrastructures are often discussed and imagined as bearers of future societies, materializing ideas of modernity, speed, spatial transformation and progress (Appel et al 2018). With this paper we instead suggest considering the disposability and inherent transience of communication infrastructures. To do so, we engage in a network archeology (Starosielski et al 2013) of one node of transnational communications - the Katajanokka peninsula in Helsinki, Finland. At this site, in the span of one century, five emergent and still contemporary relevant infrastructures have been built and dismantled - a railway, a harbor, an airbase, a radio station, and a data center.

In an effort to make these infrastructures intelligible (Parks 2013), we track some of the discourses, material traces, narratives and archival documentation that surrounded the erection and the dismantling of each of these infrastructures, and we discuss the frictions between the re-organization of time and space that each of these infrastructures was anticipated to bring, and the inherent transience of these infrastructures themselves.

By establishing a nodal narrative (Starosielski 2015) of infrastructural impermanence, we illuminate the disposability and intensifying speed of obsolescence of communication infrastructure, as well as the cultural and memory practices that emerge or fail to appear in relation to them. Ultimately, the paper argues that the layering of communication infrastructures not only reveal the extent to which contemporary global networks of media traffic are colored by military, colonial and industrial histories, but also by histories of abandonment, dismantling and ruination.

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PP 132 From managerial disease to digital burnout. Media discourses about stress and social change in Germany

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Stress has become a popular term to describe a human experience as well as a powerful hermeneutic tool to interpret life in dynamic Western societies. The British historian Mark Jackson even proclaimed the "age of stress" (2013) – emphasizing the ever-widening application of stress in the diagnosis of problems of individual pathology, work organization, social change, and international relations since the 1980s (see also Haller et al., 2014). To grasp the growing significance and changing notion of stress we have analyzed media discourses on stress in the dawn of the age of stress and in current media coverage. In particular, we focus on stress-related diseases and their specific framing in the West German debate on the "managerial disease" in the 1950s and compare it to the debate on "burnout" in the early 21st century.

Today, scholars from medical history regard the managerial disease mainly as a cultural phenomenon. In the 1950s, however, it was discussed as a consequence of the American way of life which was gradually adopted in the Federal Republic of Germany after World War II. Medical debates on managerial disease focused on male elites who were physically and mentally exhausted by the enormous task of rebuilding the country's economy and seemingly threatened by sudden cardiac death (Hofer, 2014). Cultural historian Patrick Kury argues that managerial disease diagnoses appeared in a phase of rapid social and economic change and allowed medical scientists to articulate discomfort about change on the one hand (e.g., the turn to a dynamic capitalist economy which implied an acceleration of work) and (new) media on the other (e.g., the frequent use of phones which implied permanent distraction) (Kury, 2012 & 2017). From a strictly physiological point of view, however, the disease pattern remained vague and lacked empirical evidence (Hofer, 2014).

Although the term "stress" was rarely used in the 1950s, managerial disease can be regarded as a stress-related illness in a time of rapid change (Kury, 2012). We aim to trace back early media discourses on stress in the years of the "economic miracle" and compare them to current debates in another time of change: the digital age. Since German media coverage of the managerial disease and of burnout has not yet been systematically analyzed we conducted a qualitative content analysis of the weekly newspaper "Die Zeit" (1950-1959: 41 articles on "managerial disease"; 2010-2019: 123 articles on "burnout"). The comparison shows continuities and discontinuities in terms of concepts of stress and ideas of performance, man-environment relationships, seemingly vulnerable groups and ideas of media as a stressor. Remarkable is the development of stress from a rather physiological to a psychological concept, the astonishingly positive evaluation of both diseases (despite the fact that media coverage on mental disorders is usually negative, see Klin & Lemish, 2008) and a new focus on stress management which implies the acceptance of stress as part of life in modern societies.

PP 133 If we ever lose our faith – new media and the deconstruction of the modern public sphere

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Analyzing the structural changes of the "public sphere" has to consider a diachronic perspective. Thus, the establishment of the bourgeois public sphere can be determined as a pivotal point between the era of a multitude of segmented mediated publics like the publics of the court society, religious and confessional publics during the early modern period on the one hand, and the development of mass societies, mass culture and mass media since the 19th century on the other.

Based on education and urban culture, the bourgeois society was eager to separate itself emphatically from both the nobility and the lower classes of artisans, peasants and servants. Yet this idea of a bourgeois public sphere was a concept of elites, neither democratic, nor incorporating the entire population. As a consequence of urbanization and industrialization, the foundation of mass parties and their newspapers, and finally the establishment of democratic forms of government subsequently applied the model of the bourgeois public to all citizens – equal in rights and duties. Mass media and journalism had become the basis for enabling every citizen to participate in critical discourses on state affairs.

Today we have a fundamental crisis of this modern concept of mass media and journalism (cf. Oggolder et al 2019; Nerone, 2015; Trappel et al 2015; Mancini 2013). Thus, audiences of the age of individualization (cf. Beck 2009, 54) favor interactivity and customizability more than standardized mass products. Producers and consumers of news are not strictly separated anymore. The individual – as a collective or a single person – is attributed more importance, audiences may emerge from mass cultural uniformity and mass media lose their institutional authority.

The consequences are evident. The "late modern" (Nerone 2015, 184) public sphere can be characterized as being "disrupted" into a multitude of public spheres (Bennett and Pfetsch 2018) and "crowded with a larger number of actors" (Mancini 2013, 56). Nerone (2015, 185) argues that "[t]echnologies reinforced social practices [...] that disaggregated mass audiences into audience fragments".

Based on historical arguments, this paper claims to deconstruct the concept of the modern public sphere in order to be able to develop new concepts that meet the challenges of networked digital societies.

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COH03 - Mass media historiography: theory and case studies in journalism and radio

PP 227 What is there left to sell? Using Oral History to document the loss of quality in the local newspaper production process

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The contemporary discourse surrounding the legacy local newspaper industries in Europe and the US is one of decline in number and quality, coupled with anxiety about the impact of that decline on communities and democratic processes. This discourse overwhelmingly blames digital technology for the disruption of the business model and relentless cost cutting that has impacted how, where and when newspapers are produced and circulated. At best this has created slimmed down workforces, producing impoverished titles, increasingly reliant on 'churned' content (Davies 2008); in the extreme, titles are amalgamated and closed leaving 'news deserts' (Abernathy, 2018). The consequence is a degraded 'fourth estate'.

This paper challenges this framing of causality by drawing on evidence gathered via oral history interviews with local newspaper workers in England. These demonstrate that the business strategy of rationalisation can be traced back to the to the second half 20th century when layers of quality control were removed from the newspaper production process. The interviews were carried out with former workers at the _Coventry Evening Telegraph_ (a major regional daily title based in central England) and its sister paper the _Coventry Standard_, drawn from editorial, production and support departments. Through their documentation of individual testimony, the interviews demonstrate the ways in which quality assurance was removed from the newspaper production process as workforces changed in response to shifting technological landscapes, particularly the introduction of computerised technology, and financial priorities. By enabling the capture of personal memory of what might be considered the mundane detail of working life, this methodology enriches the data available to the historian of the local newspaper and offers an insight into otherwise hidden processes.

The interviews cover five decades from the 1950s to the 2000s, during which time the newspapers moved from the ownership of the Iliffe family, into the hands of Reach Media, one of the big four corporate newspaper owners in the UK. This epoch coincides with the well-documented shift to centralised ownership of local newspapers in the UK by corporations, resulting in rationalised production methods and titles which were 'local in name only' (Franklin and Murphy, 1992). They link the contemporary decline in the local newspaper to a corporate business strategy spanning 70 years and lend evidence to the thesis that the current crisis in local newspaper production is not solely attributable to the digital challenge to an advertising-led business model (Matthews, 2017; Pickard, 2019).

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PP 229 How radio was used by the Portuguese Empire to maintain a vast multicontinental nation: the case of São Tomé and Príncipe

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Portugal began to broadcast to the African colonies nearly since the official station was created in the mid 30's. However, despite transmitting from the mainland to the overseas territories, imperial broadcasting was not a priority until the 50's. It was only in 1954, when the Portuguese territories of Dadra and Nagar-Aveli were occupied in the Union of India, and the sounds of independence from the African continent began to be heard that Portugal assumed the importance of using broadcasting in a more instrumental way. The government's intentions were to support the idea of a vast multicontinental nation that reached from Minho to East-Timor, and to strengthen people's affinity with its leader, António Salazar.

During the 40's and 50's a privately-owned radio landscape had emerged in the African colonies. Despite the proximity of most of these stations to the regime, the Portuguese government wanted to act ideologically closer to the populations that were geographically scattered, especially after the troubled signs that agitated the regime in 1961.

Besides the investment in imperial broadcasting from the mainland that was made during the 50's, the Portuguese government expanded the state broadcaster – Emissora Nacional (EN) - into two colonies: Portuguese Guinea and São Tomé and Principe. São Tomé had the first local branch of EN in Africa in 1969. This plan aimed to improve the propaganda from the New State, supporting the Portuguese Empire against the international pressure that accompanied the independence movements.

In São Tomé, EN replaced the former Radio Clube de São Tomé and Príncipe, a small privately-owned station that had close ties to the ruling structures. Rádio Clube relayed some of the shows that were originally broadcasted by the EN, but was locally appreciated for its own musical shows mostly aimed at the Portuguese settlers and small communities from Angola and Cape Verde.

The role of radio in the creation of imperial identities during the 20th century was enormous. Radio was a very effective tool for the nationalist propaganda as it was the main source of information and popular culture available to most of the population. Radio surpassed education and geographical gaps. However, it is a deeply under researched area, especially regarding Portugal, which was the most enduring empire in the modern era.

On this presentation we analyze the political and social contexts that led the to the installation of the Portuguese national radio in Africa. We focus specifically in the history of radio in São Tomé and Príncipe, a highly under researched topic in Imperial Broadcasting. This specific case helps to deepen our understanding of the ways in which imperial forms of culture and local identities are able to coexist (e.g. through music). We analyze how the medium was used as a tool of the Portuguese Empire and present new data regarding the use of radio as a weapon of counterpropaganda in the Portuguese colonies. This unpublished data originates mostly from archival research and personal interviews made with former radio professionals from the Portuguese former colonies.

PP 226 Transnational female journalism during World War I: A case study of Annie Christitch – Irish-Serbian war reporter, nurse, and Catholic suffragist

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Transnational history studies non-governmental actors and their interactions across national borders as well as the exchange of goods, ideas and knowledge across space (Corinna Unger, 'Transnational History versus International History', 2016). In journalism history, the transnational approach is a rather recent phenomenon. Traditionally, histories of journalism have focused on the nation as unit of analysis. Transnational journalism history, in contrast, focuses on cross-national interaction and the 'continuous interplay and exchange between the national and international level' (Marcel Broersma, 'Transnational Journalism History', 2010). It treats news as 'geographically fluid'; news stories are told from a perspective 'that links peoples across borders through shared information' (Debra Reddin van Tuyll, 'Transnational History and Journalism', 2018). The transnational approach is particularly suited for the study of women war reporters in the First World War, who are largely a blind spot in media history. A considerable number of women reported from the major war theatres, publishing their eye-witness accounts in well-known newspapers and magazines. Women not only reported from war theatres in foreign countries; often they published their accounts outside their country of origin, thus addressing audiences beyond national borders (Seul, 'Women War Reporters', 2019).

Among the female war reporters of the First World War, Annie Christitch (1885-1977) stands out as a journalist, Catholic suffragist, religious writer and lecturer whose biography and career transcended national boundaries. Of Irish-Serbian descent, she was raised in a renowned family in Belgrade and St Petersburg, went to university in London, and became fluent in several languages. During the war, she acted as correspondent for the London _Daily Express_ and as nurse and relief worker in Serbia, where she was subsequently detained by the Austro-Hungarian occupying forces. Christitch produced eyewitness accounts that helped spread knowledge about the appalling war conditions in Serbia, Britain's smallest ally. In 1915, she raised money and equipment for Serbian hospitals with a campaign in the _Daily Express_ and public lectures in Britain and Ireland. Her stories about the plight of the Serbian war victims and about her charitable work in Serbia appeared in the _Daily Express_ and other British publications and were reprinted in newspapers in the United States and in the British Empire. Christitch could be considered the embodiment of a transnational journalist. Due to her Irish-Serbian descent and her education in England, she acted as a go-between for different nations, cultures, and languages. During the war, her work transcended the nation-state. While working as a nurse in Serbian hospitals, she used her journalism to raise awareness in British and other foreign publics of the plight of the Serbian people and of her charitable work. Her journalism was not confined to one nation only – her articles were reprinted and read in other countries and continents too, thus circulating the knowledge of her relief work in Serbia across national borders.

PP 228 Broadcasting with one single voice? The Radio Club of Mozambique and its outsourced private colonial production companies

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The Radio Club of Mozambique (RCM) was one of the first and most successful radio stations set up across the territories of the former Portuguese colonial empire. Although it resulted from a private enterprise in the early 1930s, the RCM was closely aligned with the Portuguese colonial regime (Barbosa, 1997; Ribeiro, 2017). Its success and endurance did not, however, rely on public financial support, but mostly on its own ability to attract advertising revenues from South Africa, hence boosting the colonial station's commercial vocation. Between the '50s and the '60s, the RCM invested in the most up-to-date and powerful broadcasting equipment and transmitters and hired experienced radio announcers and musicians both from the metropole and abroad. Moreover, it trained many professionals and created artists in order to craft its production team and to produce its radio contents (Sopa, 2014).

Still, the RCM's productions were not enough to fill in airtime. To do so, it needed to outsource a wide range of programs from a few private production companies/ communication agencies operating in colonial Mozambique, namely in the city of Lourenço Marques. These production companies included _GOLO_ Productions, _ELMO_ Productions, _DELTA_ Publicity, and _Excelsior_.

Finding in the RCM's airtime a vital work opportunity and source of income, these agencies would compete with each other over broadcasting time and popularity. Each managed to build a distinct identity according to the type of programs, music, and events covered, produced, and sold to the RCM. Some of the questions yet to be answered relate nevertheless to the strategies which the agencies found to build up a reputation and continuously provide RCM with radio programs. Moreover, their practices of negotiation of alternative proposals and airtime with the RCM; as well as whether or not they held any wiggle room to propose their own production to the RCM still require a focused inquiry.

Thus, in this paper, we will address these private companies' political, economic, and programming strategies to succeed in selling their contents to the RCM and to maintain their business model until the end of the colonial rule in 1974. We will also discuss some of the tactics which they have attempted/ managed to put in place to subvert hegemonic practices. Our goal is to understand whether and how broadcasting production companies in colonial Mozambique complied and/or transgressed colonial regulations and expectations while moving according to the market. This approach will enable us to re-analyze both the scope and the limits of hegemonic colonial power in the field of broadcasting in Mozambique, and its essential articulations with the international market, following Domingos and Pereira's (2010) epistemological interrogations of the Portuguese fascist regime. We draw on primary and secondary sources on the history of the RCM, as well as on in-depth interviews conducted with formerly privileged radio announcers, producers, and sound technicians of the period, currently based both in Maputo (Mozambique) and in Lisbon (Portugal).

COH04 - The (un)coverage of the 25 November 1975 military coup in Portugal. Constrained Media narratives on a polarized political environment

PN 067 Power struggles in the media during counter revolutionary times: the 25 November coup in the Press

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This paper aims to understand how the Portuguese Press was impacted by the military coup of 25 November 1975. This event is identified by historians as the culmination of the revolutionary period following the 24 April 1974 Carnation Revolution. In most historic embedded narratives, the defeat of the extreme far left forces attempts to seize power in that day ended the so called Ongoing Revolutionary Period and allowed the transition to the phase where Portuguese democracy begin to institutionalize. This episode is still relevant to understand the contemporary debate about contested historical memory, since even recently some right wing minority and newly elected parties proposed the formal commemoration of the 25 November, arguing it was an event as striking as the 25 April coup itself.The failed military coup of 25 November results from profound fragmentation and political dissent among the riotous military that ended 40 years of dictatorship in 1974. Soon after the initial coup, the libertarian project that had unified them was lost, and various partialities were fighting to gain control over the political structures. During this process, the media become an essential political actor and one of the main physical and symbolic spaces of conflicting ideological visions. Political ideologies and party affiliations were openly assumed by many newspapers, while others were still striking to maintain a more balanced account of the events. Following the (unsuccessful) attempt to seize power by the far-left military forces, the winning military and the President of the Republic decreed the state of siege and the suspension of all newspaper publishing, radio and television broadcasting. It remains the most dramatic blackout of the media imposed by ruling forces in a country where episodes of such prolonged suspension of the media were rare. Most of the Portuguese journals were not published until mid-December of 1975 and all newsrooms were strongly impacted by measures enacted by the winning military, identified with the moderate wing of the armed forces. An unprecedented wave of sanitation hit the public television (RTP), most radios and newspapers, leading to a radical overriding of previous directions of information and editorial boards. But, although there are some valuable historical studies of the general historical context preceding and following 25 November, as well as others of a more specific and partial nature, relating to particular situations in some newspapers, 25 November remains a minor event in the history of Portuguese journalism. Based in a content and qualitative press analysis of 5 newspapers coverage centered on the 25 November (from the previous emotional climate preceding the coup and after circulation was restored) we will analyze how journalists perceived their own role in the power struggles and the emerging political projects. Since this period marks the (re) foundation of a media system closely articulated with a social and cultural vision for the media, we intend to offer and insightful reflection about the uses of the media and power representations during conflicting times.

PN 069 RTP and the 25 November 75 coup: Telejournalism in a state of siege

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November 25, 1975, 16:30: at the same time that captain Duran Clemente starts a revolutionary broadcast on Portuguese television public channel (RTP), allowing the reading of a press release from the rebel paratroopers, the President of the Republic Costa Gomes replies with the declaration of a State of Emergency (siege) in the Lisbon region.As a result of this declaration, newspapers in the Portuguese capital were prevented from publishing and both Radio and Television could only issue official press releases. RTP in Lisbon therefore challenges the law and the established power by airing a broadcast at the service of the rebels. The revolutionary broadcast on RTP only ends at 9pm with the occupation, by the "moderates" who support the President of the Republic, of Monsanto's transmitting antenna.The Portuguese watch astonished he decisive moment of the coup when the programming is abruptly interrupted at the very moment Captain Duran Clemente was defending in Telejornal the rebel's point of view.Because of that episode, the November 25/1975 later became known as "live coup". This assumption is misleading because although a decisive moment of the coup took place on television screens, the Portuguese actually did not understand much of the events through television news. Unlike during the entire revolutionary period, since April 25, 1974, when television reporters covered all relevant news events without limits and without censorship, November 25 represents a journalistic blackout. The most important military movements, like the fighting in Monsanto and the negotiations in the Air Force barracks, all took place without journalistic coverage. Even today the 25 November coup is the most confusing and controversial of the PREC (Ongoing Revolutionary Process) events.With the exception of the iconic Telejornal broadcast cut, there is no interviews and reports on top of events , s happened for example in the military coups of April 25 and 11 March. In one of the most dramatic moments in democratic Portugal history, the journalistic work was controlled until almost complete silence. From November 25th to December 2, the Portuguese are only entitled to a television broadcast consisting of official communiqués and interviews with the military winners.After 40 years of dictatorship and strict control through censorship, Portuguese telejournalism has faced a tremendous challenge, to set up in the newsrooms, rules of a democratic culture, free and independent to be the main engine of democracy in the country, while resisting the strong attempts of manipulation.25 November was the decisive test and it is still difficult to explain the journalistic blackout. What are the consequences of this first major blackout in Portuguese news? In RTP, 35 employees were suspended, most of them journalists. Although the winners' narrative considers that the 25 November coup has definitively reaffirmed political democracy in the country, can that vision sustain without a serious reflexion about the role of journalism in the construction of democracy?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 momentum
Keywords: Portugal, 25 November 1975, Television, Journalism, Memory

PN 068 "Winners" and "Defeated": The Photojournalistic Narrative of the Coup of 25 November 1975

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This paper intends to show how the images published in the press "tell" the coup of 25 November 1975, an event that ends a period of struggle (called PREC - Revolutionary Period in Progress) between the different political forces that tried to conquer power after the 25 April 1974 revolution.Shortly after the "Carnation Revolution", occurred coups and countercoups, carried out by both radical and moderate political and military forces, which differed on the democratic model to be adopted. The historical narrative on the military coup of 25 November 1975 points to the culmination of this divisive process, with the defeat of the extreme left forces allowing the clarification of the political model and the transfer of the military power to the civil domain.To what extent and how was this "victory/defeat" narrative adopted by journalism to tell the events? What, who and how it is "shown"? Starting from this exploratory questions, we proceed to the frame analysis of the photographs published in three titles of daily/non daily press on the subject, from a multimodal perspective.The technical images, due to its potential of belief associated to their illustrative and witnessing ontology, are a fertile medium for the construction of meanings that fits the discourse of journalism and that has gained, in the post-revolution period, a progressive importance in the newspapers, due to the openness to the exterior and the professional recognition of photojournalists.Thus, this analysis has, as its backdrop, the conditions of the exercise of journalism at the time, as the newspapers were the stage and the mirror of the political and ideological struggle waged in the period preceding the coup and had incorporated its consequences.

PN 066 RCP - the "Broadcast of Freedom" and the silencing of a truly revolutionary radio

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In November 25, 1975, a military coup would put an end to a revolutionary period that somehow escalated in the Portuguese society. Media as a whole was seen as part of a strategy in disseminating propaganda and the radio stations became the very stage of revolutionary struggle. The Portuguese Revolution of April 1974 was a military rebellion against almost fifty years of dictatorship. The coup eventually promoted an escalade of social and political struggle that was embraced by military and, politicians but also journalists and other media workers. Newspapers, television and radio were part of a revolutionary wave that gained momentum and reached its peak during the "Hot Summer of 1975". Media were recognized by military as an important ally and, in particular, the role of radio broadcast is well known in the course of events in the first hours of the revolution (Lima, Reis, 2019). Portuguese military relied on radio as a strategic means of communication, either in terms of public broadcast, but also as internal communication. This choice is hardly surprising, since the Portuguese military forces had training in strategic communication and propaganda during the colonial war. However, the specificity of the connection between radio broadcast and military and political players during the revolutionary period (1974/ 1975) is scarcely studied. Radio studies show that this medium has played a main role as an informational weapon and has been used to communicate with broad audiences in times of peace, war and tragedy. In 1974, Portuguese population was poor and had a high level of analphabets. Therefore, radio characteristics combined with the military experience in the colonial war came together in this very particular moment, marked by a revolutionary wave. Within a bit more than a year, radio and other media were used to inform but also to raise sympathy for political causes, either by military or politicians. The military coup of November 25 would put an end to the radical revolutionary intentions. This study tackles the broadcast of Radio Clube Português (RCP) during the coup and the immediate afterwards. In terms of contexts, this radio station was controlled by a revolutionary committee that nicked named it "the Broadcast of Freedom". The sounds from that day broadcast allow the reconstruction of a timeline with a clear break in terms of events and discourse. The methodology will rely in research on newspapers and statements that will help to reconstruct the events, as well as an analysis of discourse of the radio news and special announcements in order to better understand this fracturing process.

COH05 - Trust, spread, and re-use of information after WWII

PP 630 Neutrality, propaganda and (dis-)trust: The entanglement of psychological defence and communication research in postwar Sweden

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An important path to understanding how knowledge about media, communication, propaganda and information is produced and circulated today is to explore key moments in the past at which such concepts were in the making. In different countries ever since the Second World War, governmental institutions of psychological defence have been key to this knowledge field, both stimulating and financing academic research on communication, crisis management, propaganda and media effects, and implementing theories and models in their practice including defence games, drills and rehearsals.

This paper deals with the history of media knowledge in Sweden with a particular focus on the intersection of academia, defence and media industry in the postwar period. Building upon the concept of _co-production of knowledge_ (Jasanoff 2004) and earlier research on the history of media and communication studies (Park & Pooley 2008, Simonson & Park 2016), Cold War social science (Solovey & Cravens 2012) and communication research and psychological warfare (Simpson 1994, Glander 2000), the paper explores in a first step how a language, a literature, and a repertoire of methods were developed, all deemed necessary to the scientific study of propaganda and information processes in society. From the 1950s and onwards, this included a far-reaching quantified understanding of communication processes, the rapid import of American communication theories, the significance of media effects research, and the emphasis on the importance of an applied social science in the service of national and social security – all of which had a huge and formative impact on what much later developed into the academic discipline of media and communication studies in Sweden.

In a second step, the paper illustrates this co-production of knowledge by bringing up two empirical cases both anchored in the early 1970s. The first one is the research programme "Propaganda analysis" based at the Department of Political Science at Gothenburg University but externally financed by the Preparedness Board for Psychological Defence, which aimed to investigate foreign short-wave radio propaganda in Sweden. The second one is the so-called "Operation Jonas" civil defence rehearsal in 1971, staged by the psychological defence with the aim of rehearsing media industry preparedness, a rehearsal heavily criticized by the press. Both cases show that underneath all interpretations of psychological defence was the ever-present and often articulated self-understanding of neutral Sweden as a particularly vulnerable nation in the Cold War landscape (Cronqvist 2015), a gathering point for key espionage activities and political diplomacy on the delicate border between East and West. In this cultural construction or knowledge framework, Sweden was at the same time placed on the innocent periphery and at the global centre of mediated information warfare, walking the border not only between communism and capitalism but between truth and lies, trust and deception.

Keywords: history of knowledge, history of communication research, psychological defence, Cold War social science, Sweden, propaganda, information, media theory

PP 629 Communicating the 'Sacred Trust' The role of media analytics in the framing of the institutional pre-UN discourse on North-South Development

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The proposed contribution contemplates the role of re-contextualised media content in the construction of institutional discourse, partially answering the two questions that introduce the call to the conference: 'What futures are we building up?' and 'What is the role of media and communication in these processes?'.The paper approaches the issue from an historical perspective, focusing on the formative era of much of the modern-day economically, politically and communicatively globalised world (cf. Herren, 2012; Pedersen, 2007; Nordenstreng/Seppä, 1986; Gellrich/Koenen/Averbeck-Lietz, 2020). It is concerned with the issue of "development" (which, despite the historical setting, necessarily includes the future aspect) and has implications for theory and practise of development thinking as well as communication in times past, current and ahead.The paper departs from the observation that the institutional discourse on the "development" of subaltern territories and communities experienced a major transition during the interwar period, from pre-war colonialism to post-war de-colonisation, yet without the according shift in underlying values and presumptions (cf. Pedersen, 2015; Hettne, 2009; Rist, 1997; de Vylder, 2013). Based on this observation, it investigates the role of systematic press analytics and marketing employed by the main body of global governance of the time, the League of Nations.The study employs hermeneutic historiographic discourse analysis (Alvesson/Sköldberg, 2009) to four press clippings collections kept by the League archive at the UNO Library in Geneva: a general collection on Mandates and colonial policy and three case specific collections on the Mandate of 'South-East Africa' (modern-day Namibia). Departing from the analysis, the paper discusses the discursive normative framework on the issue of 'Development' constructed by the League in selecting the according clippings. The findings are contextualised with further content analyses of minutes from the sessions and reports of the League Council and the Permanent Mandates Commission, with the aim to scope the potential influence that the collection and curation of these clippings had on the evolution of the institutional perspective on the issue (cf. Alvesson/Sköldberg, 2009; Möller/Rehling, 2016).The study finds that the specific aims to which the collections were kept remain obscure, and while at least some of them were clearly meant to inform debates and discussion, they rarely figure explicitly in them. Furthermore, the collections are biased in favour of right-wing sources, so that the dominant conservative presumptions in the Commission and the Council remain unchallenged. Indeed, the institutional discourse tends to be more progressive than the public one construed through the clippings.On an abstract level, the paper investigates and problematises the mechanisms at play in the de-construction and re-construction of elements of the public discourse. It reflects upon how such practices contribute to inadvertently setting the agenda and the conceptual frame of reference for institutional political theory and practice (cf. Sundar/Nass, 2001). The study thus connects to contemporary critical questions on the influence of media analysts — human or algorithmic — as gatekeepers and discursive actors in their own right (cf. e.g. Thorson, 2008; on the historical perspective, cf. also Popp, 2014).

PP 631 Modern ideals and messy realities. Media technologies and practices of domestic paperwork in 20th century Sweden

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The home is constituted of materials, cultural meanings and practices (Blunt & Dowling 2006), which means that we make home through our domestic practices (Hollows 2008). In an ongoing cultural historical project on home administration we are studying practices of domestic paperwork (e.g. receipts, bills, tax returns, insurance documents) during the 20th century in Sweden, an area that is often neglected in research about the home as well as in media and communication studies. In the grand narrative of modernity, associated to a public world of men, the feminine marked home has a clear role as the antithesis of modernization; a stable, non-modern haven in a time of transition (Giles 2004; Felski 1995). However, the home is not a sanctuary from the technological progress, rationalization, bureaucratization and mediatization that modernity provided, quite the contrary (Gregg 2018). The value of this project stems from the fact that home administration is directly related to many of the societal aspects that modernization concerns: gender, work–leisure, private–public, urban–rural, modern–traditional.

The study is conducted through interviews with people born before 1940 and, to some extent, analysis of public documents and commercial product initiatives. In this paper we take the writing desk and paperwork practices as starting points to discuss the media technologies and practices of home management. In focusing on these concrete objects, we activate questions about everyday life, gender roles, relation between home and work, and memory practices, as well as ideas about modernization and progress in Sweden.

During the middle of the 20th century in Sweden the home was an object of rationalization – something that manifested in renowned scientific studies and standardization of the kitchen conducted by "The home research institute" (*Hemmens forskningsinstitut*), established 1944 (Lövgren 1993). In the shadow of this modern project many people still lived in remote and poor rural areas, in homes where interiors and practices were shaped by traditional values. In such a context the home represents an interesting example of different time scales in a seemingly homogenously progressive modern country. Especially relevant is also gender. In the public modernization ideologies, men and women had separate mental and spatial domains in the home: The male was directed outwards to productive, public life, whilst the female was focused inwards on kitchen chores and caring for the children. Initial results from conducted interviews show that pragmatism was the guiding principle when it came to *practices* of home administration – both wives and husbands dealt with household paperwork according to individual capability and interest. Yet, the findings indicate that the overall responsibility for especially economic matters was different; questions of mortgage and contacts with the bank was typical male domains. Home administration proves to be a vital, but academically disregarded, intersection point for public ideals on the one hand and domestic practices on the other.

PP 632 Deliberation or manipulation – the debate on governmental information in Sweden around 1970

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What is governmental information? What should it do and what is its purpose? These questions might seem so basic that they become uninteresting to investigate. However, what today seems obvious and uncontested was once debatable. An examination of ideas, from a time when nothing was written in stone, could thus reveal the alternatives that once existed, and perhaps still does. As the first nation in the world to introduce a freedom of information policy, Sweden has attracted relatively little attention in historical research on the development of governmental information. Hence, this talk focuses on conflicting ideas of governmental information in public discussions in Sweden between 1969 and 1973 that surrounded the work conducted by the Commission on Public Information.

The need for accurate and relevant information has caused a general idea of information as a knowledge resource and a power factor. The development of information and communication technology since the early 1990s has further caused a wave of information policies from the beginning of the 2000s and onwards (Jaeger, 2007). The 1960s and 1970s should, however, be regarded as important as our time in terms of attention to information issues addressed by politicians, legislators and bureaucracy in several western countries. Here, Sweden constitutes an illustrative example.

In this presentation I address the following research questions: What alternative ideas were put forward as contrast to the Commission's notion of a governmental information policy? How did these different ideas conceptualize the relationship between the state and the citizen regarding the capacity to govern respectively exercise influence on the course of society? An underlying assumption in this presentation is that information policy is key to understand how society is and could be structured (Bimber, 2003). I further argue that different, often opposing ideas of such polices are important objects of study in order to understand the conflicts at stake.

Theoretically, the presentation draws from the ideology approach found in field of communication and information policy as it aims to unearth conflicting idea dimensions articulated in discussions on governmental information in Sweden (Galperin, 2004). Here, the analytical focus is not directed towards the actual information policy process, but to ideas discussed in relation to the Commission on Public Information's work. Thus, the purpose is also to highlight alternative ideas that challenged the government's notion of governmental information. Empirically, the public discussions have been reconstructed by bringing together different arguments and ideas articulated in texts that touched on issues of governmental information in Sweden. Findings show that the main conflict in the public discussions concerned the interpretation of the desired level of citizen participation and the degree of equality between bureaucracy and citizen, which caused differing opinions of goals and methods related to governmental information.

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COH06 - Historicizing media and communication concepts of the digital age

PN 169 Historicizing media and communication concepts of the digital age: challenges and perspectives ...

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As a respondent, Susanne Kinnebrock will reflect upon the perspectives that the panel opens, discussing both case studies and the general approach, emphasizing the impact of historicizing concepts on the relation between Communication History and the rest of the field.

PN 167 Global governance

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Among the scholars that have successfully attempted to historicize global governance are Tim Wu in the Master Switch: The Rise and Fall of Information Empires (2010) or, earlier on, Gary Hamilton in his 1995 article "Trademarks on the Internet", comparing the network of networks to telephone and broadcasting, from a primarily legal standpoint. Even if they are not primarily historians, scholars attentive to the historical dimension also include Laura DeNardis, Dwayne Winseck, Andrew Feenberg and Nanette Levinson. Some historians have also studied specific issues that are relevant to Internet governance, e.g. Andrew Russell (2014), who has examined how openness has become a foundational value for the networks of the twenty-first century, in particular during standardization processes, or Paul Edwards who has analysed the encounter between digital age and climate change in AVast Machine: Computer Models, Climate Data, and the Politics of Global Warming (2010). The work of a few journalists also speaks to this issue, such as Tom Standage's The Victorian Internet: The Remarkable Story of the Telegraph and the Nineteenth Century's On-Line Pioneers (1998). Entwining and building upon these approaches, this presentation aims to historicize the concept in itself through the Internet/digital age (evolution, enrichment of the notion in the past 30 years, with key turning points such as the creation of ICANN in 1998, WSIS in 2003-2005, etc.) and to flesh out continuities through time with other "global media" or "global issues", including, but not limited to, international standardization, multi-stakeholderism and communication rights. We plan to address the question of time and temporalities at three levels (evolution since the 90s; state of the art/research on global (Internet) governance; periodization of global governance in the broader field of media and communication from the telegraph to the Internet, through submarine cables, radio waves, satellites, minitel, etc.). This insight into an evolving concept, co-shaped through research, and into the ante litteramglobal governance of the media will provide a long-term perspective to the institutionalization of global discussions on media technology, to the claims for a new balance of power in the communication age and to the lasting debates surrounding contents and intermediaries. References HAMILTON, G. 1995. Trademarks on the Internet: Confusion, Collusion or Dilution?. 4, Tex. Intell. Prop. L.J. 1,2. EDWARDS, P. 2010.AVast Machine: Computer Models, Climate Data, and the Politics of Global Warming. Cambridge MA: The MIT Press. RUSSELL, A. 2014. Open Standards and the Digital Age. Cambridge: Cambridge University Press. STANDAGE, T. 1998. The Victorian Internet: The Remarkable Story of the Telegraph and the Nineteenth Century's On-Line Pioneers. NY: Bloomsbury. WU, T. 2010. The Master Switch: The Rise and Fall of Information Empires. NY: Alfred A. Knopf.

PN 166 Networks

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Network is one of the most symbolic and obsessively repeated keywords in digital literacy. Digitalization seems to have brought new forms of communication centered on the principle and metaphor of "the network": for example, the social networks are probably one of the most symbolic product of digitalization. The scientific research in the last decades has extensively focused on networks. Manuel Castells (1996) has identified a new form of societies emerging from the 1970s and called them "network societies", where economic, financial, and job transformations coupled with new senses of space and time in human experience, and with new forms of communication. All these transformations had to do with the networks. Albert-László Barabasi (2002) has focused on how links work similarly in different networks such as communication, viruses, cells, and others or, in other terms, how the metaphor of networks' links is one of the symbolic metaphors of contemporary societies.But the word and the concept of network is neither new nor digital, like several scholars have shown (Findlan 2018; Raymond-Moxham 2016; Musso 1997). In the Ancient Rome, road networks were built and maintained to link the dispersed and immense empire. In the sixteenth century, Philip II established various communication infrastructures and an information network in order to rule over the Spanish 'Global Empire'. Postal networks were crucial in the Middle Ages and during the Renaissance to foster communication among intellectual, religious, scientific, economic and commercial communities that stretched all over Europe and the world. Electric telegraphy and then telephony allowed to communicate instantaneously from the 19th century, to change the sense of speed and place, and to act as info-structure of the nascent train or plane systems. The word network was also applied to radio and TV in the 20th century. These pre-digital networks were different from the digital ones, but the persistence of political, economic, and social thinking around them is surprising: networks combine communication and transportation; they were and still are designed with "hubs" (and so places more relevant than others); they "prescribed" and prescribe forms of information flows; their architecture makes clear the issue of power and the crucial role of the materiality.This paper aims to discuss networks in long-term perspective and to show how some of the elements of the current debate have been emerged centuries ago and, with some changes, persist over time. ReferencesBarabási, A.-L. (2002) Linked: the new science of networks. Cambridge, MA: Perseus Pub.Castells, M. (1996) The rise of the network society. Cambridge, MA: Blackwell Publishers.Findlan, P. (ed.). (2018) Empires of knowledge. Scientific networks in the early modern world. London andNew York: RoutledgeMusso, P. (1997) Télécommunications et philosophie des réseaux: la postérité paradoxale de Saint-Simon. Paris: Presses universitaires de France.Raymond, J. & Moxham, N. (eds.). (2016) News networks in early modern Europe. Leiden and Boston: Brill.

PN 165 The "why" and "how" of historicizing media and communication concepts of the digital age

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Theoretical concepts provide lenses, which allow to observe particular aspects of the social world: they foreground and normalize particular interpretations of reality while making others less likely. Concepts directly impact how researchers epitomize certain phenomena and what layers of complexity they can grasp as well as which aspects remain unrevealed. As media environments and communication practices evolve over time, media and communication studies is a field in rapid flux, making media and communication 'moving targets' for research. Once established concepts require constant review and adaptation, or must be complemented with new concepts, while others can be retired (Katz & Fialkoff, 2017). Also, with the growing relevance of digital data, software applications, and computerized communication, more disciplines and fields have become relevant as new neighbours, friends or competitors for communication research bringing in their own conceptual vocabulary and ideas. New phenomena and areas of inquiry, new liaisons with neighbouring disciplines aligned with the struggle for originality in competitive academia hence result in a spree of newly coined but often ill defined terms and conflicting understandings of allegedly established concepts. Additionally, to echo purported social relevance some notions are simply adopted from company rhetoric, politics or public debate and conveyed into concepts for research. Following, Katzenbach and Bächle (2019), we argue that it is hence mandatory to define concepts of the digital society to distinguish those that are innovative and relevant for research from catchy terms without much analytical merit. We further argue that a critical inquiry of concepts must be a historical one, especially in a field as obsessed with "the new", as is media and communication studies (Menke & Schwarzenegger, 2019). Guiding the views of research, concepts can reveal the new as much as they can obstruct our sight on continuities over time. Only a historically informed perspective enables tracing persistence whilst avoiding hasty analogies and premature universalisms. A key challenge for such endeavour is the sound selection of relevant concepts over others and to reflect the implications of prioritizing certain concepts and accepting problematic terms as actual concepts. Further the origin of a concept in our field or outside of it, either in an academic discipline, in business or public debate, must be determined. This can lead back to parallel routes and competing roots of development. Historicizing includes clarifying if and how the concept was used before digitization. This addresses the shifting meaning and transformation of the term in a pre-digital era and scrutinizes whether there were functional equivalents describing similar phenomena in different terms. Besides de-digitizing concepts, historicizing means illuminating how the concept and its applications have changed over time in digital times instead of reproducing false binaries of digital and non-digital eras. In this opening contribution we elaborate why media and communication concepts of the digital age need be historicized. We further discuss what historicizing concepts means in the context of our project. We conclude that historicizing and defining concepts of the digital age is a challenging yet paramount task for media and communication studies.

PN 168 Artificial Intelligence

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After years of a so-called 'winter' – a period in which a technology remains at the margins of public debate (Natale & Ballatore 2017) – artificial intelligence (AI) is now a mainstream topic, not only for hard sciences but also within media and communication research. However, notwithstanding its long history, the debate around what artificial intelligence entails is still ongoing. From a historical perspective, histories of AI have rarely been intertwined with the literature on media and communication research, downsizing a crucial dimension of this technology. From the famous Turing Test to the foundations and development of cybernetics, from the launch of the first chatbots and social bots to the human-machine competition on board games, AI has been tested, developed and imagined through communicative processes, through interactions and different linguistic codes. Furthermore, as Guzman and Lewis (2019) have shown, communication and media scholars have often underestimated the role of machines as "subjects with which people make meaning instead of through which people make meaning" (p. 4). In this context, this presentation aims to contribute to the current debate on artificial intelligence by emphasizing how the history of AI can and should be read through the lenses of media and communication history. While the existing historiography of IA is mostly part of the narrative of computer histories – with its master narratives of widely known events and main protagonists(Sadin 2018) – an historical perspective on the role of human-machine communication that goes back to the time when machines were still machines, that is digital machines, appears to be crucial in order to understand the current development and conceptualization of AI and the emergence of the so-called 'thinking machines.'Surveying some of the "pre-digital" and "almost digital" forms of "artificial intelligence," this presentation will focus on the history of human-machine communication looking at how artificial agents and humans have interacted over time, especially by means of language. This will entail demonstrating that work to develop 'intelligent' systems has been done since the origins of the AI field in close relationship with work aimed at developing human-machine communication and interactive systems. For example, back in 1968, Douglas Engelbart, the director of the "Research Center for Augmenting Human Intelligence" claimed that his focus was to create new forms of human-machine relations. From the onset, the problem of how humans perceive and enter in interaction with machines is therefore indivisible from the question if it is possible to create 'intelligent' machine. ReferencesGuzman, A. L. & Lewis, S. C. (2019) Artificial intelligence and communication: A Human–Machine communication research agenda. New media & society, first published July 4: 1-17.Natale, S. & Ballatore, A. (2017) Imagining the thinking machine: Technological myths and the rise of artificial intelligence. Convergence, first published 20 June: 1-16. Sadin, E. (2018). L'intelligence artificielle ou l'enjeu du siècle. Anatomie d'un anti-humanisme radical. Paris: L'échappé.

COS01 - Sports Communication Research - Current European Perspectives

PP 397 Sports media usage of the youth in Germany – a detailed individual analysis

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The usage of mass media is a well-researched phenomenom world-wide. Beside many studies, the Reuters Institute Digital News Report (Newman et al., 2019) provides international and national data, the German data set was collected and analyzed by the Hans-Bredow-Institut in Hamburg (Hölig & Hasebrink, 2019). Additionally, a longtime study shows data of media usage in Germany detailed for every generation (ARD/ZDF, 2015). Particularly, the younger generation ("the youth"; UN, 2011) is adepted with the internet and simultaneous media use (Best & Handel, 2015). In Germany, the age group of 14–29 years old daily media usage is about 477 minutes, with internet usage of 187 minutes is the most important type of media use. For the younger generation, research confirmed more and more non-media related usage of social network sites, most of all for communication or gaming (Feierabend, Klingler & Turecek, 2016). With 45 minutes per day, the young German generation uses mostly tv and internet for the same time expenditure (Best & Handel, 2015). Using the theoretical approach of uses-and-gratifications, the main motive for internet use is information and entertainment (Feierabend, Klinger & Turecek, 2016).

Research of media use for sports topics seems to prove overall high interest (ARD/ZDF, 2015). But what about the youth? Is the sports media usage in the age group 14-29 years different too? What are the pecularities of media use for of young people interested in sports? To answer these questions in this paper we demonstrate an inside view on individual media usage of young people in Germany.

We conducted personal diaries, based on a questionnaire 15 subjects were asked daily for their media usage, access, motives, willingness to pay, etc. To survey the media usage every hour, the subjects were asked two times a day during one week without a particular sports event in November 2019. In a first step, the conductor collected quantitative data, additionally, the subjects were asked qualitatively to explain reasons, motives, and background for their answers. This way, we attained a deep knowledge of the increasingly different individual media usage of young people - especially when they are interested in sports.

First results show for the highly sports interested group huge numbers for media use at all and diverse access points. Additionally, there seems to be a high willingness to pay for media use in this group, most of all to get access to live sports behind the paywall. In the future we want to include data from different countries and continents to this research project.

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PP 399 Mental mediatization – a theoretical contribution to the mediatization of politics and sports

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Our proposal combines studies of political communication and sports communication on the theoretical basis of the mediatization approach. The "essence of mediatization is increasing importance and influence of media" (Strömbäck & Esser, 2014, p. 244), that is "felt by other institutions as the imagined growing influence of the media" (Kunelius & Reunanen, 2016, p. 374). We highlight this "feeling" and the "imagined growing influence" by focusing on what Kepplinger (2007) called "reciprocal effects" and Marcinkowski (2015, p. 87) later called "mental mediatization": the effect that coverage of politics (and sports) does not only influence politicians (and athletes) but that they even anticipate the impact of the coverage. So, the behavior and the attitudes of the protagonists are becoming more important.

While there already exists an enormous corpus of research dealing with the mediatization of politics and the mediatization of sports, there is a lack of literature that consistently works out the similarities and differences between the (long-term) medialization processes and medialization effects of the two social sub-areas politics and sports. This is surprising, given that politicians and athletes, on the one hand, rely on media attention – and therefore adapt their attitudes and behavior to the media logic – and offer sporting competitions and campaigns, occasions in which both the efforts to adapt and the resulting medialization effects seem to be very obvious.

In our paper we discuss these similarities and differences of "mental mediatization" for politics and sports and also reflect on possible data for empirical research. Studies on "mental medialization" require sources that explicitly reflect the attitudes and behavior of the objects of reporting – in our case, politicians and athletes – towards the media (and journalists). Biographies and autobiographies have proven their worth here (Birkner & Nölleke 2016). An extremely interesting source are documentaries on the one hand especially in the field of football such as "All or nothing" about the English club Manchester City (and similar movies about Borussia Dortmund and Juventus Turin and even single players such as Kroos, Farfan or), because they are so scripted that they serve as almost perfect illustrations for "mental medialization". On the other hand, in politics especially portraits of defeated candidates such as "Mitt" or "Die Schulz Story" offer interesting insights.

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PP 396 Football misinformation matrix: A comparative study of 2020 winter transfer news in four European sports media outlets

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Mainstream sports journalism still sets a daily news agenda that lacks of diversity. This is basically male-oriented and focused on a narrow scope of professional football clubs and players. More often than not, the "footballisation" of sports journalism (Rojas-Torrijos, 2012) involves a football information overload that makes it increasingly difficult to separate the noise from real news. This is particularly the case of information about transfer windows that open twice per year in the major European leagues.

Despite codes of journalism ethics make explicit references to avoiding conjectures (Ramón & Rojas, 2018), speculative reporting has become a central aspect of contemporary sports journalism (Boyle, 2006). In football, a sport known for its post-truth propagation of transfer rumours, news organisations sometimes cover unverified claims, online gossips and viral content and contribute to spreading lies (Silverman, 2015) across all digital platforms.

This paper analyses the degree of misinformation in European sports media coverage about winter football transfers in 2020. To this end, a comparative study has been made to examine the ways that football reporting may respond to ethical fundamentals such as the verification and the distinction between rumours and facts, and consequently, to what extent the content published on transfer market may be speculative, misleading or even false.

To detect gossips and fake news on football transfers, we take and adapt the Matrix of Misinformation developed by the verification organisation First Draft News (Wardle, 2019) as a tool to categorise five different types of inaccuracies in sports reporting: fabricated or manipulated content, imposter content, false context and misleading content, false connection and satire or parody. We also create a transfer conversion rate to calculate how many reported rumours finally happen and become reality, which sources are more reliable and what media outlets are more accurate.

Specific purposes of this quantitative and qualitative research will comprise a sample of hundreds of tweets and pieces of news published online while the 2020 winter transfer window is open, between January 1st and 31st, by four leading sports media outlets in four European countries: _Marca_ (Spain), _A Bola_ (Portugal), _La Gazzetta dello Sport_ (Italy) and _The Guardian Sport_ (United Kingdom).

By showing and explaining the results of this comparative study, we pretend to shed more light on the ways misinformation appears in the current sports journalism practices and to what extent sports media professionals act ethically in order to improve the quality of their work and enhance their trustworthiness and credibility.

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PP 400 Sportscasters and alcohol endorsements. A content analysis of spirits drinks in radio mentions on Spanish radio

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Radio personalities as celebrity endorsers are defined as individuals who have a public recognition and use their image to align it with a product (McCracken, 1989). Source credibility model suggests that the degree of credibility of the source impacts on the acceptance of the message (Ohanian, 1990), and Elaboration Likelihood Model establishes that endorsers act as a peripheral cue and are able to shape the attitude of the recipients (Petty, Cacioppo & Schumann, 1983). Although many professionals defend the use of journalists as brand spokespersons, detractors argue that blurring the lines between journalism and advertising can be a pretext to influence recipients while violating the principle of journalistic independence. The aim of this work is to analyse the presence of sportscasters in high alcohol beverages advertising in news/talks radio stations in Spain.

The social responsibility of the media can be interpreted both in terms of "responsibility", relating to the commitment of the media to society, and "responsiveness", relating to the way the media listen to and take into account their audience. Therefore, responsibility has to do with compliance with appropriate conduct, ethical standards of procedure and accountability (Bardoel and D'Haenens, 2004). It is not in vain that trust, the raw material of media credibility, depends on responsibility, integrity and inclusion (Schmidt et al., 2019).

Our analysis is particularly relevant on account of the lack of research carried out into this topic. This is more important given that radio is considered the most reliable medium by Spanish and European people. The methodology follows a quantitative approach based on content of all radio mentions broadcast throughout 2017 on news/talk radio stations in Spain with the largest audience. The corpus comprises 355 radio mentions.

The results show that the Role of Radio personality more prevalent is the Sportscasters (93,5%) followed by Collaborators (1,7%); furthermore, only a renowned Sportscasters voiced 91,8% of radio mentions. On the other hand, we found a high concentration of this type of advertising in one out the three Radio Stations analyzed (91,8%) while other only broadcasted 3 radio mentions. The type of spirits drinks more frequently endorsed by Sportscasters were rum (55,8%) and herbal liqueur (36,6%). Finally, all radio mentions only belong to four brands and were broadcast mainly in the Evening Time slot (51,8%). Although spirit drinks advertising is not prohibited in Spanish radio (even in the EU), radio mentions voiced by sportscasters is a subject of concern. This not only affects their code of ethics when participating in a commercial message, but it is a clear example of an irresponsible behavior towards the audience in the promotion of products with a potential health risk.

PP 398 Germany and Austria, two countries divided by their national sport? Alpine-skiing and football and their outreach in social media

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Football and alpine-skiing belong to the most-practiced grassroot sports in Austria and Germany. But they also represent two of the most relevant sports associations there. The respective clubs include 7.131.936 licensed football-players in Germany and 432.433 in Austria, as well as 539.084 German and 141.475 Austrian organized skiers (see DOSB 2019: 4-5 and BSO 2020: 1-2). Furthermore, men's football and alpine-skiing may be characterized as genuine mediasports (Horky 2009: 305f). Bundesliga games and international games as well as broadcasts of matches of the respective national teams in football belong to the top most-seen TV-events in both countries, but they are also of prime importance for radio and written-journalism. The same applies to broadcasts of female and male events of the FIS World Cup and the FIS Alpine World Championships; this is particularly true for traditional classics like the Streif-downhill at the Hahnenkamm in Kitzbühel and the Kandahar-downhill in Garmisch-Partenkirchen or special events like the night-slaloms in Schladming and Flachau. The importance of such events is an integral part of popular culture (see Jacke 2004: 21). In addition, football and alpine-skiing play the role of "national sports" (see Horky 2009: 300), characterized by a "long tradition", a "ritual character" for the nation and a great importance in processes of socialization and of national identity building. Austria is known as a winter sports nation (see Kluge quoted from Bauer 2015) and skiing is understood as part of the national identity (Karner 2011). This is true for many German regions, however, *the* national sport in Germany is football. Latest since the so called *Wunder of Bern* (1st German FIFA World Championship title in 1954), achievements and triumphs are identity-building factors and important topics within the society.

Lately, social media have become increasingly important in society as well as in sports communication. Therefore, we are dealing with their diffusion and reach within the named field. Social media encourage diversity in many ways: as additional parts in "media repertoires" (Hasebrink/Popp 2006) of users, consumers and providers, as tools of organizational communication (Pleil/Zerfaß 2014: 731) and as communication-channels (Schmidt 2011: 135) for associations, clubs, athletes and fans. Proceeding from the concept of "*communicative* figurations" (Hepp/Breiter/Hasebrink 2018: 7f; Elias 1978), we will offer an analysis of the social media-acting of 1) leading football-clubs (German and Austrian Bundesliga, organizational level) and 2) leading skiers from both countries (World Cup-cadres male/female, individual level). This is based on a quantitative manual web screening (Plum 2010: 22) which is complemented by a qualitative content analysis. To illustrate the field, we beyond that give insight into two case studies: the first is dealing with the media representation of national identity in skiing-events on TV. The second presents a tested set of social media-motives of fans concerning the offerings of German Bundesliga-clubs.

The results illustrate similarities and differences on both organizational and individual level. Findings will be discussed against the background of the national contexts and identities but also with regard to the different sport disciplines, including organizational structures and socio-economic conditions.

CRC01 - The Language of Crisis Communication

PP 077 The impact of language abstraction on the effectiveness of crisis information strategies

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The majority of crisis communication research has been focused on the content of crisis communication and how it affects organizational reputation (Avery et al., 2010; Benoit, 1997; Coombs, 2007). In multiple experiments, scholars have tested and compared the impact of strategies such as the use of apologies and denials. However, the effectiveness of strategic communication not only depends on the content of a message, but also on how that content is presented. We argue that the manner in which a crisis response is put into words will determine its impact.

In only a limited number of studies have researchers stressed the importance of language choices in crisis communication (e.g., Bentley, 2015; Borden & Zhang, 2019; Wang & McGlone, 2019). The language used to put a communication strategy into specific words could affect the persuasiveness of that message, regardless of the content (Dillard, 2014). There is one language attribute in particular that holds promise in the context of crisis communication, namely language abstraction. Researchers in the field of psycholinguistics have shown that language abstraction is an important antecedent of information processing (e.g., Holtgraves, 2014; Sadoski, 2018). Even though most crisis communication research has been conducted to address reputation repair (Avery et al., 2010; Kim & Sung, 2014), this is only one of the two aims of the discipline. Before any attempts are made at restoring reputational damage, organizations in distress should first and foremost offer information to help minimize harm to stakeholders (Coombs, 2007; Sturges, 1994).

Irrespective of the type of crisis, organizations should provide stakeholders with the ethical base response; this consists of information that helps protect stakeholders against physical threats of a crisis (i.e., instructing information), as well as information that helps soothe their psychological distress (i.e., adjusting information; Coombs, 2004). While many studies have been carried out to examine the effectiveness of reputation-restoring crisis response strategies, in only a few have researchers explored how the impact of crisis information can be increased (Holladay, 2009; Kim & Sung, 2014). Those who have taken an interest in crisis information have mostly focused on instructing information with the warning that those messages often fall short in practice (Frisby et al., 2014; Wickline & Sellnow, 2013). Inadequately designed messages can hinder compliance with recommendations and directives related to a crisis and may threaten perceptions of the organizations or authorities responsible for handling it.

With this study, we wanted to examine whether and how simple changes in the linguistic approach of a crisis information message may increase its effectiveness. More specifically, we explored the influence of language abstraction on the effectiveness of a fictitious product recall message. Can relatively minor adjustments to an informative message, such as adding more detail, specific numbers, and precise timestamps, increase the comprehensiveness of a text and improve perceptions of the organization at the same time? We designed an experiment to test the impact of language abstraction employed in different crisis information strategies in order to fully establish its value as part of an overall crisis information strategy.

PP 079 "The reports about the knife-attack are still not verified...." An experiment about the use of disclaimers

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In crisis communication, there is often tension between disseminating *fast* and *accurate* information. The public has a strong need to understand what is going on, but the available information is hard to verify for news organizations, authorities, companies and other affected organizations. These difficulties may be compounded by the dissemination of rumors.

Journalism has developed a practice to solve this dilemma by using disclaimers, e.g., "unconfirmed" or "reports of." These disclaimers allow for the rapid publication of less than reliable content. Even if this is a tempting way to deal with the problem, results indicate that citizens have difficulties in drawing the right conclusions from disclaimers. While forceful disclaimers seem to work as intended in a normal news environment, news stories in crisis situations are evaluated as equally reliable regardless of whether or not they include disclaimers.

The aim of the study is to improve the understanding of how disclaimers affect news consumers by investigating 1) the effects of different terms for disclaimers, and 2) the effects of explaining the meaning of disclaimers. We also examine the effect of including disclaimers in news stories compared to not including them.

A representative sample of 2 900 respondents was drawn from the Citizen Panel, maintained by the University of Gothenburg, Sweden in the summer of 2019. The respondents were randomly distributed into eight experiments groups where the treatment differed in terms of wording of the disclaimers and explanations of the meaning of disclaimers. Respondents watched a professionally produced (by the Swedish public service news desk), but fictional breaking television news story about a possible knife attack close to the Swedish Parliament in Stockholm.

The results indicate that disclaimers worked in the sense that those who watched news reports with disclaimers evaluated the story as less credible. In relation to the research questions, there were no difference how news credibility was judged dependent on the specific wording, but credibility for the story was affected if explanations were added to the disclaimers. We found no impact on how the credibility of the sender (Swedish public service television) was evaluated dependent of the use of disclaimers.

Implications of these results in terms of theory are practice are discussed.

PP 080 How does the news media frame, cover and intervene in organizational crises? A content analysis of a bankrupt meta-organization

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Purpose: This study (in progress) analyzes the crisis-voices captured in the print media focusing on the coverage of a cooperative company in the Basque Country, Spain, as it entered a financial crisis. Based on the media storm that accompanied the crisis of Fagor Electrical Appliances (Mondragon Corporation), which included a widespread debate involving many different opinion-formers and narratives, we consider it important to investigate how the different voices interacted and whether the media coverage harmed or helped the organization's reputation and public perception.

Relevance: News frames have been shown to play a key role when visualizing and symbolizing a crisis, as people seek information and evaluate the causes of the crisis based on media coverage. Frandsen & Johansen (2017) state that the media not only cover events, but also intervene in these events. Several researchers have stressed the lack of research on crisis communication (CC) and the news media (Koerber, 2015; Olsson & Nord, 2015). Many have called for a greater connection between media-reporting and CC. To echo this call, this study provides a complementary angle to previous crisis-research by adding more framing-analysis based on a combined theoretical approach.

Theoretical approach: Drawing on different researchers (Entman, 1993; Ivenagar & Kinder 1987) based on content and discourse-analysis, one can say that an investigation that seeks to explore the interpretation of concepts, has to portray a rigorous theoretical cohesion. Our theoretical concepts and those analyzed in the study are correlated and endorsed with elements that complement each other. The theoretical key words support and guide the investigation while identifying categories in the corpus of the news-articles. Our study draws on the multi-vocal approach proposed by Finn & Frandsen (2017); on the SCCT suggested by Coombs (1995), and on the Framing theory advanced by Semetko & Valkenburg (2000). This combined approach aims to analyze the relationships and dynamics between different actors involved in the crisis.

Methodology: The news-stories are taken from four Basque and Spanish newspapers, which have been selected for their national circulation, proper geographical emphasis and ideological-position. The study has a limited time-period of one year, considering that it was during this time-span that the ten-landmark crisis-events occurred. The design of the research has followed the standard qualitative analysis procedure as well as a deductive approach which includes the elaboration of a coding-sheet with categories conforming to the research questions. All media-outlets have been coded individually according to the different category-groups of the variables and research-questions. The content analysis follows the instructions established in a codebook, and the coding instrument follows different categories. First, a group of preliminary categories are assigned for the identification, relevance, and resources used in the unit of analysis. And second, a group of categories are established to answer the two objectives of the study: (1) analyze and compare the variety of voices/dialogues participating in the rhetorical arena: the patterns of interaction and parameters of mediation (text/discourse analysis), and (2) examine and compare how the newspapers framed the crisis based on Semetko and Valkenburg´s (2000) scale of five news-frames (framing analysis).

PP 078 Argumentation in trust-repair crisis communication: Towards a conceptual integration

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The crucial and strategic role communication plays in restoring organisational trust has been widely acknowledged and investigated both in crisis communication research (e.g. Coombs 2016; Frandsen & Johansen 2016; Benoit 2016; Fuoli & Paradis 2014) and in management studies (e.g. Tomlinson & Mryer 2009; Gillespie et al. 2014; Lewicki & Brinsfield 2017).

One of the most influential theories in this research stream is certainly William Benoit's *image repair theory* (Benoit 1995), which identifies and classifies a variety of response strategies organisations can deploy in order to defend themselves and their reputation (denial, apology and mortification, transcendence, etc.). These strategies are normally conceptualised and empirically examined as isolated and fundamentally alternative plans. They are also characterised quite generically when it comes to their discursive-rhetorical features and structure. We propose to specify the characterisation of these strategies through an argumentative perspective, focusing on the patterns of claims and reasons communicated in a crisis response message in order to restore trustworthiness (see Palmieri 2009; Palmieri & Musi 2019).

In order to illustrate our point, we analyse several case studies referring to trust-repair argumentation in different contexts in which in recent years trust has arisen as a major issue: data privacy debates in the tech industry, sport and celebrity apologetic statements, and financial communications. We reconstruct the network of argumentative structures (claims, arguments and counterarguments, relations of support and attack) adopting the *analytic overview* method (Van Eemeren *et al.* 1993).

Through these case studies we show that trust-repair strategies are argumentative at two levels: (1) the response act (e.g. denial) can work as an argument justifying a trust-related claim (e.g. we have not made violation X, therefore we are still trustworthy); (2) the response act can constitute a claim justified by reasons (e.g. a denial claim like "we have not done violation x" can be supported by some sort of evidence like "we were not in the place where the violation occurred."). In other words, a trust-repair strategy can constitute both an argument justifying trust (or refuting distrust) and a claim in need for supporting arguments.

Furthermore, our analysis shows that trust repair strategies are not necessarily alternative and mutually exclusive, as two or more strategies (e.g. apology and remedy; mitigation and apology) can work together to form a complex argumentation design aimed at justifying a trust claim.

By integrating the rhetorical approach to crisis communication with an argumentative component, our approach offers analytic innovations and methodological benefits: (1) it helps elicit and analyse aspects of crisis response strategies which so far have been neglected; (2) it allows to assess the argumentative reasonableness of crisis response communication; (3) it enhances existing methods for determining the effectiveness of crisis response strategies, for example by comparing the trust-oriented reasons given by companies with the reasons for (dis)trust featuring stakeholders' reactions.

PP 081 Framing of the global plastic pollution crisis: Unravelling organisations versus global movements' recontextualization strategies

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Argument/Purpose – The critical voices raised by more and more non-governmental organisations, grassroot movements and individual citizens reveal the gradual transformation of the issue of corporate plastic pollution, traditionally limited to some specific businesses and sectors, into a permanent global crisis touching organisations of any kind. Thus, in our study we treat plastic pollution as a relevant and contemporary example of issue "exploding" or "maturing" into a crisis (Heath, 2009) and constructed as such by multiple voices in the public rhetorical arena (Frandsen & Johansen, 2017). The purpose of this study is to investigate the framing of the global plastic pollution crisis as discursively performed by two different categories of social actors, namely organisations versus global movements.

Theoretical framework – This study builds on literature on framing, issue arenas, and moral evaluations within discourse studies in order to unravel how framing and counterframing are discursively constructed by different social actors and how they recontextualize the plastic pollution crisis according to different communicative purposes.

Methodology – This study adopts a critical discourse angle to analyse three organisations - Coca-Cola, PepsiCo and Nestlé – in comparison with the issue-focused global movement of *#breakfreefromplastic*. The three corporations were chosen because, despite their public commitments to take corrective and future preventive actions, they have been repeatedly accused of being among the worst plastic polluters (Greenpeace, 2019). The analytical focus transcends the monomodal context of textual approaches and is directed to the specific discursive recontextualization strategies, namely moral evaluations, that appear in the multimodal website communication of these different social actors. Moral evaluations are a key aspect of the way discursive practices legitimize or delegitimize certain social practices (Van Leeuwen, 2018).

Results – Preliminary findings suggest that the systematic recurrence of specific evaluative strategies performs a double macro-function in framing the global plastic pollution crisis: on the one hand, this recurrence organizes discourses through its presence or absence; on the other, it indicates the specific moral significance of particular aspects of the recontextualized social practices by conferring legitimacy to certain remedial actions and/or by disclosing the illegitimacy of deviant actions.

On the whole, results reveal how moral evaluations are fundamentally implicated in the discursive meaning-making processes through which different actors frame their social practices related to plastic pollution. Evaluation allows the framing process to carve out not only different social actions but also to point to certain attitudes and reactions that the readers/viewers are expected to have when interacting with the respective webpages.

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CRC02 - Challenges in the Communication of Science, Risk, and Trust

PP 175 Building distrust: The contribution of marginalizing and silencing vaccine 'hesitant' parents in creating a global health crisis

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Disease outbreaks like Ebola, MERS, or SARS are predictable but not always preventable problems. However, the global growth of measles is completely preventable as the immunization for the disease is readily available and effective. Yet, so is the growing global anti-vaccination movement with misinformation about vaccination risks spreading across social media like wildfires – risking leaving destruction in its wake. Yet, in the wake of this disinformation spreading there is a growing population of vaccine hesitant people, especially parents, that the World Health Organization (2019) identifies as one of the top ten threats to global health.

For a time, anti-vaccination advocates were treated much like those who argue the earth is flat – they were dismissed and mocked, but there was seemingly little attention paid to the underlying questions and arguments about vaccinations raised; there was no clear response strategy to the attacks on the safety and potential unintended consequences of vaccinations. Now that we are facing a global health crisis with measles, the mockery has taken a darker turn with anyone questioning the veracity and safety of vaccinations being silenced as having illegitimate questions or concerns. Yet, where does this leave the vaccine parent genuinely trying to make the best decision for their child?

In this presentation we use the lenses the rhetoric of silence and marginalization to try to answer that question by focusing on cases in Australia, New Zealand, and Samoa where these parents and anti-vaccination campaigners were negatively labelled as 'bad parents', 'village idiots', and part of a 'pro-death movement' to name just a few of labels used. For example, in Samoa, the Prime Minister criticized parents for seeking treatment from traditional healers ignoring an emergent climate of distrust in the community following the deaths of two Samoan children from the misapplication of the MMR vaccine.

We use these cases to highlight that the global conflict between the vaccine hesitant and those in the medical establishment, government, and public supporting childhood immunization is not simply a dispute between those who are irrational versus those who are more knowledgeable; rather, it reflects the changing nature of information seeking on health care issues along with the development of a climate of distrust fueled by insults and disrespect. We use this analysis to evaluate the health risks of marginalizing and silencing dissenting, and even incorrect, attitudes and opinions. Our analysis reveals that rather than creating an environment where information can flow, where well-intentioned parents can ask critical questions, an environment has been created where their questions are delegitimized and their intentions demonized. From a risk management perspective, we argue that not only is this counterproductive but is irresponsible. We argue that a different approach is required and suggest that in order to re-engage the vaccine hesitant, we must focus on re-building trust in order to build a safe and promising future.

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PP 174 Understanding communication-related vulnerability and resilience in crises

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The concept of social vulnerability has been increasingly applied in recent disaster and emergency management literature (Krüger, 2019; Tierney, 2019) but is yet to be fully developed for the fields of risk and crisis communication. In this paper, we put forward a novel heuristic framework for understanding how communication-related factors may affect people's vulnerability and resilience – their ability and capacity to respond to and recover from crises.

Communication is typically regarded by crisis managers as a management instrument that serves organisational goals (Coombs, 2018). For those affected by a particular crisis, communication essentially involves meaning-making (Boin, et al., 2016) that potentially helps to take steps to minimise the impact of the crisis. In our study, we treat communication in its various guises as one of the variables that may either increase or decrease people's vulnerability to crises.

We identify sets of individual, social/structural, and situational factors of vulnerability that shape how people access, understand, and act upon information about risks or crises (Hansson et al., 2020, 2021). We note how the increasing use of social media has created new avenues for building resilience (e.g., dialogic communication between crisis managers and affected groups; emergence of support networks online) but also deepened some vulnerabilities (e.g., broad and instant diffusion of false and harmful information during crises; digital divide and possible discrimination of some disadvantaged groups).

Our study is part of the large-scale Horizon 2020 research project BuildERS (buildersproject.eu) that seeks to improve people's resilience to various natural and human-made crises by strengthening the social capital, risk awareness and preparedness of the most vulnerable segments of societies. The study covers recent cross-country survey data and insights about the communicative behaviour (e.g., information seeking habits, social media use, trust in media sources, proneness to be affected by false information) among European populations, a multidisciplinary review of scholarly literature, and case studies on notable crises, such as the 2011 terrorist attack in Norway and the 2013 floods in Central Europe. In conclusion, we provide concrete policy recommendations on how to minimise communication-related vulnerabilities in future crisis contexts.

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PP 176 Naivety or carelessness? A study on individuals' resistance to health risk communication and health risk prevention

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Argument/Purpose – One of the greatest challenges in risk and crisis communication is individual message resistance. This study addresses the fundamental but still unanswered question of why and how individuals prefer not to modify their risky behavior despite their awareness of a risk and its negative consequences, which jeopardizes risk communication efforts and outcomes. This study focuses on individuals' resistance to health risk prevention and takes point of departure in a new theoretical framework (Jin et al., 2019) which unravels intertwined psychological factors, that is, risk message fatigue, risk tolerance, and risk desensitization. The purpose is to contribute to health risk communication, acknowledged as a research and practice area central to ECREA's Crisis Communication Section and essential to the well-being of individuals and communities and the success of health-related organizations and the entire healthcare industry.

Theoretical framework – This study builds on risk communication, health psychology and health behavior literature to describe the three previously mentioned psychological factors, and to investigate their linkages. The authors respond to the call for more studies able to elucidate the dimensions of risk perception and the obstacles that make the relationship between individuals' perceptions and health related behaviors problematic (Haukenes, 2004; Rudisill, 2013; Slovic, 2019).

Methodology – This study is part of a larger cross-national research project involving U.S., Italy, and Australia. A survey among a nationally representative sample of U.S. adults has been already carried out. To further test the model and compare its results to the U.S., data will be collected through a survey among a nationally representative sample of Italian adults. The survey will help explore: 1) individuals' health risk tolerance; 2) individuals' degree of fatigue felt towards health risk messages; and 3) how health risk tolerance and message fatigue are associated with individuals' refusal to take expert-recommended actions.

Expected findings – Results will shed light on the factors and psychological mechanism that negatively affect individual risk prevention actions and health communication outcomes. Findings will help draw implications for advancing risk communication theory, and provide practical insights useful for public health organizations and health communication practitioners as they strive for more effective message design (CDC, 2019; So & Alam, 2019).

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PP 172 Why representative studies are not enough. A call for mixed-methods to generate in-depth insights into the trust relationship between citizens and scientific institutions. A meta-analysis

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Representative population surveys are an important instrument for measuring public trust. Surveys can be used to measure the public opinion or to test hypotheses generated by fieldwork (Roosli, & O'Keefe, 2016: 144). Regarding risk communication, surveys enable insights in the knowledge about/perception of specific risks of the public or certain vulnerable groups. This allows a comparison with the assessment by risk authorities. Differences in risk assessment by citizens and risk authorities can influence public trust, especially if the public is more concerned about a specific issue than the authorities. To establish trust, risk communication therefore has to take these differences into account. A mixed-methods approach can offer an in-depth understanding of how trust is built or why interviewees trust some organisations more than others. Whereas quantitative research sheds light on statistical relationships (Yardley, & Bishop, 2015), qualitative research opens up for explanations of the findings by interpreting the data, identifying dynamics and contextualizing the results.

This study is designed as a meta-analysis of published consumer surveys in Germany and on EU-level regarding trust dimensions and perceptions of citizens focussing on health-related topics of consumer protection. The aim of this study is two-fold: First, the study explores common topics of the survey items, analyses which items would allow for digging deeper by using a qualitative approach, looks for contradictions in the findings and explores which method allows for explanations. Second, whereas past meta-analyses of surveys wanted to combine results of different single survey studies (Čehovin et al., 2018; Rao et al., 2008), this study focuses on the gaps of descriptive data. Hence, this meta-analysis underlines why/how a mixed-methods approach is an important factor for not only identifying whom people trust via quantitative surveys but also helping to identify qualitatively what constitutes this trust.

It is, first, hypothesized that trust will be explicitly and implicitly an integral part of these kind of surveys. Second, there might be seemingly conflicting results. A qualitative follow-up would explore these findings within socio-demographic groups answering questions about consumers' knowledges, practices and norms. Overall, a meta-analysis will identify gaps which can be filled by qualitative methods. Embedding surveys into a mixed-method design helps to deepen the understanding of public trust and to develop communication strategies increasing trust in state authorities as well as academia building a safe and sustainable future.

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PP 173 Institutional rules, practices and experiences in handling misinformation in disaster management

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The role of communication in preventing and managing emergency situations has been thoroughly studied (Coombs, 2019; Wu et al., 2017) but the effects of the spread of misinformation (incl. in social media) on risk and crisis management needs more scholarly attention (Choy & Chong, 2018; Del Vicario et al., 2016). In this study, we work towards a systematic comparative understanding of the practices of handling misinformation in the emergency management systems in Europe.

In crisis context, misinformation may distort people's risk perceptions and put them in greater danger. To better understand institutional coping with misinformation in crisis preparation and management, we analyse how different institutions concerned with crisis management conceptualise misinformation and what are their experiences in handling it. We have collected and synthesised information about the crisis communication systems and practices in 8 European countries (Estonia, Finland, Sweden, Germany, Norway, Belgium, Italy and Hungary), including insights from 95 expert interviews with crisis managers and a document analysis of relevant policies, regulations, and official guidelines.

The study unveils new opportunities for re-evaluating institutional rules and practices and enhancing risk communication in ways that would grant better preparedness and responses to crises by institutions as well as the members of public.

This work is part of the large Horizon 2020 research project BuildERS (buildersproject.eu) that seeks to improve people's resilience to various natural and human-made crises by strengthening the social capital, risk awareness and preparedness of the most vulnerable segments of societies.

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PP 266 Political actors, the news media & interpretational power. The "refugee crisis" narrative in European and sub-saharan African host countries

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The infamously dubbed *refugee* or *migrant crisis* has profoundly transformed the political and social landscapes of many countries. In various European countries we have observed a rise of right-wing political parties, who have shifted from the political margins into the centres by effectively endowing the refugee issue with their anti-immigration stance (Barlai, Fähnrich, Griessler, & Rhomberg, 2017). Highly institutionalised political actors, thus, face high pressures to publicise their positions regarding irregular immigration. They have strong incentives to generate visibility, legitimacy and support resp. consent to secure or gain political power by entering the media discourse.

This provokes questions about the relation and effects between *interpretational sovereignty* of actors and *the media* concerning political issues: Which actors successfully voice their opinion? Which actors get to define the issue and suggest solutions? What role do the news media play regarding the allocation of interpretational sovereignty?

This dissertation thesis follows two objectives: Firstly, it aims to establish a theoretical model that combines framing with hegemony theory to integrate (discursive) power structures in the context of political communication. The model uses the concept of *hegemony/hegemonialisation* based on Adler (2015) and Laclau & Mouffe (2014), discussing the role of the news media in the *allocation of interpretational sovereignty*. It aids to conceptualise discursive power dynamics amongst (political) actors and the media, following assumptions that crises evoke public struggles for interpretational sovereignty over causes and remedies (Entman, 2007; Laclau & Mouffe, 2014).

Secondly, the empirical validity of this model is tested by examining *how political actors and the news media in sub-Saharan African and European refugee hosting countries discursively construct the Refugee Crisis* and *which of these actors are granted (interpretational) dominance within the media discourse by use of their narrative constructions (frames)*.

It investigates the interpretational power of political actors, who participate in the *refugee crisis* public debate in European and Sub-Saharan African main host countries (Uganda, Kenya, Germany, France; UNHCR, 2017). The comparison between these countries refers to the overall persistent geopolitical hierarchy and historical imbalance of economic resources between states of the Global South and the Global North.

To assess how and with which frames certain actors are hegemonialised in the context of the alleged *refugee crisis,* a content analysis is conducted.

The aim of this contribution is to present both theoretical conceptions as well as preliminary findings regarding the role of news media in the allocation of interpretational power of political actors in times of crisis, such as the refugee crisis.

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CRC03 - Cultural, National, and International Complexities in Political Crises

PP 265 The Americanization of European election campaigning requires a reform of political scandal management

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Where different opinions meet, conflicts arise. This applies in particular to social decision-making processes with political relevance. During elections, conflicts become visible that directly influence the societies perspective on the actors (Eisenegger, 2016; Imhof, 2002). Because of their office, politicians enjoy an advance of trust given by voters, which can be damaged by a scandal. Therefore, trust management as well as reputation- and scandal management are important instruments of political communication.

Due to the influence of the Americanization on European election campaigns (Plasser, 2000), leading candidates got into the focus of news coverage. Concerning this development, the increasing use of negative campaigning (Althaus, 2002), causes a vulnerability of the leading candidates, on whom the moral pressure is even higher than at any other time (Burkhardt, 2015; Hondrich, 2002; Neckel, 2005). The modernization of election campaigning includes an increased usage of social media campaigns (Sarcinelli, 2011). This offers communication channels, where information can be distributed without a preselection by journalists to a wide audience. But, also populist messages, accusations and scandalizations can be shared extremely fast by opponents or critics. Further research analyzed manipulation by bot armies, sharing a certain opinion to influence the online discourse shortly before the elections (Ferrara et al., 2016).

Hypothesis: Because of the personalization and modernization of election campaigning, leading candidates are more susceptible for scandalizations than before. Due to fast communication channels, the reaction time in case of a denunciation got shorter. Therefore, scandal management should be adjusted and be part of political communication especially during election campaign.

To analyze the use and impact of scandalizations within election campaigns, the development, especially the increased social media use and the need of scandal management, communication strategists of the leading parties in Germany since the German reunification are interviewed about the medialization of election campaigning, scandalizations and countermeasures. The results give an historical overview about the use of scandalization during German election campaigning and highlight the need for a modernized scandal management.

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PP 268 J'accuse: Values incompatibility and inter-group conflict in the aftermath of terrorist attacks

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Terrorism arouses strong emotional responses that are often directed out to other social groups, such as victims, perceived perpetrators, and leaders (Lin & Margolin, 2014; Nugier et al., 2016). Typically research analyzes these dynamics in terms of conflicts between established, well-defined groups such as "foreigners" and "citizens," dividing a nation into a generic "us", that is the targeted nation as a whole, and a generic "them" or the perpetrators (Van Assche and Dierckx, 2019; Nugier et al., 2016. Mathyi, 2007). However, these simple dichotomies overlook the complexity of relationships within groups that are attacked. For example, terrorist attacks are often carried out by citizens of the nation targeted, and often with support of sub-groups that seek a change within that nation. It is thus misleading to conceive of them strictly as "out-groups."

This paper introduces a new way of theoretically approaching responses to terrorist attacks by defining sub-groups within the targeted group in terms of their values. Using Schwartz's (2008) theory on basic human values and the work of (Bauberot , 2015) on the concept of laïcité, we argue that the socially dividing and destabilizing power of crisis, such a terrorist attack (Waxman, 2012) reveals significant value-based intergroup conflicts and value disparities that we might not easily observe under normal circumstances.

We then explore the dynamics of value-based group responses to terrorist attacks in an empirical setting: the 2015 attacks in Paris. We first define 4 groups based on the existing legal and cultural definitions of the concept of laicite in France (Bauberot, 2015). We then code these definitions in terms of the main values they represent. We then identify French opinion leaders representing these groups (N=64), through listing politicians, journalists and intellectual who were frequently invited to speak on the issue of integration and laicite on French Mass Media (Charaudeau, 2015). To assess their reaction to the attacks, we examine the tweets of these opinion leaders in the immediate and medium-term aftermath of the attacks. In particular, we focus on the opinions they expressed toward groups involved and/or impacted, implicitly or explicitly by the attacks. Our results show that the hostility caused by acts of terror goes beyond the usual "us" and "them" narrative. We find a fierce reciprocation of negative sentiments between groups with opposite values. Also, we find Muslim French to harshly judge the perpetrators more than any other group did.

PP 267 Journalists and online users on the "refugee crisis". Differences and interrelations of crisis attribution and attribution processes

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As the call for papers states, citizens are facing societal challenges that institutions and politicians seem to fail to address. Global migration is one of those challenges. In 2015, the EU was facing over 1.3 million asylum seekers (UNHCR, Eurostat). Pictures of refugees drowning in the Mediterranean Sea and overflowing refugee camps dominated media coverage, illustrating the failure of the politicians and institutions responsible. The failure of routines – to the extent of a perceived system breakdown –, the subsequent insecurities and loss of trust in institutions and the established political system and societal values, are core elements of a crisis (Seeger, 2008). In Germany, issues about migration were soon referred to as a "refugee crisis". In the public debate, established societal values were doubted and in following elections a far-right, anti-migration party gained a significant percentage of votes. This profoundly addresses the responsibilities of the media.

As crisis features are also news values, journalism is prone to emphasize those aspects (Benthall, 1993). In regard to audience effects, the social psychological attribution theory states that negative and impactful events trigger attribution processes (Bohner, Bless, Schwarz, & Strack, 1988), including emotional responses like anger and blame (Weiner, 1995).

Recent studies also show an increased hostile media effect concerning the topic of migration in Germany (Arlt & Wolling, 2016), demonstrating a loss of trust in journalism. This study analyzes the effects of crisis reporting on migration to the EU on audience perception. A content analysis of a random sample of 700 online and print articles of five national and two regional German newspapers between January 1, 2014 and December 31, 2016 including the search terms "migration" and "asylum" as well as the available user comments of these articles on the newspapers website and on Facebook (N=1087) was conducted. Even though users that comment on news articles show very specific characteristics, user comment sections provide ordinary citizens with a public space for debate and provide researchers with a valuable access to audience perceptions (Ziegele, Springer, Jost, & Wright, 2017).

In line with the assumptions of attribution theory, the data showed that articles that emphasize crisis features have higher user interaction, more causal attribution, and higher emotional reactions. Moreover, the main topic of the article showed even stronger effects on those variables. Considering the differences between articles and user comments, it showed that topics, issues, and protagonists discussed by journalists were much more diverse than those of users, who mainly discussed politicians and political solutions. This counters the criticism that media simplify the debate and shows other interrelations proposed by attribution theory, e.g. the favoring of external attribution under specific circumstances. The paper will give deeper insights into the relations between crisis attribution and attribution processes. Furthermore, the paper will provide recommendations for journalists and communication professionals on how crisis communication can help maintain trust and support, and attenuate insecurities in times, in which institutions are in demand beyond their capacities.

CRC04 - Mediated Crises - Challenges for the 21st Century

PP 337 Anatomy of the crisis. From social media controversy to brand boycott

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Our paper aims to shed a light on the way practice of crisis communication can contribute to the building up of the knowledge about crisis in social media. Starting from the idea spread in the literature that the practice of crisis communication is ahead of research when it comes to social media (Coombs, 2008), we seek to explore the crisis onset and the importance that its trigger has in the further spread of the crisis. As widely acknowledged, social media platforms give audiences the necessary means to engage in conversations about brands and empowers them to being reluctant and call for boycott. Thus, social media enables negativity and turns the user into an agent. As existing models for assessing crises on social media are built around investigating the high influence that the information form and source have upon the development of the crisis (Liu et al, 2011; Schultz et al, 2011; Jin et al, 2014), the issues behind the trigger of the crisis and to the message itself seem to be overlooked. In this light, we aim to discuss the issues that brands encounter in social media when confronted with events leading to controversies in social media that may grow into a crisis.

Based on a qualitative methodology, our study explores two well known cases that caused a high level of controversy in social media: Barilla's crisis with Adverts for traditional family and H&M's crisis with _Coolest monkey in the jungle._ By analyzing the coverage, conversations, images and memes regarding the two cases, we further seek to build a framework for understanding the anatomy of the problem. By doing this, our paper will both point out a gap in the literature and propose a framework for spotting events that turn into crisis.

Key words: social media crisis, crisis framework, social media controversy, crisis anatomy

PP 338 "The (un)happy chicken" (para)crisis – a national view on sub-arenas involved in managing reputational threat

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On March 21, 2019 a Romanian woman made a complaint on her Facebook page against a product of Agricola International, a Romanian poultry meat company. The woman claimed that the chicken's color faded away after letting it in water with salt, thus expressing her anger towards the company which advertised the "happy chicken" as a way "to rediscover the old taste of the traditionally raised chickens". This Facebook post may be labeled as a paracrisis event since it represented a reputational threat for the Romanian company. Paracrises have a public element, by being on display for other stakeholders who may also charge the organization with irresponsible or unethical behavior (Coombs, Holladay, 2012). The high number of shares (25 k) and reactions (9.4 k) of this single post shows that a rhetorical arena opened where "voices of crisis communication receivers" (Coombs, Holladay, 2014) could be heard. One important voice was the Romanian company. The same day the paracrisis occurred, Agricola posted a first reply on the Facebook page. Using refutation as its primary communicative response strategy (Coombs, Holladay, 2012), the company defended itself against the woman's claim. During the following days, Agricola posted the reports of various national authorities, all of them showing that "the happy chicken" was validated in compliance with the highest quality norms of the entire production chain. At the same time, it was mentioned that the fading away of the color was caused by the chemical reaction between the salt and the chicken epidermis.

Using a rhetorical arena approach (Frandsen, Johansen, 2017), formed of various sub-arenas (Coombs, Holladay, 2014), we will provide a national view on crisis communication in social media through investigating the organization's responses and the online users' reactions toward various social actors involved in the "(un)happy chicken"(para)crisis.

We will provide a content analysis in order to evaluate three sub-arenas: the organization's Facebook page (Agricola International posts) and two Romanian influencers' social media pages (Ciprian Muntele's culinary blog posts and Silviu Iliuta's Facebook posts). Using the social-mediated crisis response strategies (Liu et al. 2012), we determined what strategies Agricola International employed on the accommodative to defensive continuum. The online users' comments were assessed either as favorable (sympathy, trust etc.), unfavorable (anger, contempt, guilt, or schadenfreude) or neutral reactions (McDonald et al., 2010; Coombs, Holladay, 2014 etc.).

Agricola used ingratiation, excuse and endorsement as the first three most salient social-mediated crisis response strategies. The company positioned itself as an information-provider by bringing explanations for the crisis thus trying to limit its responsibility. By praising online users' comments and opinions and by mentioning third-party support throughout this crisis, Agricola seems to have understood the importance of dialogic content. The appropriateness of the Romanian company's crisis responses could be related to the salience of the reactions embedded in the comments within the sub-arenas (contempt toward the challengers, sympathy, anger and trust toward Agricola). The effectiveness of this crisis management was awarded the golden prize for excellence at the 2019 Romanian PR Award (the crisis communication & risk management section).

PP 340 20 years of crises – an automated longitudinal content analysis of media coverage of crises in Switzerland 1998 - 2017

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The media plays an important role in the dissemination of information about crises. By framing an event as a crisis, they also influence if people consider it a crisis or not (Schranz & Eisenegger 2016). Media furthermore tend to seek guilty parties, especially in the case of preventable crises (Coombs 2012). Leading quality media like the New York Times, the Guardian or Neue Zürcher Zeitung (NZZ) in Switzerland are especially influential in defining the agenda and perception of the public. They are read by opinion leaders, act as point of reference for other media outlets and reach a global audience. Despite the important role of news media in general and leading quality media in specific on the perception of crises by the public, few studies comprehensively analyze news coverage of crises over a longer period of time. We address this research gap to find out which crises and types of crises preoccupied the Swiss public in the past 20 years. The study aims at answering the question to what extent crisis semantics expand into media coverage and, if an increasing mediatization of crises (Schranz & Eisenegger, 2015) can be observed. We look at coverage of crises in the leading Swiss media outlet NZZ and analyze (RQ1) if coverage of crises has gained importance over time, (RQ2) which topics and themes are prevalent in news coverage of crises, (RQ3) and how they have evolved over time.

Our sample included full text media articles from 1 January 1998 to 31 December 2017 containing the word crisis (German: *krise*) in their title (n = 4,794). The selection of articles based on their titles made sure that the primary topic of the article dealt with a crisis. The media articles were accessed through the Swiss Media Database. In addition, we determined the number of articles published in NZZ for every year. We then applied a topic model based on LDA (Blei, Ng, & Jordan, 2003) to our text corpus using the "topicmodel" package in RStudio. We ran a perplexity test and identified 24 topics as best fit for our text corpus. We afterwards categorized the topics to overarching themes (economic, political, and organizational crises).

First results show that the share of crisis news coverage (crisis coverage in relation to total amount of coverage) reached a peak in 2008 following the subprime crisis and further financial turmoil and remained higher than before the crisis in the subsequent years. This finding seems to confirm prior research on the increasing mediatization of crises. The central topics we identified evolved around political conflicts (e.g., Mideast conflict), the economy (e.g., subprime crisis) and organizations (e.g., grounding of the Swissair). More surprisingly, crises of sports teams and athletes was a topic of its own. In a next step, we will conduct qualitative content analyses to provide more context and allow for a deeper understanding of the most prominent topics.

PP 339 The trustworthiness of social bots in the context of corporate crises: An experiment among Twitter users

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The increasing activity of social bots on social network sites is challenging research and practice. As social bots imitate human profiles, they have the potential to manipulate attitudes and to shape users' trust (Boshmaf et al., 2013; Ross et al., 2019). Although there is a growing body of studies on social bots, there are several research gaps. First, research on social bots mainly focuses on political opinion making (e.g., Bessi & Ferrara, 2016; Keller & Klinger, 2019; Yan et al., 2020). Implications for crisis communication are rare although building trust and coping with the social web are currently the most important strategic issues for communication managers (Meng et al., 2019; Zerfass et al., 2020). Second, some studies point out that bots are dangerous due to the problematic distinction between bot and human agents (e.g., Edwards et al., 2014) while others highlight that bots are ineffective due to a lack of social capital (e.g., Murthy et al., 2016). Overall, research has not sufficiently considered the users' awareness of bots on social network sites. This study therefore sheds light on the trustworthiness of social bots in the context of crisis communication with special regard to the users' awareness of social bots. Specifically, the focus is on the activity of social bots on Twitter, which is an effective information source especially during corporate crises (Gruber et al., 2015; Xu & Wu, 2015). Finally, a 2 x 2 experimental design was developed. Based on an invented plane crash, it was examined whether a bot or a human agent tweeting about this incident is more trustworthy (RQ1) and how the awareness of social bots affects their trustworthiness (RQ2). The participants (n = 157) were randomly assigned to four experimental groups. While two groups saw a human profile, the two other groups received a bot profile. One of each group was sensitized to the presence of social bots on Twitter. Trustworthiness was operationalized following Kelman (1961) by perceived credibility (character, competence, caring) (McCroskey & Teven, 1999; Cronbach's α = .89), perceived social influence (similarity, authority, coercion) (McCroskey & McCain, 1974; Cronbach's α = .67), and perceived social attractiveness (Schwenk, 2009; Cronbach's α = .76).

The results indicate significant differences between the groups with regard to the profiles' overall credibility ($F(3.15) = 5.12$, $p < .01$), social influence ($F(3.14) = 4.71$, $p < .01$), and social attractiveness ($F(3.15) = 4.24$, $p < .01$). Regardless of the sensitization, the bot profile was less credible than the human profile. Looking at the profiles' influence and attractiveness, the results point out that sensitization contributes to social bots being perceived less influential and less attractive than human profiles. The findings suggest that the awareness of social bots helps users to distinguish between bot and human agents. In contrast to previous research, the results relativize the assumption that social bots are dangerous due to the difficult differentiation between bots and humans and support the conclusion that they lack social capital for manipulation at an individual level.

CYM01 - Adolescents, smartphones and parents

PP 013 Adolescent well-being and the concept of 'screentime': Valid measure or blunt instrument?

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During the last years numerous reports have been published about the rising prevalence of psychological ill-being among youth around the world (e. g. Choi 2018). The ensuing debate has discussed the explanations for this rise, suggesting for example that increasing awareness of mental health problems and help-seeking behaviour among parents and children might be part of it, along with an actual increase in prevalence due to changing societal circumstances. The expanding media landscape, the ubiquity of social media and smartphones in everyday life have been suggested as possible main causes (e. g. Twenge 2017). Lately, an abundance of studies on the relationship between media use and psychological ill-being has been published, and the concept 'screentime' has become a sort of buzzword in public debate (e. g. Stiglic & Viner 2019; Orben 2020). This paper will problematise the usefulness of the concept of 'screentime' and discuss the relationship between time spent on media and adolescents' own understanding of it, by means of an extensive survey about media use and psychological well-being among Swedish adolescents.

The study is based on data regarding media use among 960 13–18-year old adolescents collected by Statistics Sweden for the Swedish Media Council's biannual report _Kids & media_. The selection was based on a simple random sample stratified by age and the total response rate was approximately 32 %. Some results from an earlier data collection in 2018 will be used for comparison. This paper focuses on mainly three survey questions, answered by the children: _Self-reported well-being:_ An index constructed from 10 questions regarding self-perceived psychosomatic health.

Media consumption: Self-reported daily use of digital games, mobile phone and social media.

Attitudes towards own media use: Respondents were asked whether they found they spent "too much time", "just right" or "too little time" on digital games, mobile phones and social media.

Results indicate that correlations between 'screentime' and well-being are weak. Nevertheless, higher proportions of adolescents with impaired psychological well-being think that they spend "too much time" on media, while adolescents with better well-being more often answer that the time they spend on media is "just right", even when their media use is on the same moderate or low level. These results suggest that what one think is "too much" may be influenced by other factors than the actual time spent on media. Some of these other factors might be the social norms surrounding media use – expressed in the concept of 'screentime' – influencing the relationship between media use and psychological well-being.

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PP 010 Smartphones and well-being: A randomized controlled trial of a media education program in high schools

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Research topic. Since the second decade of this century, media landscape in industrialized countries has changed dramatically with the massive diffusion of smartphones. The pervasive use that adolescents make of smartphones can become compulsive and lead to negative repercussions on aspects of their social relations, time management online content management and overall wellbeing. Moreover, problematic uses of smartphones and their related consequences vary in intensity depending on users' gender, with females more prone to problematic smartphone use. In this context, the "Digital Well-being - Schools" project developed and delivered an innovative media education training package for teachers, evaluating its impact on students through a rigorous counterfactual approach.
The training package. The research team, supported by a steering group made up of experts in the field of media education and experienced teachers, developed a teachers training course to be delivered as blended learning (a mix of in-person and online training). The training course comprised four modules covering the main areas of the European Digital Competence Framework for Citizens (DigComp 2.1), with a focus on time and attention management in a smartphone mediated environment and capital enhancing online contents management. After each training module, the course required teachers to carry out a "media awareness experience" in their classrooms. At the end of each experience, the class chose a "good digital habit" to be performed inside and outside of school for the rest of the year. Families were also involved by means of videos and evening awareness meetings.
Methodological design. The efficacy of this training initiative was tested in a cluster randomized controlled trial during the 2017-2018 academic year, involving teachers of all 10th-grade classes of 18 high schools located in the Lombardy Region. In total, 3,361 students in 171 classes were randomly assigned to a treatment or a control group and monitored for the entire academic year. The impact of the initiative was evaluated on the following sets of outcomes measured at the student level: perceived teacher support in the use of digital media; Time and attention management (smartphone pervasiveness and problematic use); Online content management (digital skills and capital enhancing Internet and digital media use); general well-being.
Findings. The program was successfully implemented and the experiment's validity was preserved. Treated students reported increased teacher support in the use of digital media at the end of the year. Moreover, they reported a significant decrease in smartphone pervasiveness and problematic smartphone use, with girls showing larger - albeit moderate - impacts also on their digitals skills and a beneficial effect on general well-being compared to males. These results leads to the conclusion that improving time and attention management with mobile media represent the most promising field of work for media education interventions. This evidence is particularly relevant also because it establishes a causal path connecting adolescents' problematic smartphone use and general well-being, a rather debated issue in the literature.

PP 011 Reevaluating parental surveillance: Monitoring children in the age of fear and risk

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Recent trends in surveillance studies point to a shift from top-down surveillance by states and corporations – commonly associated with power and manipulation – to participatory surveillance (Albrechtslund & Lauritsen, 2013), whereby ordinary people monitor and track each other. Scholars use various terms – from lateral surveillance (Andrejevic, 2004) to peer-to-peer monitoring to intimate surveillance (Leaver, 2017) – to emphasize the voluntary, even empowering nature of new surveillance practices. Others suggest a different, more critical framing, according to which surveillance industries are now targeting the sensitive domain of personal relationships (see Timan & Albrechtslund, 2018).

A prominent manifestation of this shift is the growth of digital parental surveillance, which is becoming the norm, even a central characteristic of modern childhood (Fotel & Thomsen, 2004). Consequently, research on parental surveillance commonly focus on the children, aiming to understand how they experience it and what might be the consequences on their long-term social skills, independence, resilience, and trust. However, parents' perspectives, experiences, and motives have received little scholarly attention so far.

This study focuses on parents. Through reflexive thematic analysis (Braun and Clarke, 2006) of 24 semi-structured in-depth interviews with mothers of middle and high-school children, it asks **how they understand, explain, and negotiate their surveillance ideology and practices and what is the socio-cultural imagery that motivates their decisions and actions regarding parental surveillance**.

Theoretically, these questions grow out from two societal trends. First, parental surveillance is increasingly coupled with notions of care, protection, and responsibility (Rooney, 2010). Such framing suggests that responsible and loving parents surveil their kids while a more permissive parenting equals neglect and irresponsibility. Therefore, many parents struggle with the fear of being seen as neglectful versus the will to provide independence for their children (Barron, 2014; Malone, 2007).

Second, motivated by a spreading "culture of fear" (Furedi, 2006) and "politics of fear" (Altheide, 2006), society redefines childhood in ways that facilitate and legitimize new surveillance regimes. The ways parents perceive and manage risks facilitate the creation of risk-free environments, but more importantly – encourage parental styles that value restrictive control (Rooney, 2010; Stephenson, 2003). **Drawing on these two points, this study asks how mothers negotiate their own parental surveillance vis-à-vis the triangle of fear-protection-control.**

Influenced by this triangle, surveillance scholars commonly attribute parental surveillance to particular parental styles associated with over-control, over-involvement, over-protection and other unhealthy forms of over-parenting such as authoritarian parenting or helicopter parenting (see Bettany & Kerrane, 2016). Other, more healthy types of parenting such as Diana Baumrind's authoritative style (Baumrind, 1966, 1967) are ruled out altogether from discussions about parental surveillance.

This study concludes that the claimed relationship between digital parental surveillance and specific parental styles flattens the complexities of this relatively new phenomenon. By distinguishing between different types of parents who monitor their children rather than between those who monitor and those who do not, this study problematizes parental surveillance and argues that digital parental surveillance is complex and multifaceted, and might reflect different relationships between parents and children.

PP 012 Mapping the teens' practices, uses and metaphors on YouTube

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This study focuses on one of the outcomes of Transmedia Literacy Research Project (European Union's Horizon 2020) on teens, transmedia skills and informal learning strategies. The project was carried out in eight countries from Europe, Latin America and Oceania between 2015 and 2018. A multi-method approach was used in the study (1633 questionnaires, 58 creative and participatory workshops, 90 media diaries, 311 in-depth interviews, and observation of eight online communities) to explore what teens are doing with media an how they learn to do it. In this presentation, we will explain the main outputs related to the practices, metaphors, and uses teens make of YouTube. YouTube occupies a central role in the media life of teens (Ito et al., 2010; Pereira, Moura, & Fillol, 2018). During the data-gathering phase of the research, it was clear that teens could approach YouTube as a key space of their media diet and, in some cases, as their main source of information. YouTube is for many teens the main search engine. It is a platform that offers teens not only entertainment but also generates a sense of community and can be an informal learning space for them.
Taking into account the important role YouTube plays for teens, this study aims are:

- To present a map of the most relevant teen YouTube uses and practices;
- To identify, describe and analyse the most relevant metaphors of YouTube detected in teens' discourses.

Studying teens' practices and uses within a platform like YouTube offers a universe of possibilities for understanding these social phenomena. Therefore, we present a map of the uses and practices teens make of YouTube and the metaphors that emerge when teens put these uses and practices into discourse. Five YouTube uses were detected: radiophonic, televisual, social, productive and educative. These uses vary according to the practices performed by teens and how they are related to the logics of the YouTube platform. Moreover, the identified metaphors show the ways teens' uses are related to their everyday routines and the way they integrate the YouTube platform into various dimensions of their daily life, such as their media practices, and the way they acquire knowledge and skills.

Keywords: YouTube, teenagers, uses, practices, metaphors, platforms, informal learning

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CYM02 - Schools, infrastructure and media literacy

PP 097 The 21st century is digital. How about our schools? – Digitalization from the perspective of German schools

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The high penetration of digital media in children and youth's socialization impacts their private media behavior and the educational processes occurring in families and schools. In consequence, pleas for the digitalization of formal education become more frequent. While digitalization seems to be well established in many sectors, it seems to happen slower in education. Particularly in Germany, schools are considered to lag behind in these terms. In response to this, recent governmental initiatives have been launched to boost digitalization in German schools. However, there is no consensus on what digitalization exactly means for schools.

This study seeks a better understanding of the topic by examining what practices involving digital media are part of schools' digitalization plans, the arguments that schools present to implement the practices, and the arrangements they consider necessary. Therefore, the study conducts a qualitative content analysis of the digitalization plans of 20 schools, which are part of a project in Germany called Digital Pilot Schools.

The findings show that schools' perspectives on digitalization, i.e., the arguments they present and the strategies they plan, follow two categories. The first is an "internal orientation," corresponding to strategies that aim to transform pedagogy and the schools' organizational and communication processes. Examples of strategies related to pedagogy are implementing classes where students work with their own tablets and the work on learning platforms to better attend to students' individual needs and foster more collaboration in teaching and learning. Examples of organization and communication strategies are adopting digital grading systems, digital class books, and tools for instant communication with parents, intending to accelerate processes and reduce paperwork. These strategies are backed by arguments that stress the benefits of digital solutions to the school's processes.

The second category is an "external orientation," which consists of strategies that seek transformations in the curriculum and the school's image, accompanied by arguments that point out schools' duty to respond adequately to the digitalization already established in society. Concerning the curriculum, for instance, there are strategies of creating or expanding the room in the school's teaching plans for accommodating technology-related topics to better prepare students for the dense digital society and future work environments. On the other hand, the image strategies consist of merely adopting more technology for schools to look modern.

PP 098 Infrastructure literacy and the future of media education

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This paper aims to address the conference theme of sustainable futures by discussing the future of media education and how it might address contemporary challenges related to digitalization, such as datafication and environmental impact. In line with research promoting *infrastructure literacy* (Mattern, 2013; Parks, 2010) and related concepts such as *data infrastructure literacy* (Gray et al., 2018) it wants to contribute to a discussion on how media training in formal education can be reshaped and broadened to include infrastructural perspectives on media used both in and outside the school system. Whereas media studies in general have indeed experienced an increased scholarly attention towards digital media as "enabling environments" (Peters 2015), educational initiatives in the field of media literacy remain mainly directed either towards the critical examination of media *content*, or on the usage of media as *tools* for communication and democratic participation. In spite of an increased interest in digital media and data within this field, the media infrastructures underpinning datafication and structuring everyday use of digital media and communication technologies - not least in schools - have received relatively little attention within media education practice.

Based on a dissertation on how visual art educators in Sweden and Estonia relates to media technologies and systems within their subject, the paper provides a working definition of the term *infrastructure literacy* for pedagogical work. The proposed framework is mainly situated within the framework of arts and design education because of its emphasis on materiality and the visualization of environments. The paper defines infrastructure literacy a multifaceted set of skills and knowledges including the ability to 1) make infrastructures visible and intelligible through different techniques, 2) understand and an analyze the socio-political, technological and economic structures involved in the emergence of infrastructures, and 3) use and re-purpose existing infrastructures as well as imagining and creating new ones.

The paper further discusses visualization as a pedagogical approach to address and develop this set of abilities and presents work from a explorative design project performed with students in graphic design as part of their course work. In this project, the students were encourage to either develop pedagogical material for a broader audience that could be use to develop literacy around invisible media infrastructures, or to deepen their own infrastructure literacy by critically exploring the tools and systems available for design work.

PP 099 Improving communication and trust through Media Literacy: A study on media competences of high school students in Portugal

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Media literacy is today an area of recognized value in the field of intervention and research worldwide. Its importance gained even more prominence with the phenomenon of disinformation and what it entails in terms of communication, citizenship, democracy and trust in the media. The promotion of media literacy competences has therefore become a central issue in the personal, social and cultural development of citizens. For this reason, the evaluation of media competences and their impact on personal and collective life has received the attention of several researchers. The assessment of Media Literacy competences is considered essential to know citizens' levels of preparation to critically deal with the media and digital environments and, more broadly, to know how they are prepared to be active citizens and address the societal challenges of the present and future. This assessment framework may allow a better adjustment of training and intervention programmes and projects and provide information to policy makers and stakeholders on the importance of this area and, consequently, on the need for investment in it.

These considerations were the basis for the conception of the ongoing COMEDIG project in Portugal, funded by the Foundation for Science and Technology (PTDC / CED-EDG / 32560/2017), which aims to assess students' media literacy competences from the pre-school to higher education, as well as the competences of basic and secondary education teachers. Conducted under this project, this paper aims to present and discuss the data from the questionnaires applied to a sample of about 1000 students attending secondary education in Portugal, aged between 15 and 18 years old. What are the media literacy levels of these students? What knowledge do they reveal about the media landscape and what competences do they have to critically deal with the information and contents they daily consume and produce? What are their competences as media consumers and producers? What are students' levels of participation in and through media and digital environments? And what are their biggest weaknesses and difficulties? These are some of the issues we intend to present and discuss with this paper, aiming to contribute with relevant information that fosters the definition of policies and practices for supporting this area. The development of media literacy competences is undoubtedly a way of improving communication and trust by empowering citizens, in this case the youngest, to cope with the societal challenges and "build safe, sustainable and promising futures".

CYM03 - Parents and children in the "digital internet park"

PP 109 Digital parenting and transnational migration: Cultural and emotional drives for digital media use

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Families' decisions regarding digital media can be tense and emotional because at stake is the calculation between what makes good parenting and what are the best choices for the child's development (Zaman, Nouwen, Vanattenhoven, de Ferrerre, & Looy, 2016; Clark, 2012). Hence, parental mediation is not a straightforward process - we have to consider the development of the ecological environment of the family's life in which interconnections between settings and events happen (Bronfenbrenner, 1979). More restrictive parents can just control children's exposure to digital media to a certain degree since siblings and the extended family also play a very influential role in this process of media adoption. And in the case of families affected by migration flows, the internet can be a key medium to assimilate cultural and linguistic aspects of the 'outward' society, while also supporting family's unity and preserving the cultural heritage of the 'inward' society (Elias & Lemish, 2008).

Given the intertwining of such intricacies with the rapidly changing media ecology, the diverse configuration of families, and patterns of digital media use, we sought to understand how digital media is (re)configured and mediated in the domestic setting over time. Considering new generations of parents who are themselves familiar with the digital landscape, the ongoing study *iTec Families* is following 18 families with children aged from 0 to 8 for the last three years. The recruitment of families aimed at reaching diversity as much as possible. Fifteen families live in Portugal – from these two parents are from Cape-Vert and two from Brazil; one family lives apart (mother and children live in Portugal and the father lives in between Africa and Portugal), and two families live in the UK.

This paper focuses on six migrant and transnational families of this sample, families who have to adapt to a new country, culture, language, educational and social system of a host country (Shih, 2015). It aims to analyze, from a socio-constructivist standpoint, the qualitative data collected with these families across time. How are migration and spatial mobility affecting digital media appropriation and parental mediation in families with young children? In which ways is parental mediation intersecting with the cultural and emotional significance of digital media in the management of these families' lives whether for helping cultural adaption/preservation or strengthen emotional bonds?

PP 106 Kids on YouTube: Celebrity, monetization and regulation

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In the context of the redefinition of the public sphere by new technologies, users are becoming co-producers of the content and barriers between producer and consumer of the information are often vanishing. So new concepts are emerging as Manuel Castells' "mass self - communication" (2005), the „prosumer" (Jenkins, 2004), the „produsage" (Brins, 2006, 2009) or "Wikinomics" (Tapscott&Williams, 2006). All these theories are taking into account the users participation and their engagement in production and consumption of the online information. Castell's mass self-communication concept means for every Internet user the opportunity of producing content (video on Youtube, post on a blog or on social networks) which, potentially, could reach mass audience (Castells, 2009, p. 67). "Web 2.0 empowered consumers to produce and distribute their own content" (Castells, 2009, p. 97) to a larger number of users, especially from the young generations, giving them the opportunity to „affirm their autonomy vis-a-vis the institutions of society and the traditional forms of communication, including the mass-media" (Castells, 2009, p. 129).

From these users-producers category, a sub-category is emerging, identified as "influencers", usually authors of blogs or users of social networks who enjoy a large popularity and become models for their followers who tend to imitate their behaviour, to adopt their values and their interests and to respond/interact with the content these influencers produce (Abidin, 2016).

Our interest in this research is for the phenomenon of kids who become influencers on YouTube. Children are active consumers of audiovisual content and YouTube became an important source of entertainment for them. Some of them launched their own channels on YouTube despite of the minimum age imposed by the platform regulations and manage to develop large communities of followers.

We intend to determine, using content analysis, the strategies these YouTubers kids develop in order to encourage engagement on their channels, to analyze the presence of brands in the content they develop and how the promotion of brands is integrated in the content production. Our corpus of analysis will include videos most viewed selected from the most popular YouTube kids channels in Romania. How do they manage their online presence? What kind of identity do they set in order to develop a loyal community? What kind of strategies are used to make this community interact to their content? Is their online presence conceived professionally or amateur? These are some of the research questions we will try to determine. We also intend to develop a critical approach about regulatory need in this area. A series of interviews will be conducted with kids and their parents in order to determine the way they perceive the presence on the YouTube and if they are concerned about an effective regulation in the area especially that, after the channel become successful, views can be monetized.YouTube kids become models for their followers and can influence theirs valuers and behaviours. The integration of brands in the content they produce should therefore be regulated.

PP 107 A focus group study of children's online privacy management and their understanding of personal data

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In everyday discourse children are often treated as vulnerable audiences that need protection. Contrary to this image, initial research of Livingstone (2006) has shown how children value privacy, empower themselves, and manage private boundaries in various ways. Over the years, a growing area of research has been devoted to children's online privacy (Stoilova, Nandagiri, & Livingstone, 2019). However, Stoilova and associates (2019) indicate that little attention has been given to commercial and institutional contexts as opposed to interpersonal contexts, and that studies of children's privacy management strategies and tactics remain underrepresented. In this study 16 focus groups were organized with a total of 84 children between the ages of 9 and 13 in Flanders (northern part of Belgium) to discuss their privacy perceptions, understanding of personal data and privacy management strategies. Informed by the Communication Privacy Management theory (Petronio, 2002) we treat privacy management as a boundary coordination process of private information that is both contextual and dependent on others. Specifically, we take into account how the platforms and devices they use both enable and constraint their behaviors, as well as to how they negotiate private information with others such as their peers and parents.

Our results indicate that children control their personal information online mostly by regulating their audiences (e.g., having different Instagram accounts, blocking strangers and parents). It was also remarkable how sharing passwords was seen as a mutual construction of privacy boundaries and trusted relationships, rather than irresponsible behavior. Besides managing information themselves, or together with their peers, they also developed privacy tactics under the influence of and with respect to their parents.

With regards to children's understanding of personal data, our study shows that home address and passwords were most often considered to be personal information. Rather than having a commercial and institutional context in mind when assessing information types, they referred to a specific situation (e.g., "my home address is personal because a stranger could misuse this information and come to my house"). This is not to say that the children were not cognizant about data gathering and processing practices by various types of organizations (ranging from their schools to companies such as Google). However, knowledge about _how_ this information was used and processed, and about their privacy and data protection rights was limited.

Overall, we argue that these results help to unravel the complexity of children's mental model on privacy, which, in turn, facilitate ways to inform and provide feedback to children about data gathering and processing practices as well as their privacy and data protection rights.

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PP 108 Parental mediation of online interactions and its association with adolescents' contacts with online strangers

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Parental mediation of children's internet use encompasses parental strategies that aim to maximize the benefits of internet usage while minimizing risks and harm (Talves & Kalmus, 2015). Parental mediation covers a range of different strategies. In our study, we specifically focus on interaction mediation, i.e., mediation aimed at regulating children's online social interactions and advising them on how they should handle such interactions. This mediation strategy thus concerns activities such as usage of social networking sites, communication with unknown people, sharing personal information online, etc. So far, studies focused on interaction restrictions – i.e., rules set up by parents to limit these activities (e.g., Helsper & Livingstone, 2008; Symons et al., 2017, 2019). In our study, we focus on interaction restrictions, but newly also on active interaction mediation. This strategy includes parents talking to their children about whom they contact online, explaining when it is safe to share photos with others online, or advising what information they should not share with unknown people on the internet. In this study, we were interested in the relation of interaction mediation to the adolescents' reported contacts with unknown people on the internet. We also examine an indirect effect through adolescents' risk perception, and we presume that the effects of parental efforts (i.e. mediation) would be weaker for adolescents with poorer parent-child relationship quality.

We used a sample of 1031 Czech adolescents aged 11-17 (M = 14.8, SD = 1.4; 46% boys). The data was collected through a survey in 32 schools in 2019.

The results show that parents mediate girls' online interactions more than those of boys both restrictively and actively, and they mediate younger children more than older children. Restrictive mediation increased adolescents' risk perception, which in turn decreased their contact with unknown people on the internet. Active mediation did not affect perceived risk but lead to increased contact with unknown people. The quality of the parent-child relationship did not alter any of the examined effects, but adolescents who reported higher relationship quality also reported lower contacts with unknown people. The results are in line with some of the previous research. Restrictions are often connected to lower risks (e.g., Kalmus et al., 2015; Notten & Nikken, 2016) - and contacts with unknown people online are considered a risky activity (boyd et al., 2009; Holmes, 2009). The effectiveness of active mediation is not so straightforward - some studies showed no effect on online risks (e.g., Sasson & Mesch, 2014), and some authors even stress that active mediation can lead to worse outcomes for children (e.g., Nathanson, 2015). The small positive effect of active mediation on contacts with unknown people in our study thus shows similar results. However, active mediation also fosters digital skills and coping (Garmendia et al., 2012; Wisniewski et al., 2015). Consequently, actively mediated children may interact with online strangers more because they are more confident in their ability to stay safe during otherwise risky activity. The findings and practical implications are further discussed.

PP 105 What is a good app for children? Debating the perceptions and criteria of young children, parents and industry stakeholders

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Most children in developed countries live in a "digitally fluent" environment (Palaiologou, 2014) from an early age. Before completing one year old, many children are already exposed to screens, accessing tablets, smartphones, consoles and other Internet-connected devices (Sanders et al., 2016). Parents play an important role in mediating access and use of digital media (Connell, Lauricella, & Wartella, 2015) by these "digitods" (Holloway, Green, Stevenson, 2015). This "digitization" of childhood and the unprecedented fast pace of technological development pose new challenges to different stakeholders committed to protecting children's rights, from parents to teachers, from policy-makers to businesses and brands (Livingstone & Third, 2017).

Based on Livingstone's (2008) model of positive online content, the hAPPy Kids project aimed to apply this theoretical framework to mobile apps, given that currently smartphones and tablets are the favorite digital devices for young children (Chaudron, di Gioia & Gemmo, 2018). Our project followed a multiple stage research design in order to include different perspectives - of parents, of children and of industry stakeholders, exploring their perspectives about beneficial and dangerous features of apps, and the criteria that they use for assessing and selecting apps. Thus, the project includes an online survey to 1955 parents of children 0-8; visits to 81 families with children including in-depth interviews to parents and children; and in-depth interviews to 17 industry experts.

Our findings revealed contrasting perspectives between these different groups: parents value learning and education; children enjoy having fun; and industry experts have the best understanding about the importance of user experience and other technical features. Parents have a restrict view of learning, associating it mostly to school curricula-related topics, while children report enjoying learning and overcoming difficulties when playing, coding or exploring online. Industry experts understand that user experience is key for ensuring safety and for promoting learning, and believe that it is possible to learn while having fun, but report difficulties in pleasing both parents and children when creating digital content. As a conclusion, we present a systematization of requirements that safe and beneficial apps should follow, concerning four main dimensions - safety, learning, fun and user experience. We believe that this are helpful guidelines for the creators of digital content, and also for those who select digital content for young children.

With our research, we hope to help families reflect on the use of technologies by all members and adopt best practices, both in pedagogy and safety. We also hope to provide relevant elements to stakeholders, both for training families and future education professionals, and for creating ethical family-friendly applications to promote the development and growth of happy children.

CYM04 - Adolescents, films, media influencers, online forums and more

PP 186 The perceived (third person) effects of shortfilms in contrasting teen dating violence among adolescents

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The paper explores the perceived effects of shortfilms made by Italian adolescents in a high school involved in the European project "Lights4Violence" (G.A. 776905) aimed at promoting healthy dating relationships among teenagers.

The project, based on the "positive youth development model" (Lerner et al. 2005), was structured in two phases of intervention: the first one made students aware of the assets who they can rely on when coping with violent relationships (i.e., personal skills, family, school, community and peers). The second part involved students in videomaking activities which address how to manage unhealthy relationships by using the protective factors students learnt in the first part.

Our research questions are: whether and how participants perceived the shortfilms' effectiveness and changed their everyday self-reported attitudes and behaviors; what kind of effects shortfilms can produce, in their opinion, on third persons both involved or not in unhealthy relationships.

In order to answer the RQs, we approached shortfilms as a form of persuasive communication which can produce an altering effect on students' everyday life. The theoretical framework is rooted in literature on counter-actitudinal advocacy and studies on third person effect hypothesis. The former states that advocating a cause one doesn't believe in, even using videos, can lead the subject to believe in it more or to better understand it (Miller &Burgoon, 1973; Zahn, et al.,2014). The latter claims that "individuals who are [...] exposed to a persuasive communication will expect the communication to have a greater effect on others than on themselves"(Davison, 1983:3).

Building on this literature, we conducted 6 focus groups with 42 Roman students aged 14-16 who took part in the intervention group in order to deeply understand the dynamics that shortfilms activated in students themselves and in their relationships (Stewart & Shamdasani, 2014).

Results highlight that students recognized shortfilms as effective for understanding and reframing the activities developed in the first phase of intervention. Students defined themselves more aware of sexist behaviors and attitudes and, hence, they started to react when they recognized them in their parents' relational dynamics. Regarding the relationships with friends and partners, shortfilms activated latent dispositions such as identification in (cyber)bullying victims, better control of their reactions, hierarchizing the problems according to their severity, learning the difference between healthy and unhealthy relationships.

In terms of third person effect, participants say that shortfilms cannot produce any effects on an audience made of students who did not participate in the project because videos are unrealistic. On the other hand, participants agree that videcapsules can produce differentiated effects if the audience is composed of teenagers involved in violent relationships as victims or perpetrators. While the former can feel understood and learn how to recognize and to react to toxic relationships, the latter can become aware of their wrong behavior. In some discourses emerged a "crocodile tears effect" based on an increasing violent reaction in a conflict situation where students noticed they were not able to solve this conflict effectively and in a positive way.

PP 188 Children, youth and news: A systematic literature review on communication abstracts

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By being formally planned and methodically executed (Staples & Niazi, 2006), systematic literature reviews (SLR) seem to respond most effectively to the problem of arbitrariness, in choosing the literature to consider, which characterizes narrative reviews. We agree with Boell & Cecez-Kecmanovic (2015) that performing an SLR does not replace a traditional one, particularly in Social Sciences, but it may be useful for a specific type of work: "a meta-study that identifies and summarizes evidence of previous research" (p. 163). In this article, and as a starting point for a doctoral thesis, the SLR technique was applied to the main database in the field of Communication, Communication Abstracts, in order to understand who, when and where has studied the relationship between children and/or youth (under 20 years old) and news and what has been the privileged angle of the investigation.

In the chapter "Views on the News" (2010), Hobbs, Cohn-Geltner and Landis noted that "In the academic literature on media, education and human development, few topics are more marginalized than those involving children, current events and news "(p. 43). Our research corroborates this statement. A sample of just 146 article titles and abstracts was found and analysed from 1978 (beginning of the collection of Communicatiom Abstracts) until the end of 2019. The results show that reception and representation studies dominate the research on the subject under consideration, studies on production are hardly significant and are practically residual the studies addressing parental mediation and ethical concerns of journalists when covering events involving children and young people. The research also allowed us to understand the moments in which this topic deserved more attention (from 2011 to the present) and the newspapers that gave it more prominence (with the Journal of Children and Media at the head). We have come to realize that although the US contains half of the articles published on this subject, the list of authors who are most dedicated to it has a balance between americans and europeans and that the area is mainly of interest to female researchers. Most articles deal with news in general, but when studies focus on a particular media, television is the most studied. Regarding the geography of the research, there are few studies crossing different realities and it is curious to note that one third of the countries that have published works in this topic correspond to territories marked by violence or a recent history marked by totalitarian political regimes.

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PP 187 How child audiences negotiate social media influencer content: An exploratory study

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Childhood in contemporary society is increasingly being influenced by digital media affecting children's overall socialisation (Supa & Trültzsch-Wijnen, 2020). Within the current media landscape, viewing video content has become one of the preferred online children's activities (Martínez & Olsson, 2019; Ofcom, 2019; Pew Research Center, 2018; Ramos-Serrano & Herrero-Diz, 2016) with social media influencers content the most dominant (De Veirman, Hudders, & Nelson, 2019; Martínez & Olsson, 2019). Social media influencers have emerged as significant online content generators (De Jans, Cauberghe, & Hudders, 2018) particularly in spheres such as gaming, fashion, and beauty (WARC, 2018), and they are often perceived by adults as trusted and credible sources of information (Djafarova & Rushworth, 2017). The impact of social influencers, despite their often-commercial motivation (Colliander & Dahlén, 2011; Martinez, 2017; Ramos-Serrano & Herrero-Diz, 2016) has increased exponentially among their target audiences (Ward, 2017). However, there is no research available in relation to their impact on children. With children increasingly making the most of emerging digital platforms and socialization over digital platforms becoming a norm (Livingstone et al., 2018) both for entertainment and information seeking purposes (Meyer et al., 2018), the boundaries between genuine content and commercially motivated ones are increasingly getting blurred (Evans, Grubbs Hoy, & Childers, 2018; Evans, Phua, Lim, & Jun, 2017). Considering that children are actively participating in the online environment with one in three children is estimated to be an internet user (Stalker et al., 2019), concern remains that they lack competencies to fully discern other types of messages hidden amongst the organic content (De Veirman et al., 2019; Evans et al., 2018).

Consequently, contemporary scholars have invited research on multiple evolving aspects of children's online social ecology (Livingstone et al., 2018), suggesting qualitative enquiry in relation to child audiences of influencers (Ramos-Serrano & Herrero-Diz, 2016) to include the overall online environment and not only a single platform (De Veirman et al., 2019).

Given that social influencers have not been researched in relation to child audiences and under the wider framework of digital media literacy, research examining the impact of this media phenomenon on children is needed. This paper presents preliminary findings from a qualitative study, exploring children's relationships with social influencers via a media literacy lens. By conducting a number of focus group interviews with children aged 9 to 12 in Ireland, along with accompanied viewing of social influencer material, the study examines what critical skills children from varying gender, age and socio-demographic backgrounds employ in order to navigate social influencer content and their understanding of and perceived relationship with the influencers.

PP 185 #Thisismycity: Understanding adolescents' urban identity negotiation through social media video production

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Adolescents are not only keen consumers of social media, but some also create their own media products. Social media offer them a place where they can express themselves and negotiate their identities through various activities, ranging from adjusting one's profile page to creating one's own content (boyd, 2014; Valkenburg & Peter, 2011). For adolescents in super-diverse cities, where many social groups with a variety of identities co-exist on various levels (Vertovec, 2007), social media may play a particularly interesting role. The city can provide a common framework to adolescents that offers a sense of belonging, in terms of an urban identity (Lalli, 1992). Such an identity may be expressed and shared online with peers. Previous research has shown that this urban identity was high among adolescents form a super-diverse city, particularly those with a migrant background, and engaging locally online by means of following local influencers was associated with feeling connected to the city and feeling good about fellow citizens (Anonymized, 2019a). Such local influencers, as role models, have been found to use markers related to the city to connect themselves to the local and the super-diverse (Anonymized, 2019b). But what about the content that adolescents themselves make? In light of these findings, this research investigates how [Anonymized-Dutch-city] adolescents construct an image of the city and what it means to be a [Anonymized-city-inhabitant]. Our central question is therefore: How do adolescents in super-diverse cities construct and negotiate their urban identity using social media? In collaboration with a local initiative, a weekly recurring workshop was created focusing on media production and media literacy, which will take place in spring 2020. Throughout the workshop, we aim to investigate how adolescents from [Anonymized-Dutch-city] negotiate their urban identity through producing social media videos. This question is answered by means of qualitatively analyzing videos that are created by the participants in the workshop's playful setting, to see how the city is presented. Information about the videos and the process is also gathered by speaking to the makers of the videos and observations of the workshop sessions, which will function as a guide in understanding the videos and will help to capture the process the participants go through. We therefore not only focus on the created videos, but also on the experience of the participants throughout the process. This research can be understood as a form of participatory action research where the researchers aim to educate young people about media production and media literacy, while investigating the role of the city in their lives.

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CYM05 - Children's data privacy online – comparing children's experiences across diverse contexts

PN 034 "Google knows all about us": Individual vs platform responsibility for vulnerable teens in East Asia

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Recent research finds that children, no matter how poor, use mobile phones and social media (UNICEF, 2017). In a 2019 study of 18 of the poorest rural schools in Malaysia, researchers found a majority of participants "despite not getting nutritional or even sufficient food at home, own a personal mobile phone." (Raj, et al. forthcoming). The devices and apps these children use, however, offer limited to no privacy safeguards. The most popular apps – Instagram, WhatsApp, Facebook, Youtube—are based in the U.S. They provide limited, if any, safeguards beyond COPPA, which primarily limits corporation's liability toward young users, rather than prioritizing privacy and safety, and offers no protection to children aged over 13. Caught amidst global platforms with limited to no protections for vulnerable young users, and in national contexts where the rule of law is weak, there is an expectation of individual responsibility for data privacy without any actual transparency or ability to control social media platforms' data privacy practices.In the spring of 2019, we interviewed 301 social media users aged 11-19 in Cambodia, Indonesia, Malaysia, and Thailand. 121 of our participants were urban poor and included children with disabilities, street children, refugees, juvenile offenders, children exploited in prostitution, and survivors of sex trafficking. Using an interview protocol developed by Stoilova, Livingstone, and Nandagiri (2019), we asked participants to describe what data they believe social media apps collect about them, strategies they use to protect their privacy, and what, if any, advice they had for social media companies. We found that understandings of privacy varied, based more on age and reported use than gender or socioeconomic status. Teen refugees from Myanmar, Liberia, Afghanistan, and Pakistan shared that "Google knows everything about us," and while they engaged strategies for obscuring personal details from apps, believed the efforts to be pointless. This presentation focuses on expectations of individual versus platform responsibility for safeguarding privacy of young social media users. In our study, most teens, like their counterparts in the U.S. and U.K. (Stoilova, et al., 2019; Cranor, et al., 2014) had internalized messaging from tech companies and governments that limit the liability of companies and expect the individual to protect their privacy, even though the platforms make information public by default and are opaque about their data use practices. ReferencesCranor, L., Durity, A., Marsh, A., Ur, B. (2014). Parents and teens' perspectives on privacy in a technology-filled world. Symposium on Usable Privacy and Security, July 9-11, Menlo Park, CA.Stoilova, M., Livingstone, S. and Nandagiri, R. (2019) Children's data and privacy online: Growing up in a digital age. Research findings. London: London School of Economics and Political Science. http://www.lse.ac.uk/media-and-communications/research/research-projects/childprivacyonlineRaj, K., Kenny, K. & Kanavathi, S. (2019) A Pilot Project on the Importance of Nutrition for Malaysian Underprivileged Students. Forthcoming report. Kuala Lumpur: Malaysia Council for Child Welfare.UNICEF (2017). State of the World's Children 2017: Children in a Digital World. New York: UNICEF. https://www.unicef.org/sowc2017/

PN 036 Privacy as a family balancing act: Navigating surveillance online, at home, and in schools

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Understanding data privacy is challenging for parents, with most privacy practices opaque and offering limited to no options for safeguarding themselves or their children. How do parents establish family rules and support their children in building privacy-protective strategies? We interviewed 15 families in an upper middle-class community in Colorado during the Spring of 2019 adapting Livingstone et al.'s focus group protocol (2019). Speaking separately to parents and their children (aged 9-16), it was quickly apparent that parents felt they were managing their children's tech use wrong. Confessions included not knowing all the apps their children were using at home or at school, not having time to read the privacy policies, and feeling confused by the barrage of information in the news about dangers online. Their children mostly felt that they had no choice in what information was collected about them in their social media and gaming apps. Likewise, children felt that in a school setting—even when confused about the purpose of a particular app or what information was being collected about them and how it was used—they had no choice but to accept the terms.Following one interview, as a 12-year-old met her father in the hall, she turned back to the interviewer and mentioned that while using a school-issued ChromeBook at home, she received a message that GoGuardian was connected. Her father looked visibly upset, explaining that GoGuardian was monitoring software, shaking his head, he asked questions about how often this had happened at home and at which times of day, adding "this is very distressing." Advertised as a deterrent to school shootings and self-harm, GoGuardian and other software that monitors kids' behavior including internet searches and social media actions are gaining popularity in US schools. For the most part, the parents we interviewed trusted schools to make decisions in the best interest of their child, yet some felt they lacked any input into which technologies schools used to instruct and monitor their children.Children had advice for technology companies, schools, and their parents: ask permission. They wanted more clarity in what was being collected about them and how it was shared. A few teenage boys expressed frustration that their parents had installed monitoring software on their phones without telling them. A girl confided that her mom used a baby monitor to spy on her in her room. Their parents justified "spying" to ensure their children's safety. Parents felt they needed to be proactive in protecting their children from potential online harms, but most were uncertain about best strategies for doing so. One 16-year-old recommended education on the relationship underlying consent: "I think from pre-school or even before, you should learn that consent is a thing and boundaries are a thing. Consent with data, consent to have a hug. A big part of consent is that you are informed and can disagree."References:Livingstone, S. Stoilova, M. and Nandagiri, R. (2019) Talking to children about data and privacy online: Research methodology. London: LSE. Available at http://eprints.lse.ac.uk/101284/

PN 033 Developing transparent privacy policies that children understand and like: what do children say?

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In order to find out more about children's understanding of their online data and to offer practical ways to better inform young (online) citizens in the future, we organised 16 co-design workshops with 84 children aged 9-13 years in Belgium in Spring 2019. During these workshops, we provided children with an encouraging space to express what they know and feel about whether and how their personal data is collected and processed online. While children did know about privacy in general and distinguished between different contexts, they were mostly constrained to their physical environment (such as their home), interpersonal relations (with friends, parents, strangers) and safety. Their knowledge and understanding about data processing by commercial and governmental actors was limited. One of the ways to address these knowledge gaps is to create understandable and appealing privacy and data policies which clearly explain to children which data is being processed and how, and that they have certain rights with respect to their personal data online. Data protection rights that children have include not only the right to know about whether and how data controllers process data, but also the right to rectify and erase one's data (articles 15-22 GDPR). Information about the use of personal data and the related rights must be communicated in "a concise, transparent, intelligible and easily accessible form, using clear and plain language, in particular for any information addressed specifically to a child" (article 12 EU General Data Protection Regulation (GDPR)). It has been argued that in order to test whether such policies are understandable, user panels could be used (Article 29 WP, 2018), involving children in the development process. This idea is reinforced by article 12 of the United Nations Convention on the Rights of the Child which requires involvement and consultation of children when creating policies that concern them. That is why we asked children for their specific recommendations concerning how the required information should be communicated to them. Our young respondents developed very concrete ideas and suggestions as to how these could be created and what scenarios they could entail and made these tangible during the co-design workshops. Some of the workshop results demonstrate that children prefer information to be communicated to them through videos, posters, games and apps. Moreover, informational messages should be delivered by someone who is well-known to those particular children (e.g. their headmaster), the information should feature known services and be attractive (e.g. by using colours) and interactive.The goal of this paper is to convey children's recommendations to online service providers and data protection authorities on how information about their online data should be communicated to them in child-friendly, understandable and appealing ways. ReferencesIngrida Milkaite, Eva Lievens, 'Child-Friendly Transparency of Data Processing in the EU: From Legal Requirements to Platform Policies' (2020) Journal of Children and MediaMariya Stoilova, Rishita Nandagiri, Sonia Livingstone, 'Children's Understanding of Personal Data and Privacy Online – a Systematic Evidence Mapping' (2019) Information, Communication & SocietyArticle 29 Working Party, 'Guidelines on Transparency' (2018)

PN 035 "The internet knows everything about us": children's conceptualisations of privacy in Austria

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This paper explores children's ways of knowing about privacy and the implications of social media for personal data and data protection. The study is based on ten focus groups conducted with 76 children of the ages 8-9 and 11-12 in Viennese schools in Austria. Against the backdrop of high accessibility and usage of social media and in particular through mobile technologies of mobile phones and tablets, the children were invited to share their definitions and understandings and share their practices around the question of personal data and privacy. The study was conducted based on the methodology developed for the project "Children's data and privacy online Growing up in a digital age" led by Livingstone (2018) and was adapted to the national context of Austria.The study's point of departure has been the context of continuous technological change, with embedded privacy challenges in the technological architecture of media and social networking platforms; the institutional attempt to address institutional and commercial ab/use of personal data in Europe (as with the GDPR) and the overarching (normative, regulatory and ethics-of-care) approach to childhood as a generational stage of citizenship in demand for sensitive protective measures and social responsibility towards children's development.The findings confirm the findings of previous studies, which recognise the sophistication of young citizens in and about the use of social media and privacy. They furthermore reveal that children's approach to privacy is complex, that children care strongly about aspects of their selves and lives they consider private. Children emphasise the personal dimension of control over personal information vis a vis unauthorised access by others including friends. Agency is found in the expressions of children concerning several aspects of privacy considering their data (such as name and address, when in concrete terms) as well as the more abstract terms of privacy. Despite children's lack of conceptual knowledge of and difficulty in concretising the latter, children produce accounts of personhood which aim to 'ringfence' a communicative space (informational, physical and emotional) of their 'own'. Yet, bridging the personal to the commercial manifestations of privacy and its violation, through information unwillingly shared by or harvested from children's use of social media, is neither a familiar way of thinking nor a kind of knowledge accessible to children.Importantly, relevant informational (or media) literacy education is absent in schools, while children rely heavily on their immediate social environment, in particular their parents, for the development of such skills. The study raises three policy-related questions: does it make sense to use the concept of 'consent' in privacy policy when related to minors? Is it reasonable to argue that the task of (continuously) updating and educating children in terms of privacy awareness can be left to parents? What are the implications for the exercise of citizenship for young citizens, deriving from of the power imbalance between the market and the individual when the latter is effectively disempowered from determining the fate of their data, now and possibly in the future?

PN 032 You have the right to consent: limits to children's grasp of their online data and privacy

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It is vital that children's understandings of the digital environment, their digital skills and their capacity to consent are taken into account in designing services, regulation and policy. But how much do children understand of the contemporary digital environment and its privacy implications as technologies transform their lives into data which can be recorded, tracked, aggregated, analysed and monetised? We interviewed 135 children aged 11 to 16 living in England, Scotland and Wales and found that children are becoming aware of the commercial and institutional uses of their data and they care about their privacy, but there are important gaps and misunderstandings in their media literacy and digital skills in an online environment made illegible and opaque by business. We used focus group methodology especially designed to allow the expression of children's voices and experiences and to scaffold children's articulation of both what they do know and what they struggle with. The paper presents these findings and explores, firstly the limits to children's understanding and management of their online data and privacy; and, secondly, the demands for change children make of parents, educators, regulators and companies. Children sense – or are working out – that everything they do online may be tracked and recorded for whatever purpose by businesses, parents and schools. However, they focus on privacy in interpersonal terms and the management of data they know they give, much more than on the commercialised aspects and data that is taken or inferred. They struggle to understand how their data create a growing digital footprint which is durable, searchable and virtually undeletable. Yet, children show great interest in online privacy and discuss many things that they want to know or change, as we demonstrate in the second part of the paper.The priorities, as children see them, relate to clearer terms and conditions, access to more free content, minimal data collection and not sharing children's data with other companies, the prevention of data leaks, and the ability to delete online information. Children expect the internet to be mostly fair and parents, educators, regulators and companies to act responsibly and in children's interests. We therefore call for greater opportunities for children to play an active role in decision-making about online data protection, also arguing that businesses, parents and the state have a shared responsibility to create a legible and transparent online environment where children have real agency.In the UK context, the European General Data Protection Regulation has been incorporated into the Data Protection Act 2018, with certain protections strengthened both in law (for instance, by explicitly permitting children of any age to access help services without parental consent) and in practice (by a considerable investment in expertise and resources by the Data Protection Authority). Of particular relevance is the current parliamentary debate over a proposed Age-Appropriate Design Code, which will enhance protections for children's data through a policy of privacy-by-design. The paper will conclude by reflecting on the implications for the findings for these policy developments.

CYM06 - A national media agenda for a Knowledge Gulbenkian Academy: Empowering young citizens

PN 051 Empowering high school youngsters: Portalegre's Gulbenkian knowledge academy

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In this paper we consider the first results of working on different issues of media and communication literacy within the specific context of Portalegre's experience of the research project, "Academy for Reading the World: Journalism, Communication and I". This project has been selected by the The Calouste Gulbenkian Foundation as one of the 2019 Gulbenkian Knowledge Academy network, among more than 300 hundred other applying Portuguese projects, and financed by for the next 3 years. We specifically address the outcomes of working communication and journalism as a learning tool, self-regulation skills and critical literacies with young students undertaking high school studies. In this paper, we analyze the experience of this Gulbenkian knowledge academy in Portalegre and assess the youngsters' engagement in this national collaborative experience. The goal of this paper is to contribute with local empirical data for the much-needed structured knowledge about how a media and communication agenda can empower youngsters for a more demanding world reading.
Key words: communication; journalism; new media literacy; media literacy; youngsters

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PN 050 Questioning the news and building new understandings in Setúbal's Gulbenkian Knowledge Academy

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In this paper we consider the first results of working on different issues of media and communication literacy within the specific context of Setúbal's experience of the research project, "Academy for Reading the World: Journalism, Communication and I". This project has been selected by the The Calouste Gulbenkian Foundation as one of the 2019 Gulbenkian Knowledge Academy network, among more than 300 hundred other applying Portuguese projects, and financed by for the next 3 years. We specifically address the outcomes of working communication and journalism as a learning tool, self-regulation skills and critical literacies with young students undertaking high school studies. In this paper, we analyze the experience of this Gulbenkian knowledge academy in Setúbal and assess the youngsters' engagement in this national collaborative experience. The goal of this paper is to contribute with local empirical data for the much-needed structured knowledge about how a media and communication agenda can empower youngsters for a more demanding world reading.

Key words: communication; journalism; new media literacy; media literacy; youngsters

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PN 181 Media expectations and frustrations among young students of Faro's Gulbenkian knowledge academy

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In this paper we consider the first results of working on different issues of media and communication literacy within the specific context of Faro's experience of the research project, "Academy for Reading the World: Journalism, Communication and I". We specifically address the outcomes of working communication and journalism as a learning tool, self-regulation skills and critical literacies with young students of the 10th grade undertaking the professional course of communication technician in advertising and marketing. In this paper, we analyze the experience of this Gulbenkian knowledge academy in Faro and assess the youngsters' engagement in this national collaborative experience. The goal of this paper is to contribute with local empirical data for the much-needed structured knowledge about how a media and communication agenda can empower youngsters for a more demanding world reading.Key words: communication; journalism; new media literacy; media literacy; youngstersAlexandre, J. , Barata, M. C, Castro, C., Colaço, C. (2019). AGC: Manual para a monitorização e avaliação das Academias Gulbenkian do Conhecimento: Orientações Iniciais. Programa Gulbenkian Conhecimento. Fundação Calouste Gulbenkian.Brites, M. J. (2015). Jovens e culturas cívicas: Por entre formas de consumo noticioso e de participação. Covilhã: LabCom Books.Couldry, N. & Hepp, A. (2017). The mediated construction of reality. Cambridge, USA: Polity Press.Dahlgren, P. (2009). Media and political engagement: citizens, communication, and democracy. Cambridge: Cambridge University Press.Entidade Reguladora para a Comunicação Social (ERC) (2019). A Desinformação — Contexto Europeu e Nacional (Contributo da ERC para o debate na Assembleia). (s. l.): ERC. Kellner, D. & Share, J. (2007). Critical media literacy is not an option. Learn Inq, 1(1), 59-69. Available on https://doi.org/10.1007/s11519-007-0004-2 Ponte, C. & Batista, S. (2019). EU Kids Online Portugal. Usos, competências, riscos e mediações da internet reportados por crianças e jovens (9-17 anos). (s. l.): EU Kids Online e NOVA FCSH. Available on http:// fabricadesites.fcsh.unl.pt/eukidsonline/wp-content/uploads/ sites/36/2019/03/RELATO%CC%81RIO-FINAL-EU-KIDS-ONLINE. docx.pdf

PN 048 Youngsters participation within local media environments: Covilhã's Gulbenkian Knowledge Academy

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In this paper we consider the first results of working on different issues of media and communication literacy within the specific context of Covilhã's experience of the research project, "Academy for Reading the World: Journalism, Communication and I". This project has been selected by the The Calouste Gulbenkian Foundation as one of the 2019 Gulbenkian Knowledge Academy network, among more than 300 hundred other applying Portuguese projects, and financed by for the next 3 years. We specifically address the outcomes of working communication and journalism as a learning tool, self-regulation skills and critical literacies with young students of the 12th grade of Quinta das Palmeiras' High School. In this paper, we analyze the experience of this Gulbenkian knowledge academy in Covilhã and assess the youngsters' engagement in this national collaborative experience. The goal of this paper is to contribute with local empirical data for the much-needed structured knowledge about how a media and communication agenda can empower youngsters for a more demanding world reading.

Key words: communication; journalism; new media literacy; media literacy; youngsters

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PN 049 Mindful youngsters in need: media experiences in Abrantes's Gulbenkian knowledge academy

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In this paper we consider the first results of working on different issues of media and communication literacy within the specific context of Abrantes's experience of the research project, "Academy for Reading the World: Journalism, Communication and I". This project has been selected by the The Calouste Gulbenkian Foundation as one of the 2019 Gulbenkian Knowledge Academy network, among more than 300 hundred other applying Portuguese projects, and financed by for the next 3 years. We specifically address the outcomes of working communication and journalism as a learning tool, self-regulation skills and critical literacies with young students of the 10th grade undertaking the humanities course. In this paper, we analyze the experience of this Gulbenkian knowledge academy in Abrantes and assess the youngsters' engagement in this national collaborative experience. The goal of this paper is to contribute with local empirical data for the much-needed structured knowledge about how a media and communication agenda can empower youngsters for a more demanding world reading.

Key words: communication; journalism; new media literacy; media literacy; youngsters

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CYM07 - Young people, tools, experiences and technology

PP 278 The cyberhate and cyberbullying experiences of children in Czechia, Poland and Slovakia: Testing the bifactor model

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Cyberhate and cyberbullying are two specific types of cyberaggression which have detrimental effect on well-being of all involved actors, i.e., victims, perpetrators, and those exposed to these incidents (Keipi et al., 2019; Kowalski et al., 2012). Cyberhate refers to online hate speech and attacks people based on their group affiliation and collective identity (Hawdon et al., 2017). It is affected by the current socio-political events and context (Kaakinen et al., 2015). Cyberhate is a serious matter as it not only impacts on people but also deteriorates social cohesion. Cyberbullying is defined as a repeated intentionally harmful digital activity (Tokunaga, 2010). These two experiences share many similarities, as they are both acts of aggression which aim to harm, harass, or degrade someone, be it an individual or a group of people. Moreover, there is evidence of an existing overlap between these experiences (Görzig et al., 2019, Pyżalski, 2012). However, there are also crucial differences as cyberhate and cyberbullying are considered as distinct phenomena which need to be differentiated on the level of theory as well as prevention praxis (Blaya & Audrin, 2019; Wachs et al., 2019). Nonetheless, previous research has not sufficiently differentiated cyberhate and cyberbullying and treated them often as one phenomenon at the level of operationalization. This presents a challenge for current and future research. Thus, we aimed to fill this gap by investigating the distinct associations of cyberhate and cyberbullying and identify which children are involved in these experiences. Specifically, we explored associations of experiences with cyberhate and cyberbullying among children (N = 3856, aged 11-17, 52.1% girls) which participated in the EU Kids Online IV survey in 2017 and 2018 in Czechia, Poland, and Slovakia. First, we tested three alternative factor models of online aggression: one-factor, two-factor, and bifactor. We looked at general involvement in cyberbullying and cyberhate, including being a victim, perpetrator, or bystander. A bifactor model with two specific factors, cyberhate and cyberbullying, and a third underlying general risk factor showed the best fit. Then we examined known correlates of online aggression and tested whether found associations differed across countries. Several patterns, consistent across countries, emerged from the correlation analysis. Age, emotional problems, and time spent online were significantly associated with the general risk factor. Previous discrimination experience based on group characteristics was related to cyberhate, and discrimination based on individual characteristics was related to cyberbullying and the general risk factor. Gender and quality of relationships with peers associations were inconsistent and had negligible effect. Implications are discussed with regard to theoretical conceptualization of these risks and also prevention and intervention efforts.

PP 279 Young people in an era of images: Designing tools to create opportunities for visual learning in art museums through a participatory design approach

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In today's society, young people are surrounded by digital images. The sharing and producing of images on media have increased exponentially over these past two decades and has become a fundamental part of mass communication. This omnipresence of visual media makes visual literacy a pertinent matter in today's mediascape. Young people, a fragile group in our (digital) society, would highly benefit from training and strengthening their visual language competences. By properly developing these skills that are a part of media literacy they can become informed consumers of visual media (Messaris, 2006). They will help children to move beyond visual perception (seeing) and help them to reflect/think (looking) about images and visual data, attribute meaning to what they see, interpret it and be critical about it. The context of an art museum can provide opportunities to take up a societal role in supporting young people to handle imagery and foster visual literacy education (Rice, 1988).

This article will discuss the RETINA-project (RE-thinking Technical Interventions to Advance visual literacy of young people in art museums) of the KU Leuven that examines how digital tools can support the enhancing of visual literacy competences of young people in art museums. The project adheres methodologically to the principles of Participatory Design, a research approach that involves the different stakeholders in the design process, in other words: designing _with_ children instead of _for_ children (Ehn & Badham, 2002). By involving children in the design process, we discover ideas that adult designers would not consider otherwise (Dindler et al., 2010). The research findings of three case studies will be presented. These cases are characterized by a high involvement of young people (aged 10 – 14) during two- to five-day co-design sessions in art museums (i.e. Ludwig Forum in Germany, Design Museum and M Museum in Belgium). During these sessions, children were asked to design tools to help their peers better interpret images and enhance their visual learning. In this paper, we will share our findings and insights on the participatory methodology approach we used and on the training of visual literacy skills of young people. Furthermore, we will discuss the use of technology in (future) museums.

Keywords - visual literacy, youth, art museums, participatory design methodology, digital technology, media

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PP 280 Screen technology use by youngsters: From recommendations to practices

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The use of interactive and hyperconnection technologies is increasingly present in everyday life, whether at contexts of home, leisure, professional, or educational. With the increasing access and excessive use of screens, it has become essential to rethink digital well-being, particularly during youth. Reflecting on youth behavior towards the use of media, recent studies argue that there are significant correlations about the low academic performance of children and adolescents (Adelantado-Renau et al., 2019), identity construction, and mental health in young generations by excessive use of technology screens. (Carolus et al., 2018; Matin et al., 2017). The younger generational groups, who were born with different access screen technology, live with constant and permanent sensory stimuli, and therefore, there are behavioral changes regarding the healthy growth (Blum-Ross & Livingstone, 2018; Buckingham, 2015). According to the guidelines of the World Health Organization (WHO) and the American Academy of Pediatrics (AAP), the moderate use of technology and media is two hours daily (by young generations). Through the WHO and AAP recommendations, this article focuses on the data provided by Global Digital Report 2020 regarding the global consumption and use of average (penetration of the media, screen time, type of activity performed), having as a cutout for analyzing data of Portugal and other countries of Europe. From the documentary analysis, we seek to characterize how the increased use of technologies generates new relationships with young people (12 to 24 years old), creating new relationships about the various times that make up daily life. As a result, it can be seen the relationship between the excessive use of technology in everyday life provokes significant changes in the rhythms of activities, namely in leisure, study, and time management. This article is part of the Ph.D. Scholarship "Technologies and uses of time in daily life by Portuguese youngsters" funded by FCT and PORTUGAL2020.

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PP 281 Mapping gamer identities: A teenager's discussion on gaming practices

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Video games have become a reference framework for many young people, in which the gamer identity is a possibility in cultural and professional terms through the use of platforms like YouTube and eSports competitions.

This article presents a part of the results of a research project on the ways teens articulate the construction of gamer identity through their day-to-day interaction with their colleagues at schools, their gender, and socioeconomic positions. This article presents a map of gamer categories that were identified in their discourses.

This research was conducted in Barcelona, Spain, a socially stratified city with complex neighborhoods (Blanco & Nel, 2018). Four focus groups in two schools with different sociodemographic characteristics were carried out with teens with 12 to 16 years. One public school part of a district characterized as having a lower income and an educational level under the city's average, and one in a double-funded school (semi-private) that is situated in a district characterized as having an income and education level higher than the Barcelona average. Semi-structured interviews were also implemented.

The informed consent, the data management protocols, and the questionnaire to access video game practices were co-designed between the researchers and the respective schools to work with teenagers and avoid any possible harm. Based on the obtained data, the study provides new gamer categories: "professional-gamer", "celebrity-platform-gamer", "poser-gamer", "escapist-gamer", and "ashamed-gamer". These categories demonstrate that certain male game practices become explicit; while females remain more silenced. Moreover, sociodemographic characteristics further complexify inequalities, resulting in the struggle against normative models of femininity and masculinity.

Also, it shows how teens struggle against heteronormative values associated with the game industry, and the moral panic usually spread by the media. This phenomenon was identified by the research team and called videogameism - a stereotyped negative vision of video game effects that teens experience with their parents, especially in disadvantaged collectives. Thus, the article shows how the construction of the gamer identity exemplifies the ways video games are playing a pivotal role in forging unequal gender and socioeconomic identities.

CYM08 - Ethics, algorithms and data

PP 356 Trusting the algorithm is not enough: How to accurately assess the quality of educational videos for pre-school children on YouTube

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The digital boom changed the dynamics of media use within the families and is having an exponential growth year after year, entailing more features and uses while changing the landscape of several industries, especially in what regards the media industry. The children that were born within this context are shifting more and more from traditional channels to digital media platforms, and the use of these platforms is an important part of their lives and learning sources since a very young age (Dias & Brito, 2018). However, this fast change in the platforms is raising challenges and concerns for every agent that is interested in the healthy development of the children (Courage, 2017). In what regards the audiovisual industry, the need to push the production of contents to meet an increasing demand by the viewers has led to the labeling of many products as "educational" without accurately assessing neither their cognitive, social or pedagogical effects (Blumberg, Brooks, Powers & Marcial, 2017). Thus, children are often exposed to videos that not only do not provide effective learning but also can be inappropriate or inadequate to them. For this reason, a significant challenge that arises in these times of convergence of media platforms (Ponte, 2012) is the assessment of the quality of the distributed content due to the flexibility of new distribution channels like YouTube, and the fact that the algorithms which recommend audiovisual content to the viewers do not necessarily select quality content over what is most appealing or trending (Covington, Adams & Sargin, 2016). In order to solve this problem, good quality products must be ensured from the beginning, and as Fisch (2017) posits, this can happen if researchers and producers collaborate in the creation of good content for children.

Departing from literature review, we developed an instrument to assess the pedagogical quality of educational videos targeted at pre-school children (3-5 years old) on YouTube. To validate this instrument, we conducted a study with Portuguese pre-school children (3-5 years old), in which they were exposed to different sets of combinations of cognitive and pedagogical strategies, from none to the full use of both, that should correlate with the learning effectiveness of the videos, according to the previous research.

PP 358 Ethical implications of conducting research with teens about their experience of sexual content online

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Interrogating international experience of research with children about sexual content encountered in digital contexts, this paper concerns the ethical complexities of talking with 12-17 year olds about their perceptions of harm arising (or not arising) from accessing adult content online (Baumel et al., 2017; Dines, 2017; blinded for review). The project encompasses four separate national fieldwork sites (blinded), with the (blinded) university being the lead institution. Following the granting of (blinded) ethics approval for the research, the remaining three countries had the experience of translating those imported protocols into their national ethics contexts. The paper addresses the issues arising.

The research project is based upon foundational work published in 2011 (Livingstone et al. 2011; blinded). A contemporary impetus within the (blinded) context was provided by a period of public consultation as part of a (blinded) inquiry into the '(blinded)' (blinded). One of the recommendations endorsed by the (blinded) government included the need for dedicated research into "(blinded)" (blinded). In doing this, policy-makers acknowledged a comparative dearth of research that involves the key participant audience: children who have accessed sexual content online.

The conceptual approach is informed by a children's rights (Livingstone & Third, 2017) framework and a growing awareness of adolescents' sexual rights. These include the rights of children who are legally above the age of consent to gain relevant sex education (Albury 2014). As children, however, adolescents risk having their personal and/or consensual sexual self-representation constructed as child sexual abuse (Albury et al., 2013). The project interrogates the assertion that "where young people are denied sexual rights (particularly rights to sexual information and sexual self-representation), they are excluded from an emerging ethical conversation" (Albury 2017, 714). At the same time, researchers acknowledge that in all the countries involving this research, there are children who report having been bothered by their encounters with sexual content online (Livingstone et al., 2011; blinded; blinded).

A multi-country research proposal was developed that sought to collect, interrogate and compare relevant experiences of adolescents and their parents. It builds upon the *EU Kids Online* foundational research which indicates that different national contexts impact both the likelihood of adolescents accessing sexual content online (for example, (blinded) fall into this category), and the likelihood of adolescents saying that they have been bothered when they have seen sexual content online (for example, (blinded)). The four countries chosen represent different quadrants of a two-way matrix defined by High/Low likelihood of an adolescent (12-17) saying that they had accessed pornography and a High/Low likelihood of an adolescent (aged 12-17) saying that they had been bothered by doing so. These different contexts are reflected in different ethics regimes. The process of negotiating different constructions of the ethics of research into these fraught and complex area informs this paper.

PP 357 Ethical dilemmas in research: Informed consent, vulnerable informants and the Internet

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This paper will engage with issues surrounding the ethics of doing research *with* and *about* young children's use of digital technologies in public, personal and private spaces online. Building on experiences from developing ethical guidelines for Internet research nationally and internationally, the presentation is organized around ethical consequences of and challenges with collecting data from children's transgressive digital activities, especially those who are sensitive such as experiences with sexual risk.

The presentation is grounded in the acknowledgement of how children have the right to be protected in when being researched, but also how they have a right to participating in research and to be heard by researchers on topics relevant for them. The starting point will be how children's and youths' participation online, and their engagement with digital technologies, creates new opportunities for researchers to collect vast amounts of data on the individual child's life and actions, including their interactions with others. This raises critical questions regarding the responsibility of researchers — can parents and children foresee the long-term consequences of having their data collected and analysed? Can researchers? What constitutes a truly informed consent when dealing with young children? And what is our responsibility towards third parties, online friends and other interactions? This article tackles these difficult questions head-on and illuminates the particular dilemmas and apparent cul-de-sacs such research faces. Suggestions for new pathways are given, as are topics for further discussions within the researcher community at large.

When assessing Internet research ethics, four factors are especially relevant: the accessibility in the public sphere (e.g. how openly available is the information); how sensitive the information is; the vulnerability of the subjects; and the type of interaction that is required between researcher and informants. In addition, one must also consider things such as how the data is stored, whether it is searchable or copiable, and who the originally intended audience was. From this, the paper will address the following four overarching challenges giving examples from research from different academic disciplines:

1) The distinction between public and private, and how informants may not always realize that the information they have posted online, or information posted about them, is available and accessible in the public domain including sexual messages and images.
2) 2) Concerns for children and other vulnerable groups: how to ensure that those you recruit are as old as they say they are
3) Responsibility to inform and obtain consent, when your corpus is based on thousands of Internet users' activities in social media
4) Responsibility for confidentiality and anonymity: how to ensure the anonymity of your informants when their true identity may be just a google away.

PP 355 Caring dataveillance and the construction of 'good parenting': Reflections of Estonian parents and pre-teens

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Parents nowadays are increasingly cultivating a specific plugged-in parenting routine, leading us to an age of "transcendent parenting" (Lim, 2020). Whereas caring for children's well-being and safety has always been one of the pillars of parenting philosophies, contrary to the previous decades, the current "parental gaze has become technologized" (Howell, 2010, p. 1) as various digital parenting tools (e.g. pregnancy apps, tracking devices) have been brought to the market in hopes of responding to parental concerns and anxieties.

In fact, Leaver (2017) has argued that we have reached a point where offline parenting can be seen as irresponsible and reckless behavior. This means that the digital technologies have started to redefine the parents' and society's understanding of child rearing. For example, in various parenting apps, the concept of a "good" parent is constantly being reshaped (Siibak, 2019, p. 105). This can leave the parents feeling that they are not fulfilling their parental role "correctly".

Regardless the fact that digital parenting tools have been on the market for more than a decade, empirical research highlighting the opinions and experiences of the users, not to mention children's views of the practice, is still quite scarce. Hence, as argued by Mascheroni (2018, p. 10), there is not only a need to empirically study and "document the diverse surveillance imaginaries and practices that are enacted in different families", but also a need for a child-oriented approach to dataveillance (Lupton & Williamson, 2017).

To contribute to filling this gap by exploring how both parents and children reflect upon and reason about the use of child-tracking apps, we conducted Q methodology and semi-structured individual interview-study with Estonian parents (n=20) and their 7–13-year-old pre-teens (n=20). Our aim was to study how such caring dataveillance was rationalized within the families. Relying upon the communication privacy management theory the issues of privacy related to such intimate surveillance were also studied. Three factors relating to the use of tracking technologies were extracted both amongst parents (Tech-Trusting Parent, Cautious Parent and Careful Authoritarian Parent) and pre-teens (Compliant Child, Autonomous Child, and Privacy-Sensitive Child). Tracking technologies were viewed as parental aids that made it possible to ease anxieties and provide assurance to parents and children alike. Although children did not associate the use of tracking technologies with intrusion on privacy, they expected to have a chance to coordinate their privacy boundaries.

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CYM09 - Opportunities, rules, perception, dangers and representation

PP 365 Swap and detour. Playing with rules of self representation in the context of teacher education

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The landscape for "the next media generation" is changing rapidly, but it is still relevant to ask some of the questions that have been central to more traditional aspect of media literacy, for example the impact of media stereotypes. One core group in training children and youth for this media ecology are of course teachers (c.f. Wilson, et.al. 2013) and this paper presents a media pedagogical intervention / research experiment that was conducted in a teacher program at a university in Stockholm, where the students were assigned to do work with selfies in order to discuss the visual and social norms of selfies, their personal prejudices, and the potentials of explorative media pedagogical work.

Traditionally media pedagogics regarding stereotypes have been directed toward large-scale professional mass media output, and thus standardized and repetitive generic formulas based on simplification and misrepresentation of gender (class, race, age etc.) (c.f. Lemish & Götz 2017; Ross, Lester, 2011). Today new forms of media stereotypes can be found in personalized genres for self-representation (Luders, 2016) that floods networked publics (boyd, 2017) and circulates in personlized networks (Raine, Wellman, 2012), There is also a need for a more dynamic understanding of media practices and meaning making.

In accordance with this, we based our research and media literacy intervention on social semiotics (Kress, 2010) in combination with concepts like: stereotype vitalization (Cawelti, 1976), bricolage (Hebdige, 1986), and visual dislocation / detournement (Trier, 2014). We did this in a program for primary school teachers, during a course on children's social relations (and special pedagogics). This was arranged in a two-step process, with some 40 students. First the students worked in small groups and used their camphones to mimic stereotypical commercial images (Swap). Then they individually produced "alternative selfie" were they were encouraged to creatively break the visual norms and shift the standard visual signs for "the presentation of the normal body in everyday life situations" (Detour)

This media pedagogical experiment was visually and audially documented, and a follow up evaluation was made. The results from this show that the students had a shared understanding of the dominant visual codes in selfies, albeit their big differences in terms of digital skills and aesthetic preferences. However, most of them leaned toward a personalized and consumer oriented understanding of visual communication, more than to a critical understanding of contemporary media culture. Most also preferred an instrumental form of media literacy based on pre-defined "learning outcomes" and they wanted to teach their students "suitable online manners". This can be said to mirror the limitations of the dominant logics of "learnification" (Biesta, 2010) that signifies a lot of the present educational discourse and practice, and this makes it hard to find legitimacy for explorative media literacy work in teacher education, albeit this kind of creative use of digital tools may be of greatest importance for the future.

PP 367 Who is exposed to online harmful content? The role of quality of social relationships, sensation seeking, and emotional symptoms among Czech, Finish and Spanish adolescents

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The internet provides a lot of opportunities for children and adolescents nowadays, but it encompasses certain risks as well. One of those risks adolescents may experience is exposure to online harmful content. According to the EU Kids Online survey in 25 European countries, 21 % of adolescents were exposed to one or more websites comprising harmful content (Livingstone et al., 2010). Online harmful content can include text, images, or other types of content depicting drug use and alcohol consumption, disordered eating, violence, self-harm, hate towards specific individuals or groups, and others (Branley & Covey, 2016). Since previous studies showed that seeing harmful content online is linked to risky offline behavior and lower levels of psychological health (Cho & Cheon, 2005; Fleming et al., 2006), it is crucial to investigate protective and risk factors that are associated with the exposure to this content. Online harmful content was not sufficiently examined in empirical research so far and there is a lack of evidence on this topic. Our aim is to bring more insight into the factors which are associated with adolescents' experience of this online risk. This study focuses on the exposure to online harmful content among adolescents and its association with quality of their interpersonal relationships (family, friends, and school) and individual characteristics (sensation seeking, emotional symptoms). We used survey data from the EU Kids Online IV project collected in 2017/2018 . The sample of the current study comprises of 3,695 adolescents aged 12 to 16 (M = 13.9, SD = 1.3) from Czech Republic (N1 = 1560), Finland (N2 = 497), and Spain (N3 = 1638). To test our hypotheses, linear mixed models were used, predicting exposure to online harmful content with the quality of social relationships (family, friends, and school) and individual factors (sensation seeking and emotional symptoms). Rates of seeing harmful content online were highest in Czech Republic and lowest in Spain. Quality of family relationships was linked negatively with the frequency of seeing online harmful content, while sensation seeking and emotional symptoms were positively associated with the exposure to harmful content in all three countries investigated. Additionally, we found moderating effects of emotional symptoms and sensation seeking in the association between quality of family relationships and the exposure to online harmful content for Finish and Spanish adolescents. Our results are depicting the family environment as a protective factor since it is associated with less frequent exposure to the online harmful content across all countries examined. Moreover, moderating effects indicate that for adolescents with low quality of family relationships, higher rates of emotional symptoms and sensation seeking are risk factors increasing the frequency of their exposure to online harmful content. The findings of our study shed more light on risk and protective factors associated with exposure to online harmful content. Furthermore, we extended the knowledge about cross-cultural differences regarding this topic. Practical and policy implications will be discussed.

PP 364 'They trust what they do not see': How young people perceive the news and the role of information in their lives

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Young people today live in a culture of media convergence combining news access on social media with social and entertainment practices in continuous, incidental and nuanced ways (Fortunati and Magnanelli, 2002; Ling, 2002; Lorente, 2002; Mante and Piris, 2002; Pereira, 2014; Jenkins, 2015; The Media Insight Project, 2015; Boczkowski, Mitchelstein and Matassi, 2017; Sampaio, 2018). But whilst youth views on the news underpins an idealised role of journalism – where media trust is assigned to traditional media –, their uses and practices on social media reveal a more entertained and blurred perceptions (Costera Meijer, 2007). Considering the Portuguese context, this paper focuses in young people's perception and making sense of the news in their daily lives, seeking to address: *how young people access information on current events?How do they perceive the news? What role does information play in their daily lives?* For this purpose, we followed a mixed method model based on an explanatory design (Creswell and Clark, 2006), which combined both quantitative and qualitative data: first, questionnaires were applied to 562 first-year undergraduates of different fields of study from the Universidade do Minho (Braga) and Universidade da Beira Interior (Covilhã), in 2015/2016, followed by the implementation of focus groups with 45 students, one year after, in order to explore the previous findings. The results show that the majority of students usually follow the news on the Internet, especially on social media, accessing to entertaining contents while bonding with friends and family. While undergraduates' online practices reveal blurred perceptions of the news, when questioned about their views on journalism, the majority revealed a critical perspective addressing misinformation and sensationalism as having a negative impact on their media trust, especially concerning online news. Similar to Meijer's findings (2007), these participants demand high quality of information revealing an idealised view or sacrosanctity of the social and civic status of the news and of what the role of journalism in society *should* be. This paradox is also reinforced by the fact that these students say they trust more on the newspapers and the radio, despite rarely accessing information on these media outlets. In addition, students expect an entertained and positive vision of the world through the news, without compromising information quality (Buckingham, 2000, p. 210), and aligning themselves with a constructivist journalism approach (Rice-Oxley, 2018). Despite criticisms of a dumbing-down impact of infotainment and soft news in reinforcing cynic and apathetic youth cultures (Bourdieu, 1997; Baumgartner and Morris, 2006; Nguyen, 2012), this paper concludes that young people perceive the news in nuanced and paradoxical ways and that concepts of information and of the role of journalism in society need to be rethought taking into account current media uses and practices beyond a traditional functionalist approach, especially in a post-truth society (Buckingham, 2000; Peters and Broersma, 2013; The Media Insight Project, 2015).
Keywords: Young people, social media, media uses, media trust, news information.

PP 366 Mobile apps embedded in media repertoires of young people and emerging adults in Austria and Switzerland

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Throughout the global north and beyond Smartphones have become an important part of everyday life and attender for young people: starting from using the parents' and siblings' devices in early childhood and resulting in the ownership of a smartphone starting in the age of middle childhood or at least in adolescence (Mascheroni & Cuman 2014). 'Using a smartphone' is insufficient to describe the 'media use' taking place via this device because it offers various possibilities from both: the user's perspective as well as in content perspective. Using patterns are individual and diverse at the same time content is made available via different platforms or media – not limited to smartphones (e.g. Xu et al. 2011, Oulasvirta et al. 2012, Jung, Kim & Chan-Olmsted 2014, Jesdabodi & Maalej 2015) Various approaches have been developed in media and communication studies since the mid-2000s, seeking to analyse the media habits of individuals from a holistic perspective. One of these is the media repertoire approach on which we draw in our study because it offers connecting points for a theoretical exploration of the social and individual contexts of media activity (Hölig & Hasebrink 2013, Hasebrink & Schmidt 2013, Boczkowski, Matassi & Mitchelstein 2018): It is assumed that people, when constructing their specific media repertoire, take their bearings from principles which apply to all media (e.g. usefulness, involvement, ritualized media use, expansion of cultural capital, legitimate media use etc.), and which make it easier for them to choose specific media.
Against this background our research focusses on the diversity of young people's use of smartphones embedded in the complexity of socialization processes. We explore how young people are using and integrating smart phones in their daily media practices and routines with a respective repertoire-oriented approach. Our research focusses on young people between 12 and 25 years of age coming from different social backgrounds in Austria and Switzerland, using a mixed method design. In December 2019 interviews were conducted in each country (N=15+15=30) combined with q-sort for indicating favoured usage patterns and smartphone apps in context of other media. In conclusion we get insights into young people's attitudes, actual use of various mobile apps and their relevance in everyday life. The engagement with diverse mobile apps differs with regard to age, gender and specific sparetime activities: 'special interest apps' are most relevant for users. At the same time communication is the most important overall usage motivation. We discuss 1) how different mobile app repertoires and other 'classical media' repertoires cohere (esp. with regard to communication and information), and 2) the interplay of mobile app repertoires and socialization (e.g. developmental tasks, habitual practices, social distinction etc.). Additionally q-methodology is used to profile typologies of usage offering insights into specific types of combined app usage within media repertoires.

CYM10 - Predicting variables, governance and representation

PP 447 From casual users to transmedia experts. Professionalization processes among adolescents

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The evolution of the media industry has prompted profound changes in the way teenagers develop their skills and access transmedia products. To be precise, this communication focuses on the emergence of a grey area where media hobbies become professionalization opportunities for teenagers, and profit opportunities for the industries.

This work derives from the innovation, development and a Spanish research project whose general objective is to identify the transmedia skills and informal learning strategies developed by teenagers in their media practices. Specifically, we will focus on those skills pertaining to the areas referred to as management skills, media and technology skills and ideology and ethic skills. The specific objective is to explore emerging professionalization processes among teenagers. We are interested in answering the following research questions related to professional practices that, in turn, give an account of the degree of acquisition of transmedia skills in these three areas:

1.What areas of professionalization can be distinguished in teenagers' media practices?

2.What kind of professionalization strategies do teenagers execute when they consume and produce content?

3.To what extent are teenagers aware of the operation and political economy of the media and cultural industries?

This research project had a total of 237 young participants, between the ages of 12 and 16, from five Spanish autonomous communities (Andalusia, Catalonia, Community of Madrid, Valencian Community and Galicia). Field work was carried out between March and September 2016.

Specifically, two secondary education centres were chosen per region, taking into account the educational specificities of each autonomous community, with special emphasis on the centre's funding type (public and/or state-subsidised) and location (provincial capital and/or secondary populations).

This work has been carried out from a mixed qualitative and quantitative methods approach. Ethnographic, statistical and textual techniques have been used for data collection and analysis. It should be noted that this study has not been designed to be representative of the media consumption of Spanish teenagers. Its object of analysis are the most productive and creative teens in the informal environment, who allow us to detect transmedia skills and informal learning strategies to create didactic activities in the field of formal education. Therefore, for this article we have focused on the qualitative data of the research in order to infer the consumption trends and main media practices of Spanish teens. In this sense, we are aware that media practices at the pseudo-professional level do not constitute majorities, neither for young prosumers nor for adults, although we believe that it is pertinent to delve into the type of productive practices these users carry out within the current transmedia ecosystem.

Three areas of professionalization are detected: video games, creative writing and social networks, each with its own dynamics with respect to teenagers' gender and the resources and platforms used. Also, audiovisual contents in platforms such as YouTube were detected in all three professionalization areas.

To sum up, teenagers who undertake professionalization processes constitute a minority and, within this group, it is essential to strengthen the skills that allow them to understand to what extent media companies profit from their work.

PP 445 Attitudes and motivations as preditors of online participation in social media by adolescents and young people

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Empirical studies have provided evidences that online participation is not high and more passive or consumptive uses of Internet are more extended (Gustafsson & Weinryb, 2019; Theocharis & Loewe, 2015), which raises the attention to the social and cultural factors involved. On the other hand, being stalked, scanned by unwanted acquaintances or even being bullied and made fun of are some of the threats linked to users' privacy on social networks. However, the privacy paradox has shown the limited influence of concerns about online privacy on creation of content of different types (Hoffmann, Lutz & Meckel, 2015).

This research focuses on attitudes and motivations of young people in their use of social media. Van Deursen and Van Dijk (2015) demonstrated that attitudes directly and indirectly influence the diversity of Internet use. Other authors have pointed out that attitudes influence behaviours when they become goals (Kruglanski et al., 2018), which lead to motivations.

Based on a representative survey conducted in the Community of Madrid (Spain) (N = 533) on adolescents and young people (17-24 years old), this study analyses the effect of attitudes - including privacy issues-, motivations and socio-demographic variables on online participation in the public debate. First, a three-stage regression analysis studies the influence of attitudes on the propensity to comment on political and social issues, and compares them with the influence of socio-demographic variables.

Another two-step regression analysis examines influence of motivations to use social networks in active participation in social and political debate in social networks, with four types of motivations obtained in an exploratory factor analysis (weak ties socialization, strong ties socialization, sharing with the community and seeking information).

The results show that the age keeps its effect on the tendency to post political and social comments on social networks, while social class loses its influence when other attitudinal or motivational variables are included. Concerns about the consequences of posting online content are also predictive variables of this type of behaviour, but with a limited effect. Furthermore, motivations of socialization of weak ties, to share with the community (to a greater extent) and to be informed appear as predictive variables. Finally, the implications of these results are discussed in light of the theoretical framework and the background.

This paper is part of a national research project in Spain (CSO2016-74980-C2-2-R) (2017-2020).

PP 444 What psychosocial variables predict the responsible use of technologies in adolescence?

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Many of the studies identified in the current literature explore the problematic or addictive use that adolescents do of technologies (ICTs). This paper proposes to analyze the psychological and social profile of those who do a responsible use. We define "responsible use of ICTs" as "Who pays care and attention to what they do or say" (Royal Academy of the Spanish Language (R.A.E.), Oxford dictionary and APA Dictionary Psychology). By applying it to the field of ICT use, and hypothesizing that the people who do a responsible use of ICT are those who are more careful with what someone do and/or say using the social media, on the one hand, and, on the other hand, pay more attention to the activities carried out, whether social media or otherwise (such as school activities), so that the use of ICT does not become an element of distraction. The sample was made up of 593 participants aged 13 to 18 from the province of Girona (Spain). The Responsible Use of Technology group was calculated from: the average multitasking index while performing homework; 6 items related to problems or negative experiences as a consequence of the use of ICT; and the question on How many friends have you met online and never in person? from the MTUA scale. The profile was explored with variables related to ICT use and attitudes and other personality and family context variables. The prevalence of responsible use was 7.1%, and the percentage of girls was significantly higher. The adolescents profile of responsible use showed a: perceive less digital self-efficacy in apps on social networks, do less general use of ICTs, less dependent attitude towards technologies, less extroversion and more kindness and conscientiousness, greater academic self-concept, have rules of use of ICTs at home and report low family concern about attachment figures. The regression model showed that the variables that increase the probability of making a responsible use of ICTs are: reporting a high academic self-concept, having a low perception of separation anxiety from beings' dear ones and a high score in the kindness dimension; while being a boy, making a high use of social media in general, perceive high self-efficacy in the use of Twitter and make a high use of TV decreases the probability of did a responsible use of ICTs.

PP 446 '"Back to school, slackers!" Mediated representation of children and youth as political actors in the online public discussions on Fridays for Future'

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Online and digital media have been reshaping civic and political engagement, while providing those with limited political rights with new opportunities to represent their voice and participate. Among other citizens, children and youth have started exercising their civic rights and responsibilities using technology to gather and share ideas, mobilise or communicate to the public (Forbrig 2005). For instance, the recent _FridaysForFuture_ international minors-led movement asks national governments to urgently address climate change. Yet the idea of youth and children having a political opinion remains controversial in many contemporary Western democracies (Toots et al. 2014). Their political participation might be viewed as inconsistent with a number of social perceptions of young people and especially "children", as being innocent, incapable, vulnerable and in need of protection (Trültzsch-Wijnen & Zezulkova). The online public sphere can therefore be perceived as a space of inclusive democratic deliberation where children and youth act as political actors, but it can also be an environment where political exclusion and the social perception of minors as non-political actors can be reinforced.

It is precisely this complex and potentially contrasting role of online public sphere in political engagement of children and youth we were interested in in our research on online representations of the _FridaysForFuture_ activities. Applying the qualitative content analysis of public comments related to the Czech online news media articles on youth-led political engagement in climate change issues, we focused on the general public's online discussions in order to identify and analyse various, often competing discursive practices used to represent children and youth as (non)political actors. We applied the textual analysis of frames, labels and strategies of exclusion and inclusion constructing children as (non)political actors.

Based on a sample of 1200 contributions, we identified diverse, mutually exclusive discursive strategies. Discursive wars typically burst out between those calling children "too young to be capable of knowing anything about climate change", sending them back to school ("spoiled clowns [who] will skip school") or suggesting that "misusing kids for political purposes has a long tradition in history", and those criticising adults for robbing the younger generations of their future. These discussants were usually praising "the youngsters and their activities, [because] the planet is their future and the generation ruling our Earth closes their eyes to the devastation". The issue thus teaches us that the Internet indeed serves as an online "public sphere", a space for deliberation on broad societal issues. On the other hand, it turns out that this mainstream online public sphere is also a space in which children and youth are not represented significantly as active participants in the debate and thus lack the opportunity to influence the discussion directly. This opens space not only for their symbolic exclusion from this particular debate but also for the reinforcement of their social perception and treatment of them as actors whose political engagement is not full-bodied and should not be taken seriously.

CYM11 - Consumption, family climate, subjectivation and research on children

PP 458 How visual online self-presentation and passive exposure are related to body image and well-being in adolescents

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There is an ongoing debate about how social media use (SMU) affects (adolescents') mental health. More specifically, the question is whether using social media induces predominantly positive effects or negative effects on mental health and body image (cf. Hu et al., 2017). Thus far, both positive and negative relationships, as well as insignificant ones, were reported for the time spent on social media and feelings about oneself (Holland & Tiggemann, 2016; Huang, 2017; Lui, et al., 2019). Recently, more scientific and media attention has been drawn towards visual self-presentations such as selfies, on popular platforms like Instagram (e.g., Mills, et al., 2018; Niu, et al., 2019). The media in particular seem to create moral panics on the use of filters in visual self-presentations (e.g., Hunt, 2019), especially as the use of technology in daily life further permeates our culture. Whether presenting oneself online in a visual manner, enhancing such so-called visual self-presentations (e.g., filters), and exposing oneself to these self-presentations (of others) either negatively or positively influences adolescents' mental health and body image is a pressing question for scholars. Thus far, there is no clear-cut answer to that question: For example, results regarding posting selfies online and perceptions of the self also showed mixed evidence (Chang, et al., 2019; Cohen, et al., 2018).

To further explore the mixed results, SMU is often disentangled by looking into more specific behaviors performed on social media, for example, in terms of being more active (such as posting pictures online) or being more passive (such as primarily viewing pictures of others; e.g., Escobar-Viera et al., 2018; Thorisdottir, et al., 2019). In this study, we argue that only making a distinction between active and passive SMU might still be too simplistic. Previous research has shown that next to the type of SMU, the type of content one creates (or is exposed to) also appears to be important in determining the outcomes (Bij de Vaate, et al., 2020; Twomey & O'Reilly, 2017; Verduyn, et al., 2017). For example, the type of content one creates (or is exposed to) can range from idealized self-presentations to authentic or intimate self-presentations. Therefore, we argue that the type of SMU should be combined with the type of content to in order to adequately determine its relationship with mental health and body image. This study tests this reasoning via a survey among adolescents.

A cross-sectional survey among adolescents in the Netherlands was conducted between 21st of October 2019 and 6th of January 2020. Various secondary schools have participated, and both parental and participant consent was acquired prior to participation. The study included four measures on active self-presentation (i.e., authentic, profound, edited, and one-sided) and four measures on exposure to passive self-presentation (i.e., authentic, profound, edited, and one-sided). Moreover, this study focused on indicators of psychopathology (e.g., depression) and psychological well-being (e.g., happiness), as well as indicators for body image (e.g., body satisfaction). A total of 514 adolescents filled in the survey. Results of the study will be discussed at the conference.

PP 461 Testing innovative methods for research on children's technology usage

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Digital technologies became an important part of adolescents' daily lives with a possible diverse impact on their well-being and development. Until now, researchers relied primarily on self-report via surveys, focus groups, or interviews to investigate adolescent's behavior online (Barbovschi, Green & Vandoninck, 2013). Such research is useful and necessary, but it provides data on adolescents´ self-perception of their (online) behavior rather than their actual behavior, which is a crucial limitation of the majority of current research. Consequently, there have been calls for the development of new methods and tools for researching adolescent online behavior (Holloway et al., 2013). At the same time, the majority of adolescents now use mobile phones as their first-choice device to access the internet (Bedrosova et al., 2018; Mascheroni & Olaffson, 2018). Herein, we present research utilizing innovative methodology to overcome the limitations of previous research. Our goal is to develop and apply intensive longitudinal methods and machine learning approaches to assesses adolescent online behavior through data captured from their smartphones, both passively and through active engagement and preferably in real-time. To this end, we developed a mobile research app that allows for real-time data collections targeted at adolescent online behavior. The software passively captures objective smartphone data, sends questionnaires using different schedules and data collection schemes, and captures screenshots in pre-determined frequencies. Additionally, we annotated large corpora of Messenger conversations from our study participants that serve as a base for machine learning detection of online risks and social support interactions with promising preliminary results. In order to conform to ethical standards, we also developed software for machine-learning-based anonymization of personal information in the collected data. In this presentation, we show the results of the feasibility study, the goal of which was to develop and test our research app. We collected data from adolescents aged 13 to 17 across five pilot studies (N = 85). The mobile application was installed on participant's mobile phones (with Android), and adolescents were using the application for two weeks. In this presentation, we introduce: (a) the methods of this innovative approach, (b) relevant ethical concerns, (c) results of the feasibility study, (d) limitations and future direction in this research. We discuss the usefulness and shortcomings of this approach in future studies of adolescent online behavior, where capturing dynamic real-time phenomena is of primary interest.

PP 460 Habits of use and consumption of smart screens among children aged 7 to 9 in Spain. Gender, region, and income differences detected

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1. Introduction
This article presents the results of the CATS&ZN research project «Children, Apps, Tablets and Smartphone, Zero to Nine- Children, Apps, Tablets and Smartphones from zero to nine years», Reference Code XXXXXX, funded and jointly directed by the Audiovisual Content Observatory of the University of Salamanca and the Chair of Communication and Marketing for Children and Adolescents of the Complutense University of Madrid. We present the results obtained in a survey through the Qualtrics platform - with ESOMAR quality control - to 525 children aged 7 to 9 years in cities with more than 10,000 inhabitants and segmented by Autonomous Community, gender, age and perceived family income. We perform a specific analysis of descriptive variables associated with gender, age, income and regions. We contextualize the work with a comparative analysis in Spain. We perform an analysis of the Weaknesses, Threats, Strengths and Opportunities that have been detected in the analysis of the results and make recommendations aimed at developing an «Observatory of the habits of use and consumption of children and adolescents within smart screens». We conclude in our research with the verification of the similarities and differences between the patterns detected in the use of smart screens in our country with age, gender and regional differences.

2. Methodology:
• Typology: Web Survey carried out through the Qualtrics Platform in august 2019. • Population under study: Children and young people in Spain, cities with more than 10,000 inhabitants in the age group from 7 to 9 years old in Spain, we present the results of the segmentation by gender, age, autonomous communities and the correspondent contrasts associated to research questions. We obtained a total of 525 valid responses after the quality check, and statistical analysis was conducted of the data and associated contrasts.

4. Conclusions:
1. The ability to negotiate behavioural habits and digital methods-technologies for education and entertainment is critical. Education and communication user-consumers´ patterns still tend to be approached as predominantly cellulosed-based at school vs "outside-patterns". We analyse the detected preferences on the children from 7 to 9 years in Spain with their similarities and differences.

2. The technologies and content through which children now engage with all forms of knowledge are constantly changing with the widespread use of an array of digital, interactive and personalized devices in particular Smartphones and Tablets. We detect prime patterns, similarities and differences in age, regions and perceived family income.

3. The acquisition and development of abilities and conscient critical use of "Internet" for all audiences including children-adolescents, parents and teachers in Tablets and Smartphones is crucial for a competitive and "sane" educational, economic, social, political and cultural progress in Spain and our younger generations.

PP 459 The family climate regarding digital mediation in Italy, Portugal and Spain

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As the recent EU Kids Online framework (Livingstone, Mascheroni & Staksrud, 2018) underlines, the family as a social mediator is a factor for children's wellbeing. The ways family members interact with each other are connected to the "family climate", that is, the family paradigms, myths and rituals as well as coordinated practices (Maccoby, 2015). As digital practices and communication are now an integral part of the families with children, the type of family climate says something about parents' trust on their children and the Internet.

Past analyses on similar issues based on the first wave of the EU Kids Online survey (2010) present distinctive results: a shared pattern of "protected by restriction" in relation to opportunities, risks, harm and parental mediation (Helsper, Kalmus, Hasebrink, Sagvari & de Haan, 2013), on the one hand; distinctive positions in the three countries regarding parent-child relationships in terms of parental mediation, digital competence and communicative proximity (Paus-Hasebrink, Bauwens, Durager & Ponte, 2012), on the other hand. In this later analysis, Portugal and Spain had the highest rates associated to the "triple C" (confident, caring and communicative) family type while in Italy the "protective family" was at the top.

The second wave of the EU Kids Online survey (2017-2019) allows to characterize the family climate through questions on 1) the overall sense of safety, support, communication and regulation that children feel at home and 2) parental mediation (help, advice, orientation and regulation) and reverse mediation (children's initiatives and support in a bottom-up approach). Drawn on the answers from Italian, Portuguese and Spanish children aged 9-17, and using the same syntax, this paper compares the family climate in the three Latin countries by analysing the following research questions: 1) What kinds of family climate emerge in the three countries? 2) How do children's reports vary according to age and gender? Is there a similar pattern in the three countries? 3) To what extent are these results similar to the ones collected in 2010?

This comparative analysis aims to provide interpretation and discussion on factors that may explain the similarities and/or differences regarding the family climate across the three countries.

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PP 457 Peer-to-peer subjectivation, social media and transmedia skills

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This paper proposes some results and a specific theoretical interpretation of the Transmedia Literacy project (2015-18) which has been granted by the EU Horizon program (https://transmedialiteracy.org). The project, which involved eight countries, has crossed the fields of formal and informal education, showing how "peer to peer" interactions through social media and digital platforms (van Dijck, Poell & De Waal 2018) unfold an unexplored and stratified set of transmedia skills performed by teens from 12 to 18 years, when they use social media and cope with participatory cultures (Jenkins 2006).

Starting from a general framework based on transmedia literacy (Scolari 2018), this contribution aims to explore how teens are subjectified and, at the same time, subjectivate themselves developing knowledge, skills and identities in their digital (but so real) life (Ito et al. 2010; boyd 2014; Livingstone & Sefton-Green 2016).

Theoretical framework

Recalling Foucault's (1983) emphasis on the vanishing of the care of the self in contemporary western societies, the theoretical perspective shows how such ways of governing themselves reappear when individuals are made subjects by the overwhelming diffusion of social media which allow: the rediscovering of self-care practices, such as _writing, storytelling, advising, 'confession'_ and other forms of exposing and mirroring themselves. Teen's platform usage patterns such as Wattpad or Instagram uses, show clear examples of these practices. Furthermore, we could reflect on the possibility offered by digital platforms, of inverting teen's "passive" subjectifications in active and autonomous subjectivations as master, confessor, psy-counselor and so on.

Thus, we could observe the _governmentalities of control society_ (Deleuze 1990) where, on one side, social media bio-politically regulate people (in this case the social media publics), and, on the other side, unstable but also creative subjectivities ethically govern themselves and the others.

Methodology

The methodology of this section of the project includes:
1. 58 workshops, on participatory cultures and videogames.
2. 311 in-depth interviews.
3. 90 media diaries that reported teenagers' media routines (watching tv, playing videogames, etc.).

For data analysis the team relied on "NVivo 11 Pro For Teams", a server-based software for qualitative data analysis which allows several users to work simultaneously.

Results

The results constitute an in-depth analysis of a specific issue, relating to the _peer to peer and collaboration dimension_, which emerges from the research texts through other signals or styles of behavior, such as the mechanisms of imitation (e.g. Youtubers and influencers) and sharing, which teens constantly put in practice in their everyday life.

Working with the nodes and sub nodes obtained from the qualitative data analysis, we have found different ways and forms of collaboration among teens, that we have synthetized as follows:

1. *Collaboration for media content production/creation*
2. *Collaboration for playing videogames*
3. *Collaboration for teaching/learning*
4. *Collaboration for communication*
5. *Collaboration for supporting/reviewing*
6. *Collaboration for consuming*

The restoration and enhancement of the *peer to peer* dimension can give us the opportunity to increase trust in institutions and socialization agencies, and to rebuild confidence and empowerment, at school and in informal environments, promoting "ethics of sharing and collaboration".

CYM12 - The political economy of 'EdTech': Who are we entrusting with young people's AI futures?

PN 114 AI faces a people problem, not a tech problem, in education

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The challenges of implementing AI in education have less to do with the technology and more with the practical realities—bureaucratic, economic, social—of any systemic change in schools. There is a fundamental clash between the startup culture of Silicon Valley, summarized as "move fast and break things" and the high stakes for failure in schools. Silicon Valley corporations and their associated technology philanthropies seek quick success for large, persistent problems, chasing instant headline-worthy results (Tompkins-Stange, 2016). Yet schools must invest their time and resources into every child (Cuban, 2005), whose futures are dependent upon district decisions, and cannot afford to fail. For schools, iterative experimentation that fails means a loss of time and resources that cannot be recovered (Hoofnagle, 2016). While Silicon Valley may have a high threshold for throwing away failed cases, schools do not and cannot.inBloom, a $100 million education initiative funded by the Bill & Melinda Gates Foundation provides a cautionary case study for the adoption of AI in schools (Bulger, McCormick, & Pitcan, 2017). Well-resourced, with top-level technology developers and political support across state governments and school districts, leaders of the initiative believed so fervently in the promise of the platform they ignored the importance of building trust with school communities. The inBloom initiative made public its plans to collect student data, yet never made clear its goals. In the absence of clear information, community groups became fearful of the potential for inBloom to damage students' future prospects. A potent fear narrative emerged of dystopian data collection, diminished learning opportunities, and data-driven tracking of students. Once parents became worried about loss of control around students' data and publicly protested, politicians and districts stopped the initiative. This is how a $100 million education initiative failed within one year.These issues persist in current education technologies and are evident in early iterations of AI (Selwyn, 2019). Without clear communication of the practical implications of AI in schools (e.g., what will AI systems optimize for?), there is a likely risk of alienating parents and fomenting a fear narrative similar to inBloom. Drawing upon a case study of inBloom that included interviews with 18 key actors involved in the initiative, a review of news articles from 2013-2015, and materials from the Gates Foundation, this presentation will draw parallels between causes for its failures and the likely repetition of these mistakes in approaches to AI. The presentation will further provide evidence-based strategies for building trust with parents and schools. References Bulger, M., McCormick, P., and Pitcan, M. (2018). The Legacy of inBloom. New York: Data & Society Research Institute. https://datasociety.net/pubs/ecl/InBloom_feb_2017.pdfCuban, L. (2005). The Blackboard and the Bottom Line: Why Schools Can't Be Businesses. Cambridge: Harvard University Press.Hoofnagle, C. (2016). Edtech: Promise and Peril. TLPC: Privacy and Education in a Social Environment, Istanbul, Turkey, June 10, 2016 . Availablw: https://ssrn.com/abstract=3359205 Selwyn, N. (2019). Should Robots Replace Teachers? Cambridge: Polity Press.Tompkins-Stange, M. (2016). Policy Patrons: Philanthropy, Education Reform, and the Politics of Influence. Cambridge: Harvard Education Press.

PN 112 The future we want? Analysing the political economy of AI in Education

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The role of Artificial Intelligence (AI) in Education has attracted a resurgence of interest in recent years. Supporters view AI as the latest advance in 'EdTech' to ensure a 'modern' education system that meets the needs of the economy. In contrast, critical scholars express growing concerns about privacy, surveillance, performativity and instrumentalism (e.g. Ball, 2017; McStay, 2019). A central question then, is what kinds of AI educational futures are being prioritised and why? We explore this question in two parts. We first draw on the social construction of technology to analyse 35 in-depth interviews with stakeholders from academia, commerce and policy working within Education. We illuminate three diverse understandings and practices around AI from these three social groups: AI as methodology, as legend and as rhetoric. We argue that these three different technical frames shape how AI is designed and 'used' in Education and are likely to define future developments (Bijker, 2010). We then ask which framing of AI and Education is most powerful and what kinds of educational values are promoted? To do this, we create a knowledge graph from systematically searching the web to link key entities in AI and EdTech (e.g. academic institutions, technology companies, policy actors, the third sector, people, products, concepts) together with the nature of the relationship between them (e.g. collaborates with, operationalises, sells, researches, produces). Following Herzig (2016), we conceptualise the knowledge graph, not as a network of actors, concepts and institutions as it first appears to be, but as a Bourdieusean field: a social structure that comes into being as a result of social actors attaching value to particular commodities, skills, or resources, and orientating their behaviour accordingly (Bourdieu & Wacquant, 1992). Accordingly, we make visible the growing political economy around AI and 'EdTech', and illustrate how agents in the field of 'EdTech' are positioning themselves, making associations, and operationalising and selling AI enabled solutions in response to the field's tacit structure; its constraints, incentives and demands. The current configurations of actors enable the commercial sector to wield most power, and at the heart of the field's logic of practice is personalisation. Together, these two approaches show that the current set of arrangements promotes a narrow view of Education that is primarily orientated to the needs of the economy. We propose reordering of the value and incentive systems of the field to create more desirable educational futures.References Ball, S. 2019. Education policy: Major themes in education. London: Routledge.Bijker, Wiebe E. 2010. "How is technology made? – That is the question!" Cambridge Journal of Economics, 34 (1), 63–76.Bourdieu, P. and Wacquant, L. 1992. An Invitation to Reflexive Sociology. Cambridge: Polity Press. Herzig, R. 2016. "A Bourdieuan Approach to Internet Studies: Rethinking Digital Practice". In New Uses of Bourdieu in Film and Media edited by G. Austin. Berghahn.McStay, A. 2019. "Emotional AI and EdTech: serving the public good?" Learning, Media and Technology, Ahead of print, DOI: 10.1080/17439884.2020.1686016.

PN 113 Artificial Intelligence and Education in China

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This presentation will examine the political economy of artificial intelligence (AI) and education in China, as an important international example of the burgeoning relationships between national government and private sector enterprise in the development of data-driven technology. China's emerging role as an international leader in the production of AI has attracted widespread interest, often framed in terms of geopolitical contestations for global dominance. Issues of trust pervade this discourse, where China's authoritarian government is frequently aligned with the technical capacity of AI systems to surveil and regulate the behaviour of citizens. Where AI has been developed specifically for educational activity in China, such issues of trust are situated at the very foundation of the idea of the social institution. However, critical perspectives are needed, not only to disentangle prevailing assumptions about the unified, homogenous, and nationalistic character of China and its development of technology, but also to understand the implications for education internationally, as the model of Chinese AI development gains influence.The first section will analyse two key policy documents published by the central Chinese government: the State Council's National Strategy for AI Development, and the Action Plan for Artificial Intelligence Innovation in Colleges and Universities. These will be shown to implicate educational institutions as key players, both in the development of national and regional strategies for AI research, and in the training of domestic AI expertise. These factors will be suggested to be highly significant in understanding the role of education in the wider political promotion of AI, in which universities are cast as key sites of international disciplinary power. Moreover, the development of AI in China will be shown to derive, not from a unified central strategy as the policies imply, but rather from more complicated regional networks, revealing significant inconsistency across provinces. The second section will outline three influential private education companies based in China, involved in the development of educational AI systems: New Oriental, Tomorrow Advancing Life (TAL), and Squirrel AI. In contrast to the nationalistic discourse of the government policy, these private sector examples will be shown to be engaged in extensive international corporate activity, as investors in US-based educational companies and research partners with a number of US universities. However, this corporate enterprise will also be shown to be derived from established private educational provision in China, focused on extra-curricular training within a highly competitive and performance-oriented education system. The presentation will conclude with a discussion of the international implications of the tensions between state-led and market-driven approaches that characterise the development of educational AI in China. While favourable political conditions will be suggested to foster the rapid development of educational applications and markets, such an approach also emphasises the acquisition of data and the scaling of educational products over any clear pedagogical rationale for the use of AI in education. Trust in the growing use of AI in education therefore requires a continued examination of the relationships between government and private enterprise, where education remains crucial to the public interest.

PN 115 Predictive analytics and the (re-)claiming of agency

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This paper explores the design and use of predictive analytics, drawing on examples from education. As a central institution of social life, formal education has always claimed to be 'predictive'. With the rise of artificial intelligence (AI), learning analytics promise to enhance the accuracy and precision of such predictions. However, they also spark controversial debates about social justice, accountability and agency: Can we trust AI-based technologies to improve our lives or are they pushing us deeper into 'surveillance capitalism' (Zuboff 2019)? Young people spend much of their waking lives in schools; schools are spaces in which power relations are reproduced, negotiated and, occasionally, interrupted. How are predictive analytics tools used in this space, and how is their use entangled with social and cultural change? The paper first sketches relevant current research in computing science and critical studies of educational technologies that reduce young people to data points. Second, drawing on a material-semiotic analysis of one in-depth case study, the paper identifies how predictive analytics prefigure everyday practices in education. The critical analysis of Design2Learn software foregrounds: (1) the intensification of the logic of risk management in social relations, (2) the 'dashboardisation' of professional judgements, and (3) the overriding of core educational goals such as autonomy and self-determination as young people are nudged towards pathways to progress. Third, the paper opens lines of flight to thinking otherwise about predictive analytics, by examining ambivalences and tensions: It reflects on community engagement programmes in which predictive analytics are embedded in social relationships and community authority. And it reflects on potentially powerful socio-economic differences in the use of predictive analytics. In 2020, we are beyond the initial euphoric/dystopian scenarios associated with key AI technologies: the question now is how we can (re)claim agency in the design and use of these technologies to reduce, rather than increase, harm.

CYM13 - Play, consumption, paradoxes and consciousness

PP 545 Theorising processes of (de- and re-) domestication of internet-connected objects in families with children

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The emergence of the Internet of Things has posed a layer of complexity to the double articulation of media as both material and symbolic artefacts, given their agentic capacities that act upon both human-machine interaction and machine-to-machine/data interactions (Guzman, 2018; Suchman, 2011). The double articulation of media is also complicated by IoT's double materiality—comprising both the physical and digital materiality of the internet-connected system (Pink et al., 2016). In this work, we seek theoretical advancements to study the complexity of children's and families' interactions with IoTs (such as internet-connected robotic toys and smart speakers) as a form of communication. This presentation builds on and combines different concepts from media studies —namely the notions of domestication (Silverstone & Hirsh, 1992), mediatization (Couldry & Hepp, 2017), and human-machine communication (Guzman, 2018)— to analyse in depth qualitative, mixed-method data around the domestication of internet-connected objects, such as robotic toys and smart speakers, in families with young children. Based on the analysis of the data through this theoretical lens , we have asked (1) How does the domestication theory work in research on hybrid (digital-material) and AI-driven products? (2) How does a domestication-led inquiry relate and add to the existing body of research on human-machine communication? (3) To which extent can these reflections be the beginning of a new research paradigm? In fact, the empirical findings on which we draw upon foreground the meaning-making practices and the situated interactions between different actors, including children, parents, siblings and technological artefacts that constitute the process of appropriation of new technologies. Our results hint upon a gradual process of *de-domestication* of internet-connected robotic toys, although we observed peaks of temporarily *re-domestication* (see de Graaf et al, 2017; de Graaf et al. 2018) linked to performative acts towards actors who do not belong to the domestic context, or to changing life-conditions (i.e., lockdown). Findings also suggest processes of *indirect domestication*, through two established processes of domestication in the participating families, that is via already domesticated media—such as smartphones, tablets and digital games—and through the popular culture narratives on embodied or disembodied AI, that they project onto new technological artefacts. Parents also extend to new devices the discourses around the online opportunities and risks for children. Therefore, based on the case studies which substantiate these theoretical reflections, we propose a conceptual framework that extends the domestication of technology approach to the study of internet-connected, AI-driven objects.

PP 544 Examining the changing definition and consumption of news, and their relevance in young people's everyday lives in Estonia

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This paper departs from the assumption of the transforming news consumption practices that foster using and sharing (news-related) information, notably on smart devices and via social media platforms and networks, rather than relying solely on professional journalism produced by news organisations (Clark & Marchi 2017). Today's young people, defined also as the "digital media generation" (Buckingham & Willet 2008, Hepp et al. 2017, Kalmus & Opermann 2019), are said to be the population group who most quickly adopt and develop this practice, mainly due to the widespread use of smart devices and direct access to constant updates of information. As smartphones are personal devices, decisions about what apps, aggregators and platforms to choose for various activities are also made individually, although suggestions from peers and contacts made on social media may motivate user's choices. However, as media scholars state (Lee 2013, Schrøder 2015), the informational function of media use on smartphones in the wider sense has to compete with other "gratifications", such as entertainment and socialising. In exploring the multidimensional aspects of digital news media, some scholars (e.g. Vraga et al. 2019) have debated selective and incidental news exposure that can better explain individual contacts with news.

In this paper we focus on Estonia as a highly digitalised country (Kattel & Mergel 2018), and explore three main research questions related to sense-making around news and shifting practices and perceptions. The questions are as follows: (1) What have young people in Estonia "come to see as news" (Swart et al. 2017)? What does news mean to them and how do they understand and explain the meaning and role of news in their everyday lives? (2) What topics and concerns are most important to them and/or most relevant to their interests? (3) What explains news consumption on smart phones? How well is the thesis of selective and incidental exposure (Vraga et al. 2019) supported by our empirical data in Estonia? To answer these questions, we carried out two qualitative studies involving (a) two sets of individual in-depth interviews conducted in 2018–2019 among 22 young people born between 1995 and 2005 and (b) 12 focus groups with a total of 60 young people also born between 1995 and 2005 conducted in 2019 and 2020.

Our preliminary analysis suggests that the practices of news use on smart devices among young Estonians are highly selective and interest-driven. Information and news consumption as an activity competes with many other activities that smartphones in their multifunctional nature enable. The findings also reveal that besides a hopeful and positive view of life, a considerable number of young participants do feel uncertain and anxious about the world and their own future. Also, some avoid following the news (directly from media outlets), finding the content to be depressing and frightening; the more preferred way to get their news is through close and trusted people. Within the context of our qualitative studies among young people, we find evidence supporting the changing definition of news and the shift in concerns.

PP 543 The paradox of play: How children develop digital literacy via offline practices of play

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This paper considers how children develop digital literacy through offline practices of play. Recent studies have highlighted how by inventing games, children rehearse and build up competences, knowledge and skills that are necessary to engage with online technologies in later life (e.g. Bird & Edwards, 2015; Marsh, 2019). Play is thus crucial for the way children acquire digital literacy. However, most previous work linking play to digital literacy limits such discussions to children's online interactions with media. We argue that to fully comprehend how children build up understandings of the digital, paradoxically, we should also include how they engage with digital media in _offline_ settings.

Therefore, this paper takes a user-centred and non-media centric approach to explore how children playfully build up understandings of the digital. Focusing on the relatively under-researched age group of 8-12 year old children, it discusses how the digital shapes their everyday practices, experiences and interactions, both on- and offline. We build our analysis on four months of participant observations of children attending afterschool childcare (_N_=77), conducted at four locations in different socioeconomic areas, in a major regional city in The Netherlands. Additionally, we interviewed a selection of the observed children (to understand their perceptions and experiences of digital media) and some of their parents (to gain insight into the family context of these children).

Our findings emphasize that children no longer live with, but _in_ media (Deuze, 2012). We find that children's play around media seamlessly moves between digital and non-digital contexts, mixing them into one hybrid environment. To conceptualize children's offline play around online technologies, the paper develops a typology of the various practices of play by which children re-enact digital media in daily life. First, our observations show how children _interpret_ digital media, for example by replicating content of vloggers they follow in their paintings and drawings. Second, children not only copy, but also remix and _reproduce_ media content, for instance through inventing songs or dances based on TikTok and YouTube videos. Finally, children also re-enact the _social dynamics_ of digital media in their offline activities. Our results show many examples of how online games such as Fortnite, Roblox or Murder Mystery are transformed and reconstructed in offline play.

Our results emphasize how children's digital literacy is first and foremost a social practice, developed in relation with others. Moreover, our findings show how a non-media centric approach contributes to our understandings of children's development of digital literacy. Such a perspective does more justice to children's continuous exposure to and immersion in digital media, which we find affects their play both within and beyond the digital realm.

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CYM14 - Mixed methods approaches to audience research: Reflections on recent advances and challenges

PP 639 Understanding youth participation and media literacy in digital dialogue spaces

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Young people have largely withdrawn from traditional forms of participation in democratic life (EU youth report 2015). Young people are keen to engage in democratic life, but ask for different spaces of public participation. This paper is a part of the international research project U-YouPa, which addresses inclusion through studying young people's participation in media dialogue spaces.

Young people's participation is enabled by media literacy, the capacities that allow them to access and have a critical understanding of, and interact with, media. These involve critical thinking, problem solving, research, collaboration and intercultural literacy, while participating in society (Jenkins et.al, 2005). Through a media literacy perspective on participation, we see young people as active knowledge producers that accommodate to affordances provided by the technologies they use.

Our theoretical framework consist of media studies illuminating public participation in media production (e.g. Carpentier, 2011), youth media studies on how networks support creativity (Ito et al., 2009; Livingstone, 2009; Drotner, 2018; Elea & Mikos, 2018), as well as co-design studies of media innovation and citizenship (e.g. Björgvinsson, Ehn & Hillgren, 2012; Huybrechts, Benesch, & Geib, 2017). The context unveils knowledge gaps that suggest a need to explore dynamics through which media spaces shape, and are shaped by, cultural activity and media participation. There is also a need for innovative methods that engage youth as researchers in manners that include their perspectives on research design, as well as interpretations of the findings.

The paper presents approaches and preliminary results from a case study of youth participation in the successful series SKAM on Norwegian public television. SKAM employs fictional and documentary techniques with actors from diverse cultural backgrounds who draw on their personal experiences. We pose the overarching research question:

● How are the participatory media formats provided by the producers of Skam used by young actors in the series and engaged with by its young audience?

Analysis of the series' impact on stimulating dialogue between young Europeans with different cultural backgrounds, will be based on a cross-cultural study of how youth in the three European countries view and discuss versions of season 4 of SKAM, SKAM France and Druck (German version). We analyze conversational modes, narration and linguistic forms applied in the program, and their appeal to young people from diverse sociocultural backgrounds. Challenges of this media space regarding its capacity to facilitate intercultural dialogue and inclusion will be identified. The study includes an examination of the role of SoMe activities on Instagram, Twitter and Facebook for the production of the series. We identify factors that stimulated or prevented youth inclusion and diversity in digital media spaces of the series as well as the production.This is arranged by gathering young followers in the three countries to work with researchers conducting participatory research and innovative methods in Living Laboratories.These staged intercultural dialogues provide knowledge about how the series appeals to culturally diverse youth and get insight into intercultural issues raised by the series.

PP 640 Media literacy as precondition for media-pedagogical teaching practices? An empirical study

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Media literacy is considered as "important prerequisite" for a media use that reflects opportunities and minimizes risks (UNESCO 2016). Supporting media literacy skills is in the focus of numerous socio-political and educational efforts: It serves as the objective of media education and is seen as an important task of schools as important socialization agents. Teachers should integrate media into the classroom and allow time for discussion and reflection on media content in order to promote media literacy. This task is particularly relevant if other socialization agents are not (or cannot) provide this skills transfer (e.g., parents; Livingstone & Sefton-Green 2016). In order to meet this challenge, several pilot projects and initiatives have been set up all over Germany. However, media education is often not compulsory, but depends on the teachers and their willingness to teach media literacy. Two exceptions are Thuringia and Bavaria which have anchored media education in the school syllabus. In these two federal states, teachers are therefore required to teach pupils how to deal with media appropriately (technically as well as content-related). However, in order to successfully teach media literacy to their pupils, the teachers themselves have to be media literate. To what extent these individual skills are influencing teachers' media-pedagogical teaching practices will be answered in the presentation. We examine how teaching media literacy is realized by the teachers, depending on their own technical and evaluative media literacy skills. We are focusing on technical expertise, as this is an important precondition for teachers to be able to use media in class. In addition, teachers' evaluative skills are considered, because the teaching of reflexive skills is an essential part of media literacy (Potter 2010). To address this question, we conducted qualitative interviews with 35 teachers of all ages (from 26 to 59 years). They worked at different school types in Bavaria and Thuringia. Participants were interviewed individually to encourage elaborate interview statements. All interviews were transcribed (word by word) and analyzed by using a theory-driven approach. Our results show that several factors influence the mediation of media literacy: On the one hand, teachers' private media usage, their individual affinity for technology, and their evaluative self-orientated skills are important, whereby a direct connection between these skills and the media-pedagogical teaching can be seen. An equally important factor are school parameters like the specific concept for including media education in the syllabus, as well as the technical equipment and the support by the school management and the federal state. All in all, our study provides new insights in how the media education depends on teachers' individual media literacy skills. As having an appropriate media literacy knowledge should be a goal to handle with the high-choice-media-environment, it is important to shed further light on teachers as socialization agents.

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PP 638 Digital and media literacy competences: A study with basic education students

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The pace of digital technologies evolution and the widespread and inevitability of its use by citizens in the most diverse spheres of life, in a society whose dynamics are themselves highly mediatized, and often created and recreated on and for screens, have made media literacy a privileged subject for discussion and reflection and an object of various initiatives in terms of national and international educational policies. At an international level, the recommendations and directives produced in recent decades by different entities (e.g., UNESCO, European Commission, United Nations) highlight the need and relevance of promoting the digital and media literacy competences of citizens of all ages and encourage countries to invest in empowering them through media education, as well as to develop empirical research to assess their digital and media literacy competences, and thus to contribute to more informed action based on their real needs.

This study was conducted in the frame of the COMEDIG project (PTDC/CED-EDG/32560/2017), which was designed to assess digital and media literacy competences in the Portuguese school community and, based on the assessment results, to elaborate recommendations for future comprehensive intervention, as well as digital educational resources. Given the wide range of project objectives, this paper will focus on presenting and discussing some of the results of the cross-sectional study carried on to characterize digital and media literacy competences of students from basic education and identify their needs for further training. For this purpose, a national stratified sample of approximately 3000 students from the 1st, 2nd and 3rd cycles of basic education was selected. The participants fulfilled online questionnaires examining their competences in media uses, critical reading (associated with comprehension and evaluation of media products) and expression (involving communication, participation, and creation of media contents), elaborated by the research team. The assessment questions were prepared based on literature review, and on the results of mapping media education contents present (i) in the core curriculum of Portuguese basic education, homologated in 2018, and (ii) in the educational projects developed by schools that in the academic year 2017/2018 integrated the Autonomy and Curriculum Flexibility Project. These questions also considered the social meanings, perceptions, attitudes, and opinions of students and teachers with regard to media, collected through focus group interviews, in the context of an exploratory study conducted in the first phase of the COMEDIG project. In this presentation, the study authors will present some of the findings that emerged from the study, adopting a comparative perspective of the different cycles of basic education. The results will be discussed taking into account the previous research on this subject, giving particular emphasis to their practical implications for educational policies and practices.

CYM15 - Youth Skills: maximising long-term positive impact of ICT on wellbeing for children and adolescents by stimulating resilience through digital skills

PN 160 The ySKILLS project: overarching aim, research objectives, and the underlying model

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Besides great opportunities, digitisation also poses many dangers/risks for children and young people. There is a lack of scientific data on impacts and contexts of the digital activity of children and adolescents, and we still lack solid knowledge of how to avoid it. The EU-funded ySKILLS project will conduct academic longitudinal survey research in six European countries on risks and opportunities from the information and communication technologies (ICT) uses for children and adolescents between the ages of 12 and 17. The goal is to understand which skills they must obtain to knowingly and critically use ICT for their wellbeing, education, social life and how they can build resistance against negative impacts. The project will enable new strategies and policy recommendations. ySKILLS' overarching aim is to increase the wellbeing of all children by harnessing the ICT-environment's positive aspects, improving their digital skills so as to stimulate their resilience. To achieve its overarching aim, ySKILLS will address four research objectives: 1) To acquire extensive knowledge and better measurements of digital skills; 2) To develop and test an innovative, evidence-based explanatory and foresight model predicting the complex impacts of ICT use and digital skill on children's cognitive, psychological, physical and social wellbeing; 3) To explain the ways in which at-risk children (in terms of mental health, ethnic or cultural origin, SES, and gender) can benefit from online opportunities despite risk factors (material, social, psychological); 4) To generate evidence-based recommendations and strategies for key stakeholder groups to promote digital skills and wellbeing. For our purposes, the notion of wellbeing includes the following dimensions: a cognitive (attention-related functions, etc.) dimension, a physical (such as (in)sufficient sleep, physical (in)activity) dimension, a psychological (emotional state, degree of self-esteem, level of life satisfaction, body image, etc.) dimension, and last but not least, a social (nature of relationships with peers, family, school, community, etc.) dimension. The relationship between ICT use and these 'wellbeing dimensions' will be looked at in the short, medium and long term. Understanding why and how some children benefit from ICT use while others do not requires more research on the role of digital skills. First, we will offer a critical perspective on the 'skill' notion by extending its traditional conceptions and by recognising that as young citizens with agency and rights in a digital age, children must have a critical view of their skill level. Second, we will attempt to determine which categories of children and adolescents are more likely to have low levels of wellbeing in relation to their ICT use, and how digital skills can build resilience against such negative impacts. This will result in a comprehensive model predicting the complex impacts of ICT use on the wellbeing of European children and adolescents, as well as the way digital skills may enhance such wellbeing. The ySKILLS model will be further explained and the following presentations will be positioned within it.

PN 163 Digital skills conceptualisation and measurement

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This paper will critically evaluate the development of digital skills conceptualizations and measurement by reviewing the literature and research projects such as 'From Digital Skills to Tangible Outcomes' project (DiSTO), the DigComp framework developed by the JRC, the PISA studies, and the International Computer and Information Literacy Study (ICILS). While conceptualization of skills has developed considerably, including technical, information, social/communicative and creative/participatory skills, measurement is often restricted to technical and information literacy skills. In addition, measurements through survey research or performance tests of a broader set of digital skills, literacy and resilience in relation to wellbeing, have been designed mostly for adults and focus on either very basic or very advanced skill levels. There is little development for this broad range of skills measurements for young people. In the face of multiple frameworks, this paper advances the measurement of digital skills by addressing the following two gaps: (1) a lack of robust measures on non-technical skills related to content creation and social interactions validated for children; and (2) a lack of conceptualisation and measurement of transferable critical literacy skills that lead to online resilience in social digital environments. A conceptualization and measurement framework is therefore proposed around social and content creation skills to do with sharing and communicating with others allowing young people to participate in positive ways and allowing them to deal with negative interactions (i.e. discrimination, harassment, bullying, oversharing) which might lead to harm. Similarly, a conceptual framework and measurements are proposed around critical information literacy which has posed considerable problems in terms of conceptualisation and measurement for children in population studies in the past. The framework includes the ability to understand the intent of sources of online content (privacy and commodification of personal information, extremist content) and the ability to critically engage information (e.g. estimating its veracity) online. Based on this conceptual and measurement framework this paper will present proposals for a robust survey instrument and performance test that can be used for cross-national studies to measure and compare young people's levels of transferrable skills related to social-interactional, critical media literacy and content creation skills in current and future digital societies.

PN 164 The role of school-home communication in developing children's and adolescents' digital skills

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School-home communication and cooperation is a growing research field in social sciences, particularly in education sciences and communication studies. Schools and homes do not operate in isolation as agents of socialisation, but in mutual interaction as well as in interaction with other relevant contexts and actors (e.g. with the community at large and various online media environments), which influence the development of children and adolescents. While previous studies have paid much attention to the importance of school-home interaction in supporting primary academic socialisation and progress of elementary school pupils, the role of teacher-parent communication and cooperation in influencing the development of children's and adolescents' digital skills remains an under-researched area. This paper will draw on qualitative studies to be conducted in the ySKILLS project, in particular, on the analysis of expert interviews to be held with professionals working in institutions providing or influencing education programmes in six European countries (Estonia, Finland, Germany, Italy, Poland and Portugal). These interviews will focus on the perceived actors and factors that influence the effectiveness of ICT education at school, the school-home communication and cooperation (i.e., discussing the importance of education, civic participation, family cohesion, risk avoidance), and the (digital) skills needed in the 21st century to cope with technological transformations in the labour market.The expert interviews will be carried out with at least five experts in each of the selected countries including one policy maker at government level, two experts from the main non-profit organizations implementing education, and two scientists working in the field of education during the first semester of 2020. These interviews will be followed by roundtable discussions with young people from various countries to ensure that children's and adolescents' voices are heard and, most importantly, to allow their participation and engagement in our research.

PN 161 Antecedents and consequences of digital skills

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What actors and factors shape children and young people's digital skills? And how, in turn, do their digital skills impact their wellbeing in a digital world? These are the two research questions addressed in this paper, along with subsidiary questions about how the research litearture to date has defined and measured digital skills, on the one hand, and wellbeing, on the other. To ground the overall ySKILLS project in the wider literature, and recognising that this literature is multidisciplinary, fast developing and, in crucial ways, contested in its concepts and methods, this paper reports on the results of a two-phase review of the empirical literature. The first phase uses the methodology of a systematic evidence mapping in order to identify the scope of available evidence, and key evidence gaps. The second phase is a rapid evidence assessment. This builds on the results of the first, but focuses only on the most relevant subset of findings, determined according to specified criteria for inclusion and exclusion, including a three-dimensional grading of research quality, in order to code the factors found to influence digital skills and the nature of any demonstrated consequences for young people's wellbeing (defined broadly).The first phase will code the results derived from an estimated 5000 articles and other publications by year of publication, age group (primary/secondary school pupils), classification of country by digital development (DESI ranking), quality (based on abstracts and publication outlets) and focus, to reveal what is known and not known (evidence gaps). Eight scientific databases (including Web of Science and Scopus) are being searched for the intersection of child-related, technology-related, skill-related and methodology-related terms (including multiple synonyms).Findings from the Web of Science search reveal 2187 publications which combine these terms – in other words, they concern children, technology, skills and empirical research. From 2000 to 2007, fewer than 50 such publications were identified each year, but since that date, the volume of publications has increased exponentially. In 2016-19, over 250 publications per year reported empirical research on children and young people's digital skills. Analysis shows, further, that half of this research is conducted in the field of education, with the remainder mainly stemming from computer science, information science, communication, and allied disciplines. Approximately one quarter of these publications are produced in the USA, followed by research from Spain (10%), England, Australia, Canada, Taiwan, Germany, China, and a mix of European and other countries (small percentanges from each).Phase two will be completed in the summer of 2020, with the report published in October 2020. The paper will therefore present the full findings regarding both the antecedents of youth's digital skills and literacies and, second, the consequences of those skills and literacies for psychological, physical and cognitive as well as social wellbeing of children and adolescents in Europe. The implications for the field more widely, and the ySKILLS project in particular, will be discussed.

PN 162 How different types of digital skills predict different online activities

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While digital skills are largely considered a critical component of 21st century skills (van Laar, van Deursen, van Dijk, & de Haan, 2017), cross-country research that examines both the antecedents and the consequences of digital skills for children and young people is still scarce. Therefore, there is still a need for research that simultaneously examines the relationship between digital skills and youth's social inclusion, and the impact of online risky experiences on children and youth's wellbeing. First, we still need to better understand what drives the persisting inequalities in youth's digital skills (Hargittai, 2002, 2010). To fill this gap we examined the role of predictors of digital skills suggested by the literature and investigated their potential cross-cultural differences. Using nationally representative data from adolescents (ages 12 – 16, Mage = 13.95, SD = 1.37) from 18 countries from the EU Kids Online 2018 project (Smahel et al., 2020) we conducted a series of multiple regressions where age, gender, SES, number of online activities, restrictive parental mediation, technical parental mediation, and active mediation by parents, teachers, or peers were specified to predict digital skills – including operational, information navigation, communication, content creation and mobile skills involved in manipulation of computer-related technologies. For parsimony, we clustered the countries into 4 regions as defined by Eurovoc (2019) – Central and Eastern Europe (n = 4,693), Northern Europe (n = 2,281), Southern Europe (n = 4,274), and Western Europe (n = 2,501) and assessed effect size differences with Z-testsTwo strongest predictors across all regions (β < .19) were the number of online activities youth engage in (positive link) and restrictive parental mediation (negative link). The effects of age, male gender, time spent online, and SES were all statistically significant, however, relatively negligible. Active mediation by parents, teachers, or peers and technical parental mediation were non-significant in most regions. The relationship between number of online activities and digital skills was weaker in Western Europe than in Southern Europe. There were no other cross-cultural differences. The results are consistent with prior research in showing that internet use and the variety of online activities taken up have a positive association with the acquisition of digital skills. The findings send a clear message to parents and policy-makers that restricting adolescents' online experiences is detrimental to their acquisition of digital skills. On the other hand, the association between engaging in a variety of online activities and higher level of digital skills shows the importance of sampling different online opportunities. Installing content trackers or blockers does not reduce or improve adolescents' digital skills, neither does active mediation, however they are likely important for maximising opportunities while minimising harm. The relative lack of cross-cultural differences in the relationships provides wider relevancy to our research findings and suggests that the internet as a global phenomenon is experienced more or less the same way across Europe.

CYM16 - Media production and experiences

PP 716 "Do you really want to see what you are told to see? Broadening media experiences of reading the world"

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The "Academy for Reading the World: Journalism, Communication and I" is a starting project promoting an interdisciplinary approach to media literacy amongst young adults from 14 to 25 years old, and it has selected critical thinking, self-regulation and communication as key competences to be developed through an immersive media experience. It is believed that if these capabilities are not seriously and formally trained when dealing with media narratives, then the reading of the world and communication practices will be at risk. The project has been conceived by a multidisciplinary group of researchers and journalists, selected as one of the Gulbenkian Academies for Knowledge and adopted by various Portuguese academic institutions with communication and journalism degrees. In this paper we would like to discuss the rationale behind this Portuguese national academy, established in Faro, Portalegre, Covilhã, Abrantes, Setúbal and Lisboa and assess the first year of this national collaborative experience. The final goal is to provide more structured data about how knowledge, skills, attitudes and values can together be mobilized in order to deal with contemporary media challenging contexts that insist on hindering reality readings.

Key words:
media literacy, young adults, journalism, communication, reading

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PP 718 From "moral panic" to the recognition of digital opportunities and rights: Turkish media coverage of children's relation to the digital world

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Council of Europe Guidelines underline the importance of respecting, protecting and fulfilling the rights of the child in the digital environment (2018). The rights of children in a digital world equally encompass ensuring the rights to benefit from the opportunities and to be protected from the risks of the online digital world. As reported in the European Network of Ombudspersons for Children (ENOC) Position Statement on Children's Rights in the Digital Environment, children identify "connection, communication and sharing as the key benefits of the digital World" (2019). However, when closely examined, it can be observed that in Turkey, the media coverage of the relationship between digital media and children is often mostly portrayed negatively and digital opportunities and rights are almost always obscured. The main objective of this research is to scrutinize the content and framing of the news, the major mention of which focus on 'digital media and children'. The theoretical framework of the study benefits from Cohen's theory of "moral panic" that outlines five stages of the process (Cohen, 1972). In line with this theory, this study assumes that in Turkish newspapers, digital media is "perceived and defined as a threat to social norms and the interests of the children" and sometimes of the society at large. The methodology of the study is based on the discourse-historical approach (DHA) of Reisigl and Wodak that is constructed around three concepts, namely 'critique', 'ideology' and 'power (Wodak and Meyer, 2016). In this research, DHA opens way to contextualize and elaborate the discursive strategies implemented by the mainstream newspapers around the representation of the relationship between digital media and children. Throughout the empirical analysis, textual data will be collected systematically and the discourse historical approach will be implemented around case studies, step by step as explained by Reisigl and Wodak. The overarching research question is: "What does relevant research and literature convey about the opportunities, risks and rights in relation to children in the digital world?" After that, the discourse related research question will be: "How is children's relation to the digital world represented and discussed in the specific public discourse?". Assumptions related to this question is that the media mostly ignore opportunities and rights, while associating digital media with risks, leading to a moral panic. At the end of the research, a critique will be formulated, considering the relevant context knowledge that leads to the absence of child-rights and opportunities focused attitude of newspapers toward children's digital media consumption practices. The five stages of the process that reveals moral panic will be examined accordingly. The results will be proposed for practical application, targeting a social impact for the recognition of digital opportunities and children's rights in the digital world.

PP 717 Media production in the classroom - pedagogical challenge or opportunity? Analysis of the uses and media practices of teachers and students, in daily life and in educational context

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Society is moving towards a more integrated and connected world. The growth of the Digital has impacted all generations, but the youngest is the most affected one. Faced with a generation whose social practices are normalized by digital technologies, which are assumed to be an extension of their lives (Green & Hannon, 2007), we realize that the transformation in the ways of living, working and communicating also has major implications in the educational context. Educational practices should keep pace with the digital revolution.

Several authors have reflected on a new pedagogical scenario. Jenkins (2006) explores the idea through the contextualization of the convergence culture - which is understood as a limitless space for artistic and political expression, with intense social interaction that is driven by the Internet, and where there is the opportunity for individuals to create content as way of participating in society. In the classroom, opening doors to the media, using them as learning tools, enjoying the pedagogical potential of content creation will thus be an important step towards modernizing education and stimulating the new skills required of citizens.

Understanding how the media are entering the classrooms and what conditions and predispositions teachers and students demonstrate for embracing these dynamics is therefore essential. It will be important to understand if both groups have media integrated into their routine activities, and whether media content production is a practice they are familiar with, as these conditions may determine the teachers' readiness to support media creation and the students' willingness and motivation to pursue them as a learning strategy. Basically, we seek to discover whether or not the use of media in everyday life has an impact on the way they are included in the classroom and whether or not there is a predisposition for the media to be used for the purpose of creating and producing media content.

The results presented result from an empirical research. Secondary school teachers' opinions were collected through the distribution of a national digital questionnaire and structured interviews focused on the potential of the media and the realization of classroom creation and production activities. Students' ideas were gathered through a questionnaire distributed in two Portuguese secondary schools. The results show that, despite the existence of a positive correlation between those who use media more frequently in the daily life and those who use them more frequently in the educational context, the uses in both environments are still very distinctive. On the other hand, teachers and students report reduced creation, production and participation habits, making it clear that these are not the main purposes of using media in their daily routines.

DCC01 - Collaboration, conflict and disputes

PP 019 Frogposting: Investigating meaning in 4chan's digital discourse

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Pepe the Frog has been a unique phenomenon on the internet for the past decade and more: originally an anthropomorphic frog character in the 2005 comic _Boy's Club_, later re-appropriated as a reaction image from 2008 onwards on 4chan and other platforms. Reaction images serve a significant purpose in online communication: they provide a visual element to digital discourse, therefore enhancing the effectiveness of each message, complementing and supporting the digital written text. Defying its existence as a single purpose image, however, Pepe the Frog turned into a recurring _meme,_ re-drawn into dozens, then hundreds of variations, eventually entering the "mainstream" of social media.

During the 2015 US presidential election, news outlets were quick to discover more controversial uses of the meme: Pepe was widely discussed as a symbol of the alt-right movement. By 2016, the Anti-Defamation League added Pepe to its database of hate symbols. Reducing the meme to this single function, however, is problematic: memes are complex groups of cultural information showcasing constantly evolving meaning (Denisova, 2019, p. 29), exhibiting unique ambiguity and ambivalence. Semiotic and communicational research should seek a best practice in understanding the many attitudes and functions of, as well as the challenges presented by, such phenomena.

This project looks at a day's worth of digital data from the "life" of the (still widely used) frog image. Harvesting, analysing, and visualising data from three popular 4chan boards (/r9k/, /b/, and /pol/) in March 2019, I examined the various appearances and uses of the image to illustrate its varying functions in present day digital discourse. In addition, I also collected and contrasted data gathered from three consecutive years (2019, 2020 and 2021), re-visiting the /r9k/ board on the same day each March to monitor the consistency and evolution of the meme. The resulting data presents a vast amount of frogs and a wide variety of topics, from the 2019 Christchurch terror attack to life under a global pandemic to everyday matters of identity, romance, mental health. Gathering over 270,000 online posts and over 4000 images of Pepe the Frog, as well as manually annotating each image, I investigated the meme in context of digital communication: from emotion icons and social markers of familiarity to pragmatic markers and creative resources (see Spina, 2019) for 4chan's vibrant digital discourse.

This presentation consists of two parts. The first half takes a theoretical look at Pepe the Frog in context of its many evolutions and perceived fall from grace. The second half details the methodology and findings of my data research project: through data visualisation, it investigates the present uses of the meme, its most notable variants, and its relation to everyday speech (hateful or otherwise). I thus present a snapshot into the complexities of anonymous online communication, and build a case for careful methodology in regards to memes and semiotic analysis.

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PP 018 Between light and dark sides of the force: Grey participation within torrent communities in Eastern Europe

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BitTorrent protocol has a twofold participatory potential. On the one hand, this technology itself demands users' participation: while downloading, one is simultaneously sharing the content and thus supports the existence of a swarm. On the other hand, torrent communities attract not only seekers for the free content, but enthusiasts who crowdfund to support dubbing in national languages, collect rare movies, create subtitles, scan and thus preserve old books etc. – a kind of produsing practices (Bruns, 2008). However, illegal file-sharing is considered to be a destructive activity: it encourages routine negligence of the law, tarnishes the image of the states which cannot cope with a problem, harms copyright holders.

Apparently, neither the optimistic concept of "participatory culture" (Jenkins 2006) nor the antiutopian "dark participation" (Quandt 2018) are applicable to torrent-trackers because it is impossible to draw a line where "evil, malevolent, destructive" (ibid. p. 44) participation behaviors begin. There certainly are some grey zones.

This presentation aims to question light vs dark side of participation dichotomy and to suggest a concept of "grey participation" in order to underline that certain aspects of participatory practices can have both negative and positive implications. The paper focuses on the biggest torrent-tracker in Ukraine (the country on EU's and US government's priority watch lists; USTR 2019; European Commission 2019). Using a conceptual frame developed by Couldry (2004) approaching the media as a set of practices, and the participatory culture (Jenkins 2006), produsage (Brun 2011), and "dark participation" (Quandt 2018) concepts, the presentation will showcase the results of an empirical study based on qualitative in-depth interviews with Ukrainian online pirates and digital ethnographical observation of this community regarding their file-sharing practices and incentives. It will shed light on how a more sustainable and equal future may be created around the copyright issue, community/nation building, and the controversies surrounding peer-to-peer media practices.

PP 021 Digital inequalities and online assertiveness. A study of conflict dynamics in collaborative knowledge production

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Since online communication nowadays forms an integral part of public debates, access to and success in these debates is essential for shaping the arguments used. Thus, we suggest that the capability to assert one's contributions in a conflictual online setting constitutes a crucial skill for influencing public debates. However, previous research has shown that various digital divides exist, evolving from inequalities in Internet access (first-level), to usage and skills (second-level) and finally to real-life outcomes (third-level) (Hargittai, 2002; Scheerder et al., 2017). Based on this distinction, we conceptualize inequalities regarding an actor's assertiveness as a key aspect of the second-level digital divide.

To empirically study assertiveness, we exemplarily use conflicts arising in the editing process of Wikipedia. Most research on Wikipedia is concerned with biases in participation and representation (e.g. Ford & Wajcman, 2017; Shaw & Hargittai, 2018), while fewer studies delve into its production dynamics (e.g. Lerner & Lomi, 2020). Given the strong first-level digital divide between African and European countries, we analyse French articles about the decolonisation of former French colonies in Africa. In this context, we aim to understand whether the geographic location of editors is also a relevant factor for inequalities concerning assertiveness, in the sense that specific groups are deleted more often than others.

To do so, we first collected all 48,998 revisions by 10,312 editors belonging to articles (*N*=129) about violent actors and processes related to the independence of those former colonies. Second, we were able to geolocate 72.1% of all editors and tracked their deletions using a Diff-algorithm (Google, 2019). Third, we created a directed network of deletions between editors. To ensure their relevance in terms of content, we only included deletions of at least 150 characters. The resulting network consists of 850 nodes and 1.176 edges.

For analysis, we use an Exponential Random Graph Model. In addition to our main independent variable (geographic location), we included theoretically informed and significant structural factors into our model.

Our results show that reciprocal deletions occur significantly more often than expected and that there is a significant negative effect for outdegree centralisation, meaning that editors tend to engage in disputes with one another, but that there are few editors who delete others extensively. With regard to locations, texts by editors from former colonies are deleted significantly more frequently and texts by French editors significantly less frequently than expected. However, this pattern cannot be explained by the locations of deleting editors. Instead, we find a significant negative effect for deletions by editors in France directed at those in former colonies and no significant homophily for users in former colonies.

In conclusion, inequalities in participation (72% of editors were located in France) are reinforced by inequalities in assertiveness and thus African editors are unable to make their voices heard. Although these inequalities do not seem to emerge systematically based on an editor's location and other factors might have a stronger explanatory power, our results give first insights into the conflict dynamics of collaborative knowledge production.

PP 020 The socio-technical construction of Wikiality. European contexts in neutral point of view disputes over Wikipedia edits

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The initial wave of optimism around digital platforms seems to have subsided midway through the past decade in the analyses provided by communication researchers and theorists, as the refugee crisis in Europe and the ensuing wave of right-wing populist discourses and support for nationalist extremism, the Brexit referendum and the 2016 U.S. presidential elections followed by the Cambridge Analytica scandal shook both researchers' and most users' trust in both the online news ecosystem and the digital platforms. Since 2016, digital media and communication research has focused on _fake news_ (considered a politically charged slogan), _false news_, _misinformation_, _mal-information_ or, more comprehensively, an array of _information disorders_ (Wardle and Derakhshan 2017). Digital platforms are presently seen as primary conduits and sometimes enablers of information disorders and the current agenda for research and policymaking in the digital media sector is marked by need to answer the challenges brought on by a new news and information ecosystem (Lazer et al. 2018).

Wikiality is a term introduced in a satirical TV show in 2006 by Stephen Colbert who defined it as 'truth by consensus' in a criticism of the platform and a general tendency in the present age to trust what is agreed upon, rather than factual truth. While Facebook, Twitter and online news media have received copious attention from recent research into bias, information disorders and emotionality, Wikipedia's revision history has been less explored by communication researchers, even though many members of the public rely on it for contextualization of historical, recent or current events. The Neutral Point of View (NPoV) Disputes provide semi-structured data for building corpora for bias (Recasens et al 2013) or analyzing the dynamics of controversy (Borra et al 2014), but little interest has been given to mapping the content and dynamics of such disputes with respect to national or area-level contexts and their socio-political or cultural particularities (other than linguistic aspects).

The paper explores the topics, structure and dynamics of NPoV Disputes over the representation of social reality topics (recent events or phenomena, group identities) in European contexts by Wikipedia language domain. The number of such tagged disputes varies from several hundreds to several thousand by country. Our approach employs automated data collection methods, quantitative analysis, formal concept analysis and semantic network analysis based on co-occurrences to categorize and compare controversial issues and assess the dynamics of the disputes (frequency variation of edits over topic) with respect to the European and national level recent events and phenomena. Although online news sources and social media are at the forefront of research concerning trust and information disorders, our results are expected to show large-scale negotiation of truth and meaning in the encyclopedic representation of contextual information relevant to the understanding of recent and current events as well as various group identities.

DCC02 - News consumption and production

PP 084 Taxonomy for classifying news apps for smartphones: A system based on functionalities and affordances

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The main goal of this paper is to develop a classificatory system for the evaluation of news applications for smartphones based on the functionalities and affordances they incorporate. Following a reflection on the universe of mobile communication in the contemporary world, we analyze 12 journalistic applications from Brazil, Portugal and the USA in order to recognize how five functionalities of the field - tactility, leveling, opticability, locability and plasticity - are appropriated and the affordances manifested in each of these characteristics. The methodological approach is focused on the empirical observation of the applications supported by contributions of the Actor-Network Theory (Latour, 2012). We aimed at a qualitative perspective (Palacios et al., 2014) to propose a system that is consonant with the reality presented to the mobile information consumers.

We understand that we are moving towards the emergence of a successor of mobile journalism, defined by Salaverría (2016) as ubiquitous journalism, that will be available to people at all times and places, and will automatically adapt to their interests and needs, without the limitations of its predecessor. We recognize the difficulties of any typology in adequately encompassing any particular phenomenon, as Palacios and Cunha (2012) do, especially when referring to those rapidly changing ones, such as those related to digital technologies. But at the same time, as Pellanda et al. (2018), we know that the dynamics of mobility requires constant recombination of research strategies, dissociating itself from the forms of monitoring of the Internet desktop, already inherited from the analogical media.

At the end, a unique taxonomic system is presented, in an interactive table format, which can be applied to future studies in an integrated or fragmented way. We understand methodologies created from the particularities of mobile communication via smartphones are relevant to contribute to the consolidation of the mobile studies field. Each medium brings a cultural, technical and physical baggage, as stated by Chartier (1998) when reading on computers screens was becoming popular. It is on the authors' perspective that new media require new methodologies that this paper seeks to contribute.

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PP 083 Perception and consumption of fake news by Spanish communication studies students

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Fake news means disinformation, according to the European Commission. They favor the word 'disinformation' over 'fake news'. Disinformation interferes with electoral processes and decision-making in key sectors such as health, education, science or finance. A well-informed citizenry is one skillful of contrasting the same information in several media. They use the resources offered currently by the Internet to search for information in primary sources and verify the origin of them. In this context, to find out if future generations that will occupy positions of responsibility in society are prepared to face a new ecosystem 'of creation, dissemination, and consumption of fake, inaccurate, and misleading information' (European Commission, 2018) is a relevant issue.

This paper aims to understand the impact of fake news on the media consumption of Spanish university students of Journalism and/or Audiovisual Communication Degrees. Many of the latest studies on fake news focus on the general population, (Manzanero, 2017; Amorós 2018; Vernier, Cárcamo & Scheihing, 2018), or users of social platforms (Canavilhas; Colussi & Moura, 2019). The significance of this research lies in knowing the degree of awareness of Journalism and/or Communication students about an issue that affects them professionally, especially taking into account that they will play a fundamental role as communicators and content curators contributing to a well-informed society.

A case study of the students of the Carlos III University of Madrid is the starting point to analyze to what extent students create, make viral, or share fake news through their social networks. The methodology is mixed. On the one hand, quantitative data have obtained through an online questionnaire administered to a sample of 300 students, which represents 15% of the students enrolled in the current academic year (2019/2020) in Degrees of Communication Studies. On the other, a focus group was held with 10 participants of different ages and courses to obtain qualitative information about the opinion of future communicators about fakes news and their media habits and how to interpret them. The discussion transcribed was analyzed inductively according to the items previously established in the script and the survey.

The main results can be summarized as follow. Social media, especially Twitter, as well as digital newspapers, are the main sources of information for students. 88.9% of them check the news once or several times a day. However, it does not seem that they deepen much in the contents. They usually read only the headline and the first paragraph of the news. Almost three out of four claims to know how to distinguish a fake story from a real one, first looking at the media that publishes it. However, almost 40% admit to having shared fake news at some time.

Although the students surveyed show good knowledge about fake news, and more than half believe that teachers have provided them with tools to fight against disinformation, 95% consider promoting media literacy in the University very important.

PP 082 Print and digital affordances in news: Overlaps and divergence

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The news industry has been buffeted by a turbulent transition from print to digital over the last two decades. And we seem to have more problems than answers as traditional newspapers continue their secular business decline, trust in the media is at an all-time low and not coincidently, news consumers are being bombarded with a deluge of information and misinformation in equal parts. Taking an introspective approach, the question is what steps are the news media undertaking to develop digital products that provide valuable and important journalism for their communities in a way that supports engagement with and understanding of the events of the day? In this study we rely on Gibson's conceptualization of affordances as the theoretical framework to examine and compare print and digital affordances, that is, medium attributes that offer action and cognitive potentials to the reader.

In two previous studies, we described three kinds of affordances: physical, perceived, and relational, both in print and in digital news via two rounds of in-depth interviews with tenured print readers and digital natives. Physical affordances are generated by the tangible and materialistic attributes of a medium. Perceived affordances are conceptualized from the readers' recognition that attributes and signifiers of the medium give them a direction and an ability to discern. Relational affordances are generated via interaction between an attribute and the perceiver.

In print, these affordances include the physical: wayfinding, materiality and retrievability; the perceived: importance, aesthetics and completeness; the relational: genre, trustability, browsability, and serendipity. In digital, they include the physical: hypertextuality and retrievability; the perceived: importance, immediacy and trustability; and the relational: convenience, adaptability, genre, control, and interactivity. But clearly these simple categorizations mask a more complex system. The goal of this paper to interrogate each of these affordances as defined by print and digital readers and explicate the role of each in supporting the cognitive needs of news readers and the overlaps and divergences apparent between these affordances in print and digital channels. As an example, trustability in print is bestowed as the result of years of exposure to the newspaper. Meanwhile in digital, while the publisher may be worthy of trust, the Internet itself inflicts a myriad of concerns on the reader. Is the story fake? Is the story recent? And, is this a news story or might it be an analysis or an opinion column? All of these questions require active consideration by the reader and so inflict a cognitive load not present in the print edition.

In the end we conclude that news production, whether in print or in digital, is a product of the day's technology. Producers have not thoroughly thought through the kinds of affordances or cognitive support each medium may have to aid readers in understanding the day's news. Our study attempts to unravel these affordances so we can help inform industry practice in the development and design of news websites and apps that better support the cognitive processing of news

PP 086 Digital news consumption in Telegram: Analysis and perception of the Spanish media

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The accelerated digital culture and media transformation (Storsul & Krumsvik 2013) has led to citizen empowerment (Nachawati, 2011). There is a shift in the role of the audience from consumers to prosumers (Sanchez, 2016). Users move from public environments (social networks) to private environments such as messaging platforms (Rodriguez, 2018, personal communication) as *WhatsApp* or *Telegram*. The latter stands out for its direct communication, security in the exchange of information (Martín, 2017) and for its multimedia nature (Amundarain & Palomo, 2018). This transition has not gone unnoticed by the media, which has realised the growing importance of these applications (Sánchez & Martos-Moreno, 2018). They are trying to strengthen the connection with the audience by offering them segmented and personalized information.

This research analyses the level of audience interaction with the media and whether the received information meets their expectations. The methodology is based on the triangulation of data in three phases: Interview (semi-structured) with professionals from the five media outlets with the largest audience in *Telegram*; mixed survey of five hundred users with different profiles and analysis sheets to determine the level of interaction between the media and the audience. The expressions and the presence or absence of phrases or words with courtesy formulas in the language (Grice, 1975) have been taken into account, as well as the affective bond through the image through the degree of experience of the user.

The results of this study show that more than half of the users (66%) consume the news broadcast by the media through *Telegram*, and the majority (72%) say that the information they receive from the messaging platform meets their expectations. However, the interaction of the media with the users is perceived in a timid way in their bet to offer personalized information with visual and audiovisual elements and emotional relationships.

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PP 085 Activism and network collaboration: The use of the telegram by mídia ninja

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The decline of traditional political participation, in rason of collapse of liberal democracies, has promoted the emergence of alternative democratic arrangements to provide citizens and media policy, which Dahlgren (2013) calls "alternative democracy" or "counter-democracy ". Here it is important to highlight the role of new media in political culture, but not as guarantees for democracy. New media (alternative) are able to help citizens and civil society organizations to change government agendas. Modern media have always been a channel through which social movements not only communicate, but also organize their actions and mobilize their constituencies (Gerbaudo, 2016).

Citizen participation is now feasible due to the contribution of the virtual tools that provide the liberalization of communication contents. In the roll of the instruments that propitiated the widening of the media voices, that brought a counter-narrative to the traditional, are the applications of messages.

The Telegram, by enabling the formation of large groups and the sending of encrypted (safer) messages, serves the media as a way to discuss schedules, discuss agenda, exchange photos and videos. Mídia Ninja uses the tool as a space for decisions and collaborations, through groups formed by collaborators and effective members that publish flows of coverage and activities. Thus, Telegram as social media acts in the construction of "collective identities" (Gerbaudo & Treré, 2015).

Thus, the present study evaluates the importance of using the Telegram as an essential contribution tool for the construction of the activist collective action of the alternative media, by facilitating the contact between members of the collective and members of the media. The objective is to understand how new technologies can promote debates and exchanges that result in communicational products, but without losing sight of the activist importance of media in public spaces as repercussions of online negotiations. In order to do so, we will analyze contents of two groups of the Mídia Ninja in the Telegram, during two months, in the periods before and after the Brazilian elections of 2018, taking into account netnography or virtual ethnography as a sociological approach to understand what the actors do in internet, and content analysis for data evaluation.

In the period proposed by the research, groups of the Telegram of the Mídia Ninja engendered activist actions in order to get votes for the candidate of the Partido Socialismo e Liberdade (PSol), Guilherme Boulos, in the first round, and even more for the candidate of the Partido dos Trabalhadores (PT), Fernando Haddad, in the second round, under the justification of fighting for democracy, given that the research pointed to the choice of the right-wing candidate, Jair Bolsonaro.

Keywords: Collective action; Social media; Participation; Alternative Media.

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DCC03 - Concepts and theories for digital research

PP 115 Behind the 'many' in the media manifold: An approach to understanding digital culture

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Today's media landscape has taken new shape and new theoretical terms are used to describe this. We live 'media lives' (Deuze 2012) in a 'platform society' (van Dijck et al 2018), entangled in a process of 'mediatization', or even '*deep*' mediatisation (Couldry and Hepp 2016, Hepp 2020) where media technologies expand over extended areas of individual and societal life, and grow deeper and deeper into the most intimate spheres of 'the human'. The idea of a 'media manifold' (Couldry, 2011, p. 220) conceptualises the fact that most media today are entangled not only with humans, but also with each other, and that single media platforms, devices or content, today is inherently difficult to distinguish from each other.

The idea of an entangled web of media is however not new, neither as a theoretical perspective, nor as a methodological approach. Already in the 1980s Joshua Meyrowitz introduced the term 'media matrix' (1985) as an analytical entity that signifies the whole set of media in a given society during a given period. Elizabeth Bird, an anthropologist specialising in media, also early emphasised the everyday 'web of culture' (Bird, 2003).

The contemporary theoretical and methodological conclusion generally drawn from the above, is that the media today not only constitute, but also must be *studied,* as an entangled whole. Mark Deuze (2012) stresses to focus upon the effect, as a whole, of our media-life. Hepp and Hasebring (2018) likewise emphasise we need to look beyond single media today, underlining a cross-media perspective on three levels; 1) the entire media environment, 2) the level of the media ensemble and 3) the media repertoire. This idea of a whole media repertoire as the object of analysis is also the common approach of contemporary media ethnography (Hine 2017, Pink 2016, Pettiera 2018).

In this paper I argue for the reverse; in order to reach a more nuanced understanding of what it means to live in the 'media manifold' today, and to be able to build safe, sustainable and promising futures for media users across the world, we need to also acknowledge the single media technologies, platforms, interfaces and content that constitute the media manifold and the larger media repertoires of individual users. I argue for an approach based in on the one hand *practice theory* in order to understand the how the 'media manifold' is used and made meaningful in everyday life, and on the other hand in the *hermeneutic circle*, emphasising the importance to understand the single parts of a whole to also understand the whole (and vice versa), in order to gain a deeper understanding of the social, political and cultural implications of media and communication technologies on contemporary and future societies and cultures. Such an approach reduces the risk to bypass the role of the interplay between technology and meaning, and how specific media technologies, as part of a larger whole, constitute the world in which we, as well as future media users, live, and create meaning.

PP 116 Beyond the bubble: A critical review of the evidence for echo chambers and filter bubbles

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In the context of the resurgence of populist and illiberal political leaders, there is considerable debate about the extent that contemporary online and social media platforms contribute to these developments by placing users in information cocoons – 'echo chambers' (Sunstein, 2001) or 'filter bubbles' (Pariser, 2011) – that prevent exposure to ideologically diverse news and information. Such concerns have given rise to renewed calls for further action by platform providers to prevent the emergence of such information cocoons, and for additional regulatory interventions that force providers to take such action.

Despite the considerable public attention to these questions, however, actual empirical evidence for the existence of echo chambers remains limited and unreliable. This is partly due to the severely underdetermined nature of these concepts: the authors who introduced these terms, Sunstein and Pariser, never provided any firm definitions for their concepts, and much subsequent research similarly treats them as self-explanatory and interchangeable; for instance, one recent article speaks of "filter bubbles (aka 'echo chambers')" (Orellana-Rodriguez & Keane 2018: 78).

Further, the limited analytical scope of many empirical studies means that they might demonstrate considerable ideological homophily in particular communicative practices within specific spaces on selected platforms, but that it is unwarranted to extrapolate from such strictly localised observations to broader communicative patterns. Conversely, larger-scale studies have produced contradictory results that fail to support the severe concerns expressed by advocates of echo chamber and filter bubble hypotheses: Williams et al. (2015), for instance, find evidence for both cross-ideological debate *and* ideological segregation within Twitter-based debates about climate change, depending on whether they examined the follower, @mention, or retweet networks amongst participants. However, if users involved within these debates are only occasionally segregated along ideological lines, and otherwise interact with each other freely, they cannot possibly be caught within inescapable information cocoons that limit their access to a diversity of views.

To address these shortcomings, this paper proposes new definitions for 'echo chambers' and 'filter bubbles' that clearly distinguish these concepts from each other and support operationalisation in empirical research. Using these definitions, it critically reviews a selection of recent studies that claim to show evidence for the existence of echo chambers and filter bubbles, finding considerable limitations to their broader applicability. Overall, we reveal popular and scholarly concerns about echo chambers and filter bubbles to have been severely overstated: although phenomena such as ideological homophily and interest-based clustering amongst participants are readily observable in many social media contexts, the complex structure of mainstream platforms and the serendipitous nature of interactions in social media spaces mean that these rarely give rise to genuine information cocoons that prevent users from enjoying a healthy information diet and could therefore generate the severely damaging effects envisaged by Sunstein and Pariser. Drivers for current tendencies towards populism and polarisation must therefore be sought elsewhere: if support for illiberal and extreme political actors increases even in spite of the diverse information encountered by social media users, then the causes for this are more likely to be psychological than technological.

PP 117 Social media as third places? Plea for a (re)definition of social spaces and places

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In 1982, Ramon Oldenburg and Dennis Brissett (1982) coined the term third places, referring to all physical places that are neither home nor work where people meet and enjoy each other's company. Widely developed in the following years by Ray Oldenburg (1999, p. 20-40), this concept englobes various types of social places having the "capacity to serve the human need for communion", and which all have eight characteristics in common: "neutral ground", "leveler", "conversation [as] the main activity", "accessibility and accommodation", "regulars", "low profile", "playful mood", and "home away from home".

Recently, technological and social changes extensively challenged the concept of *third places*. With the diffusion of Internet and the Web, many new *online social spaces* were created, each with different characteristics and features fulfilling a great variety of socialising needs. Various researchers have therefore discussed some of these *online spaces* through the lens of Oldenburg's theory (1999), with different conclusions and ambiguities regarding whether or in which circumstances these *online spaces* can be considered as *third places*.

Investigating whether this concept can also explain newer social spaces is indeed important, since "old" concepts and theories remain in many cases helpful and keep their explanatory power even in new environments, which not necessarily need new concepts to be defined. Therefore, the concept of *third places* should not be given up too quickly, as it might enable comparisons over long time periods.

Aim of this paper is to address these ambiguities and empirically examine whether the concept of *third places* can fruitfully be applied to describe social media. For doing so, an online survey was conducted, which consisted of 23 questions ranging from general uses of *social media* to socialising practices, as well as the role of *physical places* as socialising settings.

Oldenburg's eight characteristics (1999) have been introduced to the 264 survey's participants, which had to indicate how well each characteristic also described social media. It emerged that five *third places'* characteristics have been identified in social media, though with quite different levels of agreements (*neutral ground* 58%, *leveler* 42%, *accessibility and accommodation* 61%, *regulars* 80%, *low profile* 38%), while three of them were not identified (*conversation as the main activity* 35%, *playful mood* 20%, *home away from home* 25%).

Participants perceived *physical social places* (i.e. *third places*) and *social media*, though possessing some similarities, as significantly different in their forms, visual characteristics, users and usages. Higher value was attributed to *physical* forms of socialisation, while *online* ones were considered more as a complementary form.

Consequently, I sustain that the concept of *third places* as described by Oldenburg (1999) can neither fully comprise nor describe social media, their users and the social practices that occur in them. The need for a new concept dedicated exclusively to the definition of social media is suggested, which I propose to define as *fourth places*, i.e. online spaces offering socialising opportunities which cannot be found at home nor at work, and which are significantly different from the possibilities offered in *physical places* (i.e. *third places*).

DCC04 - Health and digital communication

PP 179 Death online in Italy: Online grieving and digital continuing bonds

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Our paper focuses on social change and cultural transformations in the field of death and mourning online. We intend to present the first results of an ongoing research on death online in the frame of the wider national research project "Death, Dying and Disposal in Italy" (https://site.unibo.it/deathinitaly/en) founded by the Italian Ministry of Education, University and Research, and based on a survey (2000 interviewees) and more than 400 in-depth interviews with Italian families' members of different generations. This research represents the first systematic and multidimensional national study on attitudes, behaviours, beliefs, and rituals concerning death in Italy and offers also insights on death online.

The relevance of social media as new intersubjective spaces for grieving and memorialising is clearly recognized by contemporary Death Studies (Cann 2017; Walter 2015, 2018; Klass and Steffen 2018, Arnold 2018). Social media, along with conventional intersubjective public and private spaces, allow to communicate death, to share mourning and to create new forms of relationship between the living and the dead.

We intend to present the first results concerning the Italian case study focusing on digitally mediated grieving and memorialising and digital continuing bonds.

We focus on the emerging mourning practices, the attitudes toward expression and the sharing of grieving online, and we investigate the perceived appropriateness of using social media for engaging in mourning practices by Italians users, for expressing or facing grief, and the norms established and negotiated by users, in a comparative perspective (Wagner 2018). We will explore the different narratives of family generations we interviewed.

Among the mourning practices, we intend explore if and how "continuing bonds" between the living and the dead explored by death studies (Klass, Silverman, Nickman 1996, Despret 2015, Walter 2018) are enhanced and shaped by digital media and SNS (Walter 2011, 2016, Irwin 2015), by platforms logic and affordances.

PP 178 #Strokesurvivor - understanding practices and representations of a "hashtag public" through the shared experience of stroke on Instagram

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There are over 13.7 million strokes each year. Globally, one in four people over age 25 will have a stroke in their lifetime. On Instagram, the hashtag "strokesurvivor" is regularly used by those who identify as survivors, nearly 246.000 postings are labeled with this hashtag (April 2021). Since the early days of computer-mediated communication, individuals with various illnesses and their caregivers have used web-based media to connect and communicate. Various studies show similar benefits like face-to-face groups, without the spatial and temporal limitations (Maloney-Krichmar/Preece 2005; Coulson et al 2007).

While previous studies mainly focused on text-based communities, Instagram as intermediary platform is built around visual media, younger users, and hashtags as one way of organizing postings. Hashtags function as "pathways to an open and non-predefined set of communicative encounters and architectures, a cross-roads between form and matter, medium and message entangled" (Rambukkana 2015: 4). Therefore, #strokesurvivor does not only label the content of pictures within the ecology of this specific platform (Highfield/Leaver 2015), but constitutes a networked public, a community for those who share the experience of stroke.

Sure enough, #strokesurvivor primarily connects younger users who are affected by brain injury, while the vast majority of all survivors is actually over 65 years old. Apart from studying the communicative practices of this specific community through digital ethnography, the research sheds conceptual light on phenomena like hashtag publics (Rambukkana 2015), affective publics (Papacharissi 2016) or influencer dynamics (Senft 2015).

As a stroke survivor myself, I have been following the hashtag on Instagram for over a year, when I started to systematically conduct an digital ethnography on the topic. I have been collecting qualitative data since October 2019, including fieldnotes, a set of 200 postings (picture, caption, comments) marked with the hashtag and interviews with prolific users.

Based on analyses of this data using a grounded theory approach, this contribution focuses on three layers of #strokesurvivor:

Firstly, findings show how the experience of a stroke, while individually very different, serves as a shared experience of a group of globally dispersed Instagram-users, most of them between 20 and 50 years old. Collective and individual practices of self-assurance were reconstructed and related to concepts of mediated community and intimacy, sickness, health and recovery, motivation and self-help. Secondly, individual, prolific users emerge as influencers or nodes of this networked public, which triggers specific role expectations and dynamics.The third layer of analysis is the visual representation of stroke survivors and their recovery processes in the postings. Through a visual cluster and typology analysis (Grittmann/Amann 2011, Müller 2016) recurring visual patterns and iconographies were mapped. The analysis focuses on ways of representing the sick, disabled body online and the visual representation of invisible effects of stroke like anxiety, depression or aphasia.

Overall, first findings show an ambivalent role of Instagram in stroke recovery, as it allows for community support on the one hand, but also builds potential pressure through social comparison on the other hand.

PP 177 "I am a survivor. My mum and sister passed from it. Glad you are fine HEART". Understanding trust and lived expertise in Twitter health publics

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Social media platforms thrive on multiplying ways for people to connect via seeking, producing and sharing content. Health is a sector, among others, subject to 'platformisation', with online health data increasingly acquiring value for both platforms and – public and private – health services (Van Dijk et al., 2018: 97-116).

Health-centred connectivity is however also increasingly relevant for ordinary users and invaluable for specific patient communities (e.g., rare disease patient groups) who heavily rely on online digital platforms to access and share information that may be scarcely available offline (Fox, 2011; Vicari and Cappai, 2016). This online public turn has developed alongside three key dynamics: the emergence of online structures of peer support among individuals with the same or a similar health condition (Myrick et al., 2016); the development of digital advocacy (Trevisan, 2016; Vicari, 2017) and self-advocacy (Parsloe and Holton, 2018) around health-related collective identities; and the impact of social media usage on traditional doctor-patient relationships (Kallinikos and Tempini, 2014). But what type of health information is shared in everyday social media interactions? How do health 'issue publics' (Bruns & Burgess, 2011) emerging on social media develop reciprocal trust?

To address these questions, this study is specifically focusing on 'resilient health issue publics' (Vicari, forthcoming) emerging on Twitter– that is, publics developing over time around specific health issues, in conditions unrelated to acute or media events. In specific terms, developing a digital methods approach that combines content analysis and intertextuality analysis of a month of Twitter conversation around the BRCA gene mutation – a hereditary cancer condition – this study investigates how and to what extent Twitter health publics build trust via mundane social media practices. Findings show that Twitter health issue publics develop trust via sharing very different types of lived expertise. In fact, the BRCA resilient public engages in extensive information sharing practices that involve more than the digital storytelling widely covered in previous research on online health communities (e.g., Orgad, 2005) and that are highly shaped by and adapted to platform norms and vernaculars. This also points to the need for future research into the relationships among this platform-enhanced trust in varied forms of lived expertise, the development of specific illness subcultures and wider public debates around health and illness.

DCC05 - Platforms and strategies

PP 205 Building futures through transmedia charity: The case of Adım Adım

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As citizens of the same world, we hold the power to shape a better future for generations to come. Philanthropy is one of the paths that governments, businesses, civil society and the public take to balance social, economic, and environmental sustainability all around the world. However, the culture of giving comes with its challenges of transparency, infrastructure, volunteering, and raising awareness on a global scale. Sustainable and progressive solutions to these challenges can emerge from advances in media and communication technologies. Especially when these developments push forward new opportunities, such as transmediality, that can reshape social, political and cultural aspects of giving.

The scholarly works relating to transmediality mainly define it as a participatory storytelling approach that constructs an immersive storyworld by expanding its fragments among multiple media channels. Further studies indicate that despite the content, audiences can also gather around shared beliefs and values that encourage them to navigate from one story to another while interacting as a community. This value-laden perspective of transmediality is defined as transmedia ethos. With its immersive, participatory and community-building nature, transmediality can be seen as a sustainable system that reduces the challenges for CSOs as they struggle to reach donors and collect donations.

Transmediality as an engagement strategy within the concept of charity has been previously visited to review its non-fictional application as a social enterprise. However, this study holds a unique perspective towards the influence of transmediality on the culture of giving. Its standpoint extends over to the volunteer runners transforming into characters that convey messages regarding trust, solidarity, and welfare. Moreover, it offers a significant contribution to transmedia charity literature by delving into a case from Turkey.

In 2008, a civil society development, *Adım Adım* (Step by Step), launched a collective charity run initiative in Turkey, which acts as a network among CSOs, donors and volunteers. As of May 2021, *Adım Adım* was able to reach an approximate total of 96,301 volunteers and 799,477 donors. With the amount of donations collected—around 90 million Turkish liras ($11 million)—, *Adım Adım* became an intermediary force that touched the lives of more than 265,0085 individuals.

This study analyses the operational structure of the *Adım Adım* initiative to highlight its transmedial layer. In-depth interviews with CSOs, volunteers, donors and founders are conducted to peel deeper into the layer of transmedia ethos. As the best and only case in Turkey, the *Adım Adım* initiative demonstrates the coherent relationship between transmediality and philanthropy. It allows interactive communication, story expansion across multiple media outlets and partnerships with other organizations. Transmediality assists *Adım Adım* in bringing awareness to social responsibility projects and increasing their human (volunteers) and financial (donations) resources by means of sports. Additionally, it offers a networked space for collaboration through transmedia ethos, where communities can gain trust towards CSOs and become a part of the change.

PP 208 Online gaming platforms and the critical consumer literacies of Norwegian teens

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The phenomenon of the platform is increasingly becoming a central component of contemporary digital culture. It has gained traction as a way of configuring new types of social, economic and civic structures (Pangrazio & Sefton-Green, 2019). It represents the diverse ways in which digital services and online participation operate facilitated by and integrated array of back-end services, analytics, affordances and interactions across different devices and screens. The proliferation of virtual world gaming platforms has led to a rapid growth in the generation of personal data related to users. This ranges from profile details and interactions on the gaming platforms through to online activity external to the platforms through plug-ins and cookies. Users willingly volunteer personal data. However, gaming platforms are also designed to generate many other forms of data without users' understanding or awareness of where and how the platforms collect and exploit this data (Selwyn and Pangrazio, 2018). The diverse web of commercial actors that collect, analyze and reuse data on gaming platforms is so opaque that many aspects and dimensions remain unknown to users.

This paper examines the critical media consumer literacies of a group of Norwegian teenagers' in relation to virtual world gaming platforms. It describes how these teenagers understand and engage with the commercial landscape of virtual world gaming websites. It discusses ways in which these teenagers develop new techniques and strategies for developing a critical consciousness and reducing their vulnerability against the commercial forces in their gaming worlds. The paper finally suggests a few ways in which critical approaches and participatory methods can serve as didactic tools for understanding and critically analyzing platforms, data, and other aspects of digital culture. The project uses a sociocultural approach in the framing of the consumer literacies of teenagers in gaming (Buckingham, 2011). In addition, the project uses a critical data studies approach (Dalton et al. 2016) to help account for the ways in which digital data is implicit in the operations of power in the virtual gaming world.

PP 206 Spanish online media of proximity in change: From the local to the hyperlocal model

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During the last two decades, the Spanish media of proximity have undergone a profound transformation. In the early 2000s, the regional and local press occupied a hegemonic position in the market, but the economic and the publishing sector crisis caused the closure of multiple newspapers, staff cuts in newsrooms and the increase in unemployment among professionals (APM, 2017). Given this situation, many journalists opted for self-employment with the creation of their own local and hyperlocal media.

Thus, in the Spanish media landscape, hyperlocal online media have experienced a remarkable growth in recent years (López-García, Negreira-Rey and Rodríguez-Vázquez, 2016) and digital native media gain more and more presence (Salaverría et al., 2019). This phenomenon is observed in other countries such as the United Kingdom (Harte, 2013), the United States (Horning, 2012), the Netherlands (Kerkhoven and Bakker, 2014) or Sweden (Leckner, Tenor and Nygren, 2017) and it is favored by the crisis of the local press, the low cost of online tools for production and dissemination of information, the adoption of an active role by the audience and the interest of readers to know what happens in their closest environment (Radcliffe, 2012). Hyperlocal media are characterized by a community informative approach, the coverage of everyday life topics that readers are interested in and a participatory relationship with local residents (Metzgar, Kurpius and Rowley, 2011; Radcliffe, 2015). But do these media constitute a real alternative to local online media? The main objective of this research is to know the dimension of the new hyperlocal model in the whole Spanish media landscape and compare its informative production pattern with the local one in order to identify possible differentiating factors.

This is based on an exploratory study in which local and hyperlocal online media in Spain are mapped. Subsequently, ten case studies are carried out -five from local media and another five from hyperlocal ones-, selecting the media outlets by their different business, organizational and productive models. Their volume and frequency of publication is studied in a sample of their whole production for a month. On the other hand, a content analysis is applied to the news published for two weeks, examining the topics discussed, the sources consulted, the geographical scope of the news or the participation of the users in the process. This analysis includes an interview with a member from the editorial team of each project.

The results show an important growth of hyperlocal online media in Spain during the last decade. Although the promoters of these projects affirm that they seek to build an informative alternative to traditional media, their limited human and economic resources hinder information production and make them dependent on official sources and agendas. Even so, in hyperlocal outlets there is a greater openness to citizenship and involvement with the community than in local online media.

PP 207 Gamifying streaming apps: The use of gamification strategies by video distribution platforms

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In the last decade we have witnessed the assertion of streaming platforms as alternative media for content consumption. The recent history of streaming technology has been grounded in a set of progresses that occur almost naturally as Internet connection speeds increase, data packet prices decrease, and both traditional media companies (eg Disney +, HBO; HBO Max), as major technology companies (eg Youtube; Amazon Prime; Apple TV +) begin to offer their content on closed digital platforms competing with streaming market leaders like Netflix. The emergence of these new platforms impacts directly the ecology of traditional television and film industry, disputing with it the attention of viewers who change or reinforce their video content consumption habits.

Due to the growth of the number of on-demand video streaming services available, user experience became a key component of this type of apps. Being the use of gamification strategies common in the design of digital media interfaces and services (Zichermann and Cunningham, 2011), they have also been integrated into video streaming platforms. Gamification concerns the use of strategies and elements native to digital games in contexts and environments not related with games (Deterding et al, 2011). Gamification strategies make use of elements like progress bars, badges, points, or other reward systems, levels, challenges, boards, and notification systems. The goal of applying these strategies tends to be to improve users' engagement.

Based on a qualitative methodology, having content analysis as primary data collection method, the paper presents an exploratory research of the implementation of gamification strategies by a sample of video streaming providers. The sample is composed by four platforms: Netflix, HBO, Apple TV+ and Disney+. The sampling criteria were being relevant players in the on-demand video streaming segment (Statista, 2019) and being available in Portugal. The content analysis results will be complemented with direct observation resulting from the first-hand experience of the sample.

The study aims, in a first stage, to identify and characterize the gamification elements that are present in the streaming distribution platforms; and in a second stage, to compare the identified strategies with the existing research on the gamification structures observed in other digital content distribution platforms, particularly social media (Ferreira, Jorge & Ganito, 2018).

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DCC06 - Methods for social media research

PP 270 #MeToo as a social movement or strategic #-campaign? Analyzing the dynamics of Social Issue Emergence using computational methods

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The hashtag #MeToo exploded on Twitter at the end of 2017 and became a symbol for sexual assault worldwide: While the debate initially focused on revelations about the Hollywood producer Harvey Weinstein, the spotlight shifted towards experiences of abuse of power and everyday sexism. Similarly, opponents of the campaign, e.g. anti-feminist groups who tried to disrupt the discussion, and all kinds of actors came forward, threatening the debate to lose its initial focus over time.

There are several theoretical approaches that deal with viral debates on social issues, ranging from research on diffusion to actor-based approaches like strategic communication. However, both perspectives do not fully describe processes that are initiated by actors but develop an superordinate logic in course of the process. We refer to such processes as 'Social Issue Emergence' (SIE). They are defined as combining characteristics of viral, seemingly unrestricted diffusion of issues with partial control by individuals and groups aiming at social change. SIE follows some basic characteristics: Social topics arise in digital publics, often triggered by an event, followed by a massive circulation via social media, resulting in the traditional media taking up the issue. Groups of actors intervene in an influencing manner according to their goals, but are at the same time submitted to macro logics of diffusion. SIE can be systemaized into different phases, distinguished by quantity and reach, the actors involved, and the tone and thematic orientation of the discussion.

The present study aims to test the theoretical concept of SIE using the example of the #MeToo debate and to answer the question of how the temporal processes of #MeToo are influenced by factors of reach, actors and thematic focus. To this end, all tweets containing #MeToo (N= 1,029,062) in the period from March 20th, 2017 to March 19th, 2018 drawn from the Twitter Decahose (a 10% sample from the worldwide Twitter stream) were evaluated via time series and automated content analysis.

ime series were created for the number of tweets, the number of regular twitter users and the number of verified actors. Granger causality tests were then used to evaluate relationships actors and reach. In addition, thematic shifts in the debate were captured via topic modeling.

The results show that the phase of the first outbreak is mainly caused by regular Twitter users, while verified profiles help the debate to peak attention. After the first hype has subsided, #MeToo continues to be discussed by regular users and verified accounts with an affinity for feminism, but renewed spikes in attention (e.g. during the Golden Globe award ceremony in January 2018) are caused by accounts of media companies. While regular users mainly describe examples of assaults, media accounts tend to deal with prominent actors. The Hashtag is also used to spread advertising or unrelated political messages, causing the debate to lose focus. This study integrates various computational methods to understand the complex dynamics of social issue emergence.

PP 273 Probing the Instagram assemblage as spectacle: A platform and discourse analysis

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Since its release in 2010, Instagram has reached 1 billion monthly active users, which is a tremendous increment compared to the proportion of 400.000 million in 2015 (Statista, 2019). It has become an unexpected trend, overwhelmed by users, brands and businesses, while its possibilities are continuously expanding. Instagram has been quite uncritically incorporated into people's everyday life (Carah & Shaul, 2016), constituting a significant part of the public sphere (Çela, 2015), as well as the fastest growing social network site globally (Lay & Ferwerda, 2018). Nonetheless, Instagram is currently underexplored as to the implications of the platform's use and conceptualization into users' everyday life, routine, behavior and even subjectivity.

This Ph.D. research aims at investigating *how the Instagrammer's subjectivity is constructed in the context of the Spectacle through the platform.* Following an ANT approach, it poses the following questions: *Who is the "ideal user" of the Instagram platform? What type of subject is in-scribed through Instagram's design, affordances and algorithms? Which norms does the platform produce or reinforce?* The theoretical framework draws on Foucaultian power and Actor Network Theory, which can provide significant insights into how the relations between human and non-human entities may be articulated and function. Furthermore, drawing on Guy Debord's *Society of the Spectacle*, it is investigated whether Instagram constitutes a contemporary incarnation of the *Spectacle.* As part of a broader study on the Instagram assemblage, this paper draws on a platform analysis by the use of discursive interface analysis, combining Stanfill's (2015), MacLeod and McArthur's (2018) approaches. In particular, the four main interfaces of the platform were investigated, namely the *explore page, user's activity, user's main profile* and *home page*, while a diagram in each one was outlined, helping to clarify the most important actors and affordances. Each affordance, such as the story button and filters, was analyzed regarding the functional, sensory and cognitive dimensions. Convergence and default components of each one were also described. Additionally, based on Bucher's (2016) logic of technography (see also Beer, 2017), the relevant surrounding discourse was qualitatively analyzed, namely articles published by Instagram itself and the marketing industry. Based on the platform analysis as well as of the surrounding discourses, we were able to reconstruct the depiction of the ideal Instagram's subject or *the ideal user* of the platform. The ideal users' characteristics, needs and desires are divided into four categories: 1. *the Instagram producer,* who is motivated to expose his/her everyday moments generating specific content with specific characteristics, 2. the *consumer of endless content* 3. the *sociable* individual 4. the *shopper*. These discursive categories indicate how users are *in-scribed,* how their needs and prescribed actions are constructed and to which directions users are urged, while suggesting how their everyday life may be altering. The paper concludes by discussing how this analysis can inform a critical users' analysis (which is the upcoming step of the broader study), namely the ways in which Instagram users themselves make sense of these constructions.

PP 269 Probing "algorithmic culture": An algorithm audit analysis of YouTube's music recommendations

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Recommendation systems are a significant part of the "datafication" of everyday life and are ubiquitous in the algorithmic media. By constructing categories to sort and filter digital content, recommendation systems have come under critical scrutiny, not only for their capacity to structure users' cultural environment (Karakayali et al., 2018) but also to guide, and possibly shape, the preferences of users, functioning as technologies of algorithmic control (ibid). Hallinan & Striphas (2016) have introduced the idea of an "algorithmic culture" to describe how "the production of sophisticated recommendations produces greater customer satisfaction […] resulting—theoretically—in a closed commercial loop in which culture conforms to, more than it confronts, its users" (p. 122).

Empirical research on recommendations systems usually adopts a "filter bubble" perspective, with mixed results so far. While some studies (mostly regarding news and political information) have confirmed fears about the filter bubble effects (e.g. amplification of selective exposure, negative effects on knowledge gain) (Dylko et al., 2017; Beam, 2014), others argue that these fears are severely exaggerated (Dutton et al., 2017; Bruns, 2019) and that there is no lack of diversity (Hosanagar et al., 2013).

In this study, we are focusing on cultural production (music) to explore the hypothesis of the "algorithmic culture", posing two questions: (a) how do YouTube personalization algorithms shape the cultural environment of its users in terms of music tastes? (b) do YouTube recommendations reinforce a "cultural homophily" among users, weakening the possibility of encountering cultural content that is different from their usual preferences?

This experimental study employs the "algorithm audit" method (Sandvig et al., 2014), and more specifically the "sock puppet audit", which entails the impersonation of users by creating fake user accounts. Three new Google accounts were created, one of which had no history in terms of YouTube use and the other two were "loaded" for a period of one month with popular/mainstream and fringe/alternative music preferences accordingly, based on the use of selected YouTube channels. The history-free account was used as a control account but also as a means to observe more clearly the platform's recommendation logic. Next, recommended music videos were collected by following a 10-click path, starting from the 'homepage' and selecting the first recommended video from the recommendation list. From this process, which was repeated for 10 days, a dataset of 3000 recommended videos was created, along with their metrics and metadata (e.g. number of views, likes, dislikes, tags etc.). Multiple coders coded the music videos in terms of their music genres using a set of instructions.

The statistical analysis shows that (a) personalization is extensively used and indeed shapes the content to which users are exposed through the platform's recommendations (b) while a tendency towards homophily was detected, the main finding is that YouTube tends to promote cultural content that holds monetizing potential, regardless of the music genre. The study concludes by discussing the existence of a "commercial filter bubble", which may be more prevalent than its ideological counterpart, and its implications for the sphere of cultural production.

PP 271 The online panel as a digital research method: Exploring the dichotomy between behaviour and representations in the internet age

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Social science and communication research have developed its own methods and data collection techniques, over decades. A large part of the research process in this area can be considered as based in self-report data collection techniques, relying on the individual's own report of their opinion or behaviour, through surveys, qualitative interviews, focus groups or diary studies, for instance.

Several authors have demonstrated that these techniques are frequently unable to describe adequately the effective behaviour of respondents, due to idealized answers about their own actions (LaPiere, 1934), because memory fails to recall effective behaviour (Bachman & O'Malley, 1981) or as a consequence of several other issues (Foddy, 1996). Substantial effort has been dedicated to the development of these techniques (Cannell et al., 1977, Fowler, 1995, Salmon et al, 2011, Mittereder et al., 2018), but the limitations largely persist.

In the internet era, methodology migrates online in order to study human behaviour in this new context. According to Borgman (2015), traditional survey techniques still prevail today, in internet studies. But as Savage & Burrows (2007, 2009) argue, these techniques seem to have reached their limits, and new approaches, tools and techniques to study contemporary society are needed.

In this context, the Living Lab on Media Content and Platforms (LLMCP), a research project on Internet use, has developed the concept for an online panel able to track in real time the behaviour of internet users that previously agreed to be part of the study. During 2018 and 2019, the project has focused mainly on the development and deployment of a first version of the information system and on starting ongoing data collection, with a limited number of users. This communication uses two different types of information sources, combining data collected through the web tracking technology developed and, also, data obtained through self-report techniques (online surveys and qualitative research), in order to explore the dichotomy between behaviour and representations. Results tend to support the existence of relevant gaps between the two dimensions, confirming the need to pursue new and innovative methodological paths.

DCC07 - Disconnection and the good life

PN 065 Going Off The Grid: Discourses and Motivations of Hyper-Connected Celebrities' Disconnecting

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Celebrities appear a 'self-evident' part of an hyperconnected elite, since being connected and networked communication are at the heart of how celebrity functions as an industry and a cultural arena. However, there is a growing and often vocal group of celebrities going/being off the grid. This contribution analyzes these disconnected celebrities – Who are they? What drives them? – and the discourses that accompany their stance. The paper builds a theoretical framework based in two fields. From celebrity studies, we take insights into relationships between the various actors (person wanting to be/remain famous, their entourage, media and audiences) in the celebrity apparatus (e.g. Turner, 2004). We problematize the meaning and impact for the celebrity construct and persona of becoming/being disconnected. Research into celebrity activism helps to identify ways and levels of engaging in getting disconnected (Van den Bulck, 2018). To contextualize celebrities' motivations to disconnect, we build on work regarding ideological iterations of the functions of digital media for network societies and individuals. These tend to be situated at the techtopian (e.g. Castell's (2010) networked democracy, Negroponte's (1996) Daily Me) or the tech-dystopian/Green Luddite ends of an ideological dichotomy, both steeped in technological determinism (Servaes, 2017). However, following Kozinets (2008), we identify ideological positions regarding the impact of being hyperconnected (on society and individual, on celebrity industry and celebrity persona, on physical and mental wellbeing) as a semiotic square that represents the relationships between various discursive positions in an ideological field. The discourses (motives) surrounding celebrities disconnecting can thus be analyzed as moving between ideological elements in ways suggested by the semantic relations in the square.Against this background we analyze an empirical sample (of mediated discussions) of celebrities going/being off the grid. Sampling was aimed at identifying the range of ways in which celebrities disconnect from the hyperconnected world and their motivations, rather than a systematic analysis of specific, disconnected celebrities. This resulted in online news articles, statements, interviews and other mediated content concerning +/-50 celebrities that have publicly discussed being/going off the grid. These data were analyzed against the theoretical framework. The analysis is ongoingPreliminary results suggest, first, a typology of celebrities disconnecting, based on combining 1) levels of intensity - from one-off 'situational' (e.g. following online bullying), over long term disconnect ('I don't do social media') to activism - and 2) types of engagement, including personal disconnect, awareness creation, active advocacy, setting up specific action, individual versus consorted efforts. Second, we identify and analyze motivations expressed in celebrity discourses about disconnecting and we relate these to the wider ideological positions identified above. It appears that the techtopian position mainly functions as an implicit position against which celebrities rebel, while they emphasize combinations of technological dystopian discourses of technology in relation to society (hyperconnected societies are evil (bullying)) and to individuals (hyperconnected individuals are unhappy (isolation)), of Green Luddite notions of a non-technological life as a physically and mentally healthy life choice (digital detox as lifestyle), of hyper-connection working against celebrity and disconnection as authenticity.

PN 061 'Time well spent': screen time for grown ups

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In popular discourses, be it the self-help literature around digital detox (Syvertsen & Enli, 2019), or ordinary users who engage in social media suspension (Schoenebeck, 2014; Jorge, 2019), digital media are constructed as a potential 'waste of time'. The theme of the 'toxicity' of social media and their 'addiction' effect is a fundamental basis for digital media refusal. Through the 'digital detox' metaphor, there is a construction of "online life [as] indulgent and unhealthy, while off-line experiences are more demanding" but more rewarding (Sutton, 2017). The user should learn how to regulate their use of digital technology, otherwise it is seen as "unhealthy, comparing [it] to problematic eating behaviours". If digital media are tempting, but potentially harmful, a special effort is required from the individual, in the form of asceticism and self-discipline in abstinence from the digital (Portwood-Stacer, 2012a), as the brain seems 'disobedient' in the face of technology (Guyard & Kaun, 2018). Portwood-Stacer (2012b) notes that it is the pathologisation of internet use that directly points to experts in search of solutions, in the form of products or services that can support users to sustain disconnection. There is a "growing industry currently being built around services that offer us ways to unplug" (Karppi, 2018, p. 109), including retreats, camps, vacations and programs, books, or, for instance, services in mainstream hotels where the smartphones are kept for the client (Syvertsen & Enli, 2019; Brennen, 2019). The market for disconnection also encompasses a growing trend for 'digital solutionism' (Kunstman & Miyake, 2019), whereby technological solutions are offered to regulate the use of (other) technology.In the second half of 2018, in face of growing criticism, tech and social media companies implemented solutions for the individual management of time spent online. This paper interrogates the association between solving the 'addictiveness' of the platforms, particularly social media, and devices through limiting the time users spend on them. It does so by revisiting the public debate around the design of social media platforms and smartphones, and the public relations and news commentary of the launch of Do not disturb and Screen time functions from operating systems and social networking sites launched in 2018, to understand how time spent offline and, conversely, online is valued and constructed. Their claims include promoting 'time well spent' and ultimately improving 'digital well-being', being presented as a digital tool to manage an always on, addictive time culture. Ultimately, they are part of a governmentality discourse where the individual user is positioned as responsible for searching for and using services to self-regulate his/her use of digital media, but also crucial to offer "controlled possibilities for disconnection" and therefore "ensure that users (and more importantly their data) remain on the platforms" (Gangneux, 2019, p. 4).

PN 062 Places of Digital Disconnection: A Matter of Distinction?

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The need to disconnect is mentioned increasingly often in the public debate as a way of improving health and quality of life (Syvertsen, 2017; Hesselberth, 2018). People are encouraged to take control over their lives, and dedicate time and space to the things in life they prioritize the most. While such norms of everyday discipline and self-realization could be a way of countering experiences of dependence and addiction, they also represent socially shaped value structures and notions of "good taste". Not everyone can afford to disconnect, and media morality varies across social space. Against this background, our paper examines how practices of deliberate disconnection play into overarching patterns of taste and cultural distinction (Bourdieu, 1984). Over the years, many studies have identified linkages between (digital) media use and social class. However, the focus in existing studies has rested rather heavily on the correlations between class and media connection (who uses what and why?) rather than deliberate disconnection (who chooses not to use digital media, and why?) (cf. Mannell, 2017). Conversely, while a growing body of research literature does deal with deliberate disconnection, only a limited number of publications place these themes in relation to social stratification. Also, the disconnection literature is largely dominated by studies on social networking, including Facebook, while fewer studies adopt a non-medium or non-platform specific approach. Lastly, if few studies interrogate deliberate disconnection and social stratification, even fewer studies add place to the equation. A presumption behind the present study is that places of disconnection – just as (dis)connection practices per se – are both classified and classifying. In exploring the disconnection/social space/place trialectic, beyond social networking sites, this paper wants to contribute missing perspectives to the burgeoning research field of disconnection studies. Based on data from a national Swedish survey (2019), this paper applies correspondence analysis and a Bourdieusian theoretical framework to chart 1) to what extent different social groups prioritize to disconnect in different places, and 2) smartphone attitudes and manifestations of "digital unease" connected to these. Such preferences and attitudes are mapped onto a social space constructed around the distribution of economic, cultural and social capital in the Swedish society. Addressing questions, such as, who finds value in disconnection? Who can afford to disconnect – where?, and how does digital unease vary across social space?, this paper ultimately illuminates how the handling of digital (dis)connection, in different places, play into overarching patterns of taste and cultural distinction and, as such, constitutes an emerging moral-symbolic battleground in affluent societies.

PN 063 Attending to the good life: Personal media configurations at the work-life intersection

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The 'always on' state of contextual interlacing, or blurring of contextual boundaries, through digital media has been said to indicate a structural and cultural shift in the balance between two key spheres of life: personal and work life (e.g., Gregg, 2011). This shift involves the perceived significance and importance of work over personal life as a source of meaning for people's everyday lives and has further become a popular reference point for societal debates over work-life balance and stress (Berkowsky, 2013; Middleton, 2007). We posit that the premise for this cultural shift is developments at the level of communication. If we are indeed witnessing such underlying structural and cultural changes of the day-to-day life worlds we inhabit, these changes manifest themselves in individuals' changing communication practices and management. In this paper, we analyze how Danes from all walks of working life orient themselves to, experience and manage the relationship between work and personal life by way of communicative practices and personal media configuration, including their regulation of availability through digital media. The analysis is based on empirical studies of two contemporary cases for the blurring of personal and work life, namely a) the use of enterprise social media and b) corporate wellness programs that assist employees in self-tracking, e.g., their health or their computer habits, and seek to help employees develop better habits that make them heathier, more productive, or achieve so-called work/life balance. Both cases are part of the modern connected workplace, address the 'inner life' and social kit of the organization and digital mobilizes media that many people already use in personal contexts and for personal communicative purposes: Social media and smartphone self-tracking devices and apps. With that, personal genres of communication are imported and adjusted in a professional context. Yet the cases represent different types of personal communication: Enterprise social media primarily afford many-to-many communication (Jensen, 2015; Lomborg, 2014), while self-tracking is first and foremost a case of auto-communication from a user to him- or herself (Lomborg & Frandsen, 2016), derived from the basic affordances of social media and self-tracking, respectively. We base the analysis of the two cases on observations, meeting minutes and interviews from six-months fieldwork with 20 employees at the main office of an international company based in Copenhagen, as well as media diaries and interviews with a purposive sample of (n = 40) Danes recruited to represent a mix of employment and career types, gender, and family situation, about their experiences of and strategies for managing the boundary between work and personal life. One key theme emerging across the empirical data is the perceived value of disconnecting to safeguard the intimate sphere and pursue analogue activities that supposedly are the hallmarks of the good life. Another is, paradoxically, the value of digital media themselves in providing data-based insights to foster the habits that enable personal wellbeing in pursuit of the good life.

PN 064 The most precious time in life? Norms for digital disconnection in the postnatal period

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This paper analyses how norms for digital media disconnection are expressed in maternity wards and navigated by new parents in the first months after the birth of a baby. The study highlights the postnatal period as an extraordinary and emotionally intense situation, as new parents reorient themselves to changing life circumstances, while facing societal and cultural norms for responsible parenting pertaining to multiple aspects of life, including uses of digital media. The special and vulnerable character of the early newborn period is emphasized in cultural discourse and by health professionals alike, creating a situation in which norms for digital disconnection are actively expressed and negotiated as central to health, wellbeing and happiness in a precious time in life. In this context, uses of digital media in general, and smartphones and social media in particular, take on a conflicted and contested position. Health professionals have cautioned that smartphone use distract parents from communicating with the newborn, could be harmful to breastfeeding, or even constitute a form of silent neglect. On the other hand, the smartphone is established in contemporary media use practices as the go-to platform for quick communication, information-seeking and practical assistance in a range of everyday settings, thereby also appearing as an important resource to new parents, and particularly crucial to reorientations at times of change (Ytre-Arne, 2019). Further, concerns over parents oversharing in social media at the expense of their children's' right to privacy are juxtaposed with expectations to express happiness, receive congratulations and seek support through online networks. Emerging ethnographic studies of highlight the intertwined complexities of early parenthood, cultural discourses and digital communication, and the need for further context-sensitive research (Sevon 2012, Das 2019). This paper asks 1) how norms for digital media disconnection are expressed by midwives and other health professionals in maternity wards and public health guidelines and 2) how such norms are experienced and navigated by new parents in the postnatal period spanning roughly the first three months with a new baby. Methodologically, the analysis combines several qualitative approaches that together constitute a multi-dimensional case study, with fieldwork conducted in Norway in 2020. The approaches include interviews with midwives and hospital staff, observation in maternity wards, focus group interviews with new parents, and analysis of guidelines and advice from health authorities and professional organizations on digital media use in the postnatal period. Findings are analysed in a framework developed to understand digital disconnection in extraordinary and precarious situations, and in light of theoretical perspectives on individual responsibilization and risk management (Beck 1992).

DCC08 - Vulnerabilities and inclusion

PP 341 Networked seniors: New and old forms of socialization in the Internet Age

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Contemporary societies are experiencing a critical demographic aging process. In Portugal, this process has been especially fast and widespread, and the country is currently presenting one of the highest rates of aging in the context of the European space (Rosa, 2012).

As this process of population aging progresses, we witness the power of internet on structuring communities relationships at different levels (Castells, 2003), transforming social networking sites (SNS) into new territories that amplify relationships, sociability, and reconfigures life projects (Hutto et al., 2015) but also requiring the mastery of a set of competences and predispositions that appear to be less present among older generations (Lapa & Di Fátima, 2019). Despite all the efforts of seniors, that have been trying to adapt to this new reality, their late contact with communication mediated technologies makes them doubly disadvantaged by the inequality patterns that characterize the knowledge society, accentuating the so-called digital divide (Coelho, 2017).

Adopting the interpretivist paradigm, through a qualitative study involving Focus Groups composed of senior (+ 65) users of the internet and SNS, it is the primary objective of this research to unveil the relevance, the motivation, and meaning that internet and SNS have on the personal, relational and collective life of this segment, discussing the barriers and potential impediments to digital inclusion. These results are complemented with data extracted from Facebook Ads, a tool that allows to manage and target audiences.

Navigating online and maintaining an active profile on SNS seems to be relevant mainly due to social motives. Satisfaction of their socialization and affiliation needs, as well as obtaining social support seem to be the key drivers of seniors' use of SNS. Using regularly SNS means that seniors have a more active social life, strengthening their friendship bonds with old acquaintances and broadening their social network with new friends, fostering their social inclusion in groups, and ultimately, in society. Studies like this are even more important taking into account that a significant part of the Portuguese population is included in this segment and use ICT in their daily lives (Cardoso et al., 2015), and research that examines the relationship of seniors with the internet is still scant.

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PP 342 Are statistics ageist? Should we care about it?

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The question that inspires the present communication is: To what extent statistical data on digital practices in old age contribute to -or fight against- ageism?

Surveys constitute a relevant source of information, as public and private social agents (still) rely on traditional statistics to describe, evaluate, and make decisions (Alastalo 2018). Statistics are meant to produce simplicity (Fox, Alldred2015) and to provide accurate, unbiased, and politically neutral information. However, data are not innocent objects, and it is relevant to analyze their politics and power (Koro-Ljungberg, MacLure, Ulmer 2017).

Ageism, a form of discrimination that affects mainly the older population (Ayalon, Tesch-Römer 2018), is also a question of politics and power. I am concerned about the disregard of old age in the statistics that describe the digital society. A particularly relevant issue is how statistics define old age and its associated labels. For instance, what is 'the' appropriate lower threshold: 55, 60, 65, 70? What are the consequences of delivering aggregated data on a homogeneous grey zone, for instance the 65+, without further detail? Finally, what are the consequences of providing data that stop, for example, at the age of 74? Each way of delivering those pieces of information shapes the way society, media, and researchers perceive old age.

The analysis of statistical sources that publish comparative data at the EU level on digital practices and old age suggests three ways in which ageism gets reinforced. First, old age is primarily associated with health and societal challenges, which frames it as a problem. Second, based on the unbalanced availability of data, digital old age appears to be mostly about overcoming dependency and health-related issues, but not about socialization, leisure, or culture. Finally, some sources exclude part of the older population or do not appropriately represent it, which can be considered a form of ageism by design.

The production and communication of numbers is a sociological phenomenon (Espeland, Stevens 2008) that shapes the discourses media (re)produce. Communication experts, therefore, should be critical in the way they use these data. It is essential to understand the limitations of statistical data, particularly their scope and the feasibility of any generalization, to properly use available statistics as a source of non-ageistic information in the study of the digital society.

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PP 344 Who remains offline in a highly digitized society and why? – The evolution of individual factors influencing internet non-use from 2011 to 2019

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Obtaining real-time traffic information, applying for jobs, buying things or being an informed citizen increasingly requires internet use. Offline alternatives are inferior, more expensive or non-existent. Altogether, internet access and use yield many advantages in everyday life in digitized societies (Quan-Haase, 2015). The disadvantages of not being online are likely to increase and become even more detrimental to life chances in countries where internet adoption is almost universal. Hence from a public-policy perspective, internet non-use in highly digitized societies should be addressed based on empirical evidence, especially if it is grounded in structural inequalities.

Digital-divide research has addressed this issue (e.g., Reisdorf & Groselj, 2017) and shown that internet use may reproduce instead of resolve existing social inequalities (Robinson et al., 2015). Helsper and Reisdorf (2017) argued that an increasingly vulnerable "digital underclass" is emerging in Britain and Sweden. Nevertheless, empirical research on the recent evolution of digital divides in highly connected societies is still insufficient. In particular, the choice of appropriate public policies to bridge digital divides requires more longitudinal assessments.

This article contributes to closing this gap. It investigates whether and how sociodemographic variables explain the probability of individual internet non-use and discusses how such digital divides have evolved in Switzerland since 2011. Reasons for non-use are investigated over time and promotional factors for internet adoption among current non-users are derived.

This study analyses representative data from Switzerland (_N_ = 5'581) from 2011 to 2019 collected through biannual computer-assisted telephone interviews. Multiple binary logistic regressions tested the association of being a non-user with different sociodemographic variables over time.

Results reveal that in Switzerland—a country with one of the highest internet penetrations worldwide—8% or about 600,000 people remain internet non-users in 2019. Already disadvantaged groups are more likely to be non-users. From 2011 to 2019 higher education and income were consistently negatively associated with the probability of being a non-user. The negative effect of age on the likelihood of using the internet has grown since 2011, resulting in a widening age gap between users and non-users. A lack of perceived usefulness, followed by insufficient skills were the most common reasons for non-use over the period of investigation. Proxy-users of the internet (people who do not use the internet themselves but benefit indirectly by asking someone to do something for them online) were more likely to report a willingness to start using the internet than strict non-users.

This study's representative, long-term results on the evolution of individual predictors of internet non-use may form the basis for developing targeted, evidence-based policy interventions that promote internet use among specific societal groups: barriers to internet use related to education and income are promising starting points for policy interventions. Enhancing the perceived usefulness of the internet among non-users and promoting internet skills may be another focus. Our results further highlight the importance of indirect exposure to the internet (proxy-use) for an increased willingness to use it.

PP 345 Making qualified decisions: How digital health care records affect patients' self-understanding in the treatment process

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Sundhed.dk, Denmark's public e-Health platform, aims at increasing citizens' possibilities of becoming informed, active and equal partners in the public health care system by allowing patients to digitally access their health journal notes. While on a societal level such a system holds diverse opportunities for Denmark as a leading digital nation, on an individual level it challenges, if not provokes, the traditional doctor-patient relationship.

Current studies have shown that the sole access to data does not necessarily lead to better and more informed decisions; on the contrary, it has been argued that a variety of skills and competences are needed in order to translate accessible data into meaningful sources of information (Petersen, 2018). Taking starting point in the patient data provided on sundhed.dk the aim of this study is to explore how the provided data affects patients and their involvement in the therapeutic process.

Theoretically, we frame the platform as a communicative space where the patient gets digitally negotiated. That is to say, the digital data provided is subject to complex dynamics arising from the data itself, the interpretation of the data and diagnostic practices. Empirically, we draw on the analysis of 20 in-depth interviews with patients and health care professional selected on the criteria of gender, age, health status and user experience.

The analysis shows that the type of data a patient receives plays a crucial role with regards to patients' self-understanding. This is best illustrated by Susan's and Tina's case. Susan is in her mid-fifties and has been diagnosed with cancer twice – one time ten years ago and one time recently. Today, she uses sundhed.dk to see test results from the hospital and carefully follows her treatment. When reflecting on the two treatments she received, she says she feels sad about not having access to data during her first treatment. Being able to follow her test results closely empowers her and helps her being active in her treatment process. Tina, however, has a totally different experience. She went through psychological treatment last year and for her, reading her psychotherapy notes is strange and disturbing. Tina feels like she is watching over the shoulder of her psychologist and worries about the psychologist's interpretation of her behaviour. On top of Tina's concerns about the symptoms described in her records, she realizes that she starts changing her behaviour when seeing her psychologists.

In conclusion, it can hence be stated that patients in need of numeric measurements tend to feel an increased sense of control and take an active part in their treatment process as they can adjust treatment plans independently. Patients, however, that have received notes and qualitative descriptions from their doctor, feel rather confused and a loss of control as they may not agree with the notes being made. These qualitative descriptions tend to foster insecurity on patients' side, not at least because they are open to a number of interpretations.

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PP 343 Intersectionality in vulnerable people's digital inclusion

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What are the patterns of intersectionality among vulnerability people's digital inclusion, if any? This is the main question this study explores qualitatively, aiming to identify nuances and patterns of intersectionality in vulnerable people's experiences of digital inclusion as well as in the role that digital inclusion plays in vulnerable people's social inclusion. The study focuses on vulnerable groups of ethnic minorities, older people and people with disabilities, which are quite sizeable and, therefore, proportionally and in numerical terms important parts of the overall population. At the same time, these groups are internally diverse and cross-cutting, something that raises important questions on possible similarities or discrepancies in relation to their digital inclusion and its role in their social inclusion. Although not all people in these three population groups would consider themselves vulnerable, plenty of scientific and policy evidence defines their demographic, life and other traits in a way that assigns to a critical mass of individuals in these groups the attribute of 'vulnerability'.

This study employed qualitative focus group methodology and a total of 44 participants and six (6) focus groups – two (2) groups for each of the three vulnerable populations in focus - combining the individual, group and cross-group perspective on perceptions of and experiences with digital technology. This multi-level perspective is enabled in focus group research due to the extensive interactions between participants, which generate discourses on dominant and alternative group cultures and opinons, while also paving the way for individual participants to react to fellow participants and reflect on their own positions. The focus group participants were 18+ years old and covered a wide range of age, disability and ethnicity profiles, thus securing a certain degree of diversity. The participants for each vulnerable group and category of focus group were recruited through the mediation of a specialised UK charity or voluntary organisation.

The patterns of intersectionality identified in the study demonstrate that, unlike traditional conceptualisations of intersectionality and existing evidence on the role of demographics in ethnic minorities', older people's and people with disabilities' digital inclusion, commonalities and dynamics between these different population groups are driven by factors which go beyond demographics, such as: individuality/individual personality and preferences, life circumstances and especially life changes and periods of transition, stigma and concomitant experiences of social marginalisation and exclusion. Interestingly, the findings of the study demonstrate that even commonly referred demographics to explain intersectionality such as the ethnic background and generational gaps appeared in the focus group discourses to be forces of cultural frameworks, with the latter (rather than the demographics themselves) shaping attitudes and preferences for digital technologies among the ethnic and older people groups. In the same spirit, the health feature of disability per se did not appear to explain fully the practical and psychosocial barriers to digital and social inclusion that people with disabilities encounter, indicating that it is social stigma and its multi-faceted nature that drive the barriers to people with disabilities' digital and social inclusion.

DCC09 - Datafication: experiences, skills, feelings

PP 377 Smart speakers, platformization, and algorithmic curation between users' acceptance and resistance

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The pervasiveness of GAFAM platforms has technological, social, and economic impacts on society as conceptualized within the framework of platform society (Van Dijck, Poell, & De Waal, 2018). Among the components of platforms there are algorithms that have a "social power", it is to say they contribute to shape everyday life (Beer, 2017) for example through content curation (Nieborg & Poell, 2018). Platformization processes are affecting also families and homes, to the point that we can speak of "platform family" (Goulden, 2019) and "platformed household" (Pridmore et al., 2019).

Smart speakers are among the devices through which platforms logic can diffuse into the households. Previous research about smart speakers investigated the processes of their appropriation and domestication into the households (Brause & Blank, 2020; Goulden, 2019), users' interactions with them (Bentley et al., 2018; Lopatovska et al., 2019; Lopatovska & Williams, 2018) also about specific age groups (Garg & Sengupta, 2020; Koon, McGlynn, Blocker, & Rogers, 2020), and privacy and dataveillance (Malkin et al. 2019; Lutz & Newland, 2021; Pridmore et al., 2019). Little attention was instead devoted to understanding the dynamics of algorithmic content curation and users' perception of the results of voice searches performed with smart speakers.

The paper here presented will focus on the relationship between smart speakers, algorithmic curation, and the consumption of news and media/cultural contents. The results come from a research done by the Department of Communication and Performing Arts of Università Cattolica del Sacro Cuore. The research was done in Italy in November and December 2019 with the aim to explore the social representations and domestication of smart speakers, involving a multi-sited methodology composed of the analysis of platforms' communication, online articles, four focus groups with users, and the netnographic analysis of three thematic Facebook groups.

Research results indicated that users like music selection and personalization according to their tastes, but not necessary news selection, for the fear of losing important information. Other limits identified about the results of information search through smart speakers were their paucity, the impossibility to check all of them and to distinguish between organic and paid ones, and the opacity of algorithmic selection. Other concerns regarded privacy and personal data: if on the one side users accept some use of data and perceive it as taken for granted, on the other one, they are worried about the kind of data taken and their treatment.

The research pointed out the role of smart speakers in reproducing and heightening the social power of algorithms and platforms, but also evidenced that users start to be conscious of some dynamics and try to avoid, limit, or resist to them (for example doing multiple searches, personally selecting the contents for cultural consumption, protecting personal data, personalizing the devices' setting). The research, thus, showed the richness of further investigating the overlap between privacy and algorithmic curation, to better understand users' perceptions and practices about the use of smart speakers and other intelligent assistants.

PP 378 Young Adults data privacy concerns and coping strategies in mobile communication

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In the last years, users have seen a large diversification of media platforms and increased accessibility of social networking sites on mobile devices. This has allowed for an increased exchange of data in the virtual climate (Tsay-Vogel, Shanahan, & Signorielli, 2018). In the context of mobile communication, the discussion about information disclosure and privacy has reached a new level of complexity (Karwatzki, Dytynko, Trenz, & Veit, 2017). Most of these platforms are accessed now via applications on mobile devices, where a consistent amount of identifiable information is aggregated, archived and linked across multiple platforms (Chen, 2018). The use of mobile devices on a large scale has added more dimensions to the online privacy debate. Within the theoretical framework of the **protection motivation theory (PMT)**, our study aimed to analyze the privacy protection behavior related to mobile communication. According to PMT people believe they have the right to control their private information and decide who is allowed to access it (Petronio, 2002; Boerman et al., 2018). The theory has contributed to the understanding of privacy issues in computer-mediated communication (Masur & Scharkow, 2016; Masur, 2019). It addresses the relationship between disclosure and privacy, examining how and why people decide to reveal private information or not (Metzger, 2007). Disclosure has benefits and risks, with individuals putting the two in the balance. Our main research questions were:

RQ1. How do young users evaluate privacy threats related to mobile communication?

RQ2. What are the coping strategies of mobile communication users when dealing with privacy threats in mobile communication?

The motivation of individuals to protect themselves from threats depends on two aspects: a threat assessment and a coping assessment. To elaborate on this relationship as an objective of our research we conducted an online survey N=542 Romanian early-stage adults (age 19-25 years; 45% male). As age, gender or education were mentioned in previous studies as predictors for data privacy concerns and coping strategies (Boermann et al., 2018) we focused our research on young adults assuming that they have more knowledge and skills. We aimed to develop the relationship between threat assessment and a coping assessment in particular for mobile communication. It is ongoing research, preliminary results showed a preoccupation with mobile data protection. Users are aware that they have certain safety leverages to use to protect their data, but they are far more limited regarding the protective measures in mobile communication than on those applied to online communication using computers. Users identified some limited response efficacy measures to take to protect their privacy when it comes to app settings.

PP 380 Let's talk about data: Shame, dependency and agency – lessons learned from data workshops

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Vast amounts of data is gathered automatically of our everyday activities, media devices and social media discussions, creating concerns over how technologies of data gathering and sorting shape our understandings of social worlds. In other words we live in the age of datafication in which our feelings, anxieties, desires, movements and affiliations can be tracked and analysed (Andrejevic 2013; van Dijck 2014). The ease of tracking personal data can create "non–transparent, asymmetric power relations between the profilers and profiled, in political, social, and economic contexts" (Gangadharan 2012). However, on the everyday level people are not always aware of different mechanisms and implications of datafication. This paper presents a research conducted in cooperation with the Finnish public service media company YLE that explored people's ideas and understandings of data gathering practices and their impact on their everyday lives. The aim of the data workshops was twofold: to raise awareness of data gathering practices and datafied media environment as well as to explore people's feelings, ideas and visions on data practices and the future of data. In this paper we introduce our workshop method and main the results: the understandings, desires, uncertainties, addictions and even shame expressed in relation to data gathering practices. Drawing on work by Kennedy et al. (2015) we argue for the importance of seeing agency in everyday data practices, as a way to imagine alternatives to current situation. We also discuss the visions and possibilities of creating data management policy on everyday level, for example in terms of how to use data for collective good. While discussions on data in these workshops pointed out the importance of public, transparent data infrastructures they also revealed the contradictions and challenges of organizing data workshops, particularly in engaging with people in vulnerable positions. We critically reflect on the lessons learned from these workshops and the ways they have shaped our current work with digital intimacy and data paths.

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PP 381 Datafying or gamifying reading - an autoethnographic study of engagement with digital reading challenges

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I read 240 books, over 57 thousand pages of fiction in the past eighteen months (June 2019 to Dec 2020). That is 57 thousand pages of fiction, in addition to my scholarly work of reading: articles, book chapters, e-mails, student papers and project descriptions. I know the number because I have kept meticulous track of my own reading, filling first out an MS Excel table, mapping my reading experiences against a set of reading challenges, reporting in a closed Facebook group about the read books, and, after initial hesitation, also filling out Goodreads reviews. My reading experiences became data for other people to profit from. The conference paper reflects upon the experience of having datafied my reading voluntarily wherein a space of six months, I read more than ever before but also gave up my data to several big players of platformized society (van Dijk, Waal and Poell 2018). I consider myself a critical scholar, with an awareness of the privacy concerns and being highly aware of giving yet another aspect of my life for commercial profits (Couldry and Mejias 2019), my voluntary engagement with different digital platforms became a crucial motivation for reading in such volumes.

The paper will present reflections from an autoethnography of my own experiences as a datafied reader negotiating trust, my integrity, and value within these above-mentioned platforms. However, a racing pulse, a frantic search for new and old books to read, the elated feeling of completeness and achievement when being able to tick off yet another challenge point made me consider an additional theoretical framework in addition to the platformization and datafication that would help me to understand my own experiences. Gamification is a term coined by Pelling already in 2002, but that enters into public consciousness much later, Marczewski (2013) argues, that increased attention to the term can be connected to the video game generation reaching working age, and the idea is that game logics - points, levels, rewards, are ever so more pervasive and have become incorporated to different aspects of our lives. Gaming is often also about competition and comparison, and in my reading challenge, I was comparing myself to myself as well to other readers in the FB group. I played the game of reading, competed with myself, but made the whole experience also extremely social. In the process, I found a new community of trust in exchange for losing the privacy of my reading. Albrechtslund (2019) discusses the interaction with the technologies influencing the technologies, business and practices of reading, but with this paper, I will add to her analysis the autoethographic reflections on the experience of balancing concern and trust, becoming gamified by my own experience and reading more than before.

DCC10 - Fans, Young people and digital culture

PP 438 Mimicking social media influencers on Instagram: A transnational study on first-year-university-students

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This work addresses the salience of the influencer figure in the shared-imaginaries around Instagram that young people tend to imitate in their self-presentation. To this end, it was developed a comparative study in two different countries and continents (Spain and Colombia) to explore similarities and differences in user's imaginaries linked to the platform. Social media sites have been analysed as places ruled by the attention economy (Abidin, 2016; Marwick, 2015), where being equates to be seen and attention is the scarce resource that fuels people competition. In this sense, the works about the algorithmic culture (Bucher, 2012; Cotter, 2019) and the notion of "aspirational labour" (Duffy, 2017) were crucial to discuss our results.

The methodological design combines the focus group technique (7 groups) and qualitative visual analysis of the informants' profiles on Instagram (4.643 posts). The 53 volunteers (16-24 ages) were requested to access their Instagram accounts to collect three types of data: biographical description, permanent posts, and temporal stories. They were selected from voluntary first-year-university-students in Communication degrees. Data were thematically analysed using Nvivo software.

Instagram is perceived in both samples as the most public and glamorous site in the social media ecosystem. They feel that they need to show themselves visually, considering their physical appearance and the esthetic of their profile as the main proxy of their identities. This idea of being in public display and in need of being validated by others' interactions lead them to develop strategies and tactics to gain visibility and engagement to feel that they are "progressing" in their performance. In this learning process, the influencer appears as a key figure: as they are playing a "visibility game" (Cotter, 2019), they imitate people who already have earned this massive visibility. So our informants tend to imitate their luxury living style, poses, types of portrait (the selfies disappeared from the profile), and attention tactics. Some of them expressed that they were using their profiles as a means to create their professional persona as photographers or musicians, but the majority did not explain professional use or expectation. They explained that they are just playing, imitating what their favourite influencers do but, in doing so, they are also internalizing the accumulation and competition logics into the way that they consider and present themselves. And this process could be probably influencing the construction of their subjectivities too.

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PP 437 'Digital media culture' as an emerging culture: The case of generation Z media practices in Russia

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In today's world, we often encounter the phenomenon of emergence — the appearance of properties in a system that are not inherent to the separate components of that system. This occurs at various levels of society and human experiences. The ever-growing use of media, the development of social media platforms and a new generation of digital natives have led to the establishment of a new type of social order — a digital media culture.

The process of the emergence of cultures is based on the concept of the transformational variability of existing systems. Proponents of the theory of evolution cite as the primary reason behind culture genesis the need of human societies to adapt to ever-changing living conditions through the creation of new forms of activities and social interaction (Murdock, 1949). The semiotic theory in culture genesis holds that culture is born when there is a codification of information, i.e., the creation of symbols and systems of their connotations (Barthes, 1994). Mimetic ability to incorporate the symbols of the physical external world into the inner world and, based on that, create the relevant cultural conditions, is a crucial stage of cultural developing (Wulf, 2004). According to the functionalistic approach, culture is adaptive or functional (Keller, 1915), and the individuals have the ability to act in concert, unite to create teams to perform any given tasks (Malinowski, 1945).

The digital media create an influential and dominant type of culture in individuals' everyday life practices and social behavior in a contemporary society. Digital mediatisation is a key process of today's world, a meta-process that cuts across all spheres of the functioning of society and human cultural practices (Couldry and Hepp, 2016). As an influential agent of socialisation, the digital media long and firmly has been built into the system of production and dissemination of knowledge, norms and values. A fundamentally different mediatized social reality requires the revision of the classic social theory (Berger and Luckmann, 1966).

The paper provides a discussion of the digital media culture as an emerging culture, and analyzes the in-depth interviews conducted among 24 members of the "digital generation" of Russians in three cities: Moscow, Nizhny Novgorod and Rostov-on-Don. The sample included middle-class students — 10–15 years (born between 2003 and 2008), senior class students — 16–17 years (born between 2002 and 2003), tertiary students — 17–19 years (born between 1999 and 2001).

The Generation Z media practices in Russia, as the survey demonstrates, are associated with the need for affection in social and cultural communities, integration into a new emerging type of digital culture in a society, involvement into political and protest media activism, sharing and promoting values of a democratic society. Thus, the Russian Generation Z media practices demonstrate the signs of socialization and self-actualization even more active and intensive then the social life practices.

PP 435 Becoming a fan mediated by digital tools

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This presentation focuses on Nadia's evolution as a fan from 2015 to 2019, being present in digital worlds and reinforced by her sister and friends (Harrington & Bielby, 2010; Hunting, 2019). She was nine years old when the study began. Special attention is dedicated to her use of images. This process is supported by the applications offered by the mobile devices she used, and which enabled her to be present in fan communities by participating in social networks (Jenkins, 2018) using multimodal discourses (Bezemer, Jewitt, & O'Halloran, 2016). Nadia is open to the future using digital tools which help her practices to become a full member of fan communities

The main goal is to examine Nadia's development as a fan, taking into account the emotional ties which supported her fan practices, within the context of the communication situations determined by the Internet.

The research adopts an **Ethnographical approach** (Markham, 2018). THE DATA are from several sources. Primarily they are the productions Nadia stored over time on her mobile telephone, on iCloud, and in the last two years on Pinterest. The second source of data were the interviews, coinciding in time with the most relevant image downloading moments. A third source of data was from fieldwork observations, recorded by the researcher in some everyday situations where Nadia interacted with friends or her family.

The results show that during the four years of Nadia's participation in this study, it has been possible to observe changes in her fan practices and how they have been affected by her interactions with other people online and offline, and also by technological development. Examination of the data suggests **Three stages,** associated with her contact with digital technology and the social world emerging from it. *Phase one* as a fan takes place during 2016 and 2017; and is marked by her first contact with social media, and in particular with Musical.ly, WhatsApp, and Instagram. *The phase two* begins at the end of 2017 and is related to her closeness to Harry Potter. At this time, she also uses the school iPad. *Phase three begins* after eliminating all content from her iPhone when she discovers new strategies for image processing, both for content and how to store, share and curate.

The discussion will focus on how Nadia's fan practices were supported by digital tools, leading to the use of multimodal discourses on the fan communities' sites (Gray, Sandvoss, & Harrington, 2017). The smartphone was an essential element and Nadia was aware of this. She participates in communities, where she found role-models she could imitate, with several levels of awareness and who varied from traditional idols such as Harry Potter or Disney characters to micro-celebrities accessed through platforms like Instagram or TikTok. Nadia changed the objects of her activity as a fan, establishing a range of emotional links that could not be considered as separate entities. This is so because the Internet opened increasingly wider doors to her, which would have been more difficult to access through analogous media.

PP 434 Social network sites use among adolescents with autism spectrum disorder

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In recent decades, social network sites (SNS) have become an integral part of the daily lives of billions of users, among them individuals with Autism Spectrum Disorder (ASD). Autism is a lifelong developmental disability characterized by difficulties in social communication. Nevertheless, many adolescents with ASD use SNS, in apparent contradiction of the fact that SNS require users to demonstrate social skills. The current study examined SNS use among adolescents with ASD in an attempt to understand whether and how the communication difficulties characteristic of autism are expressed in their SNS use.

After obtaining consent from the adolescents and their parents, the researchers conducted semi-structured in-depth interviews with ten adolescents diagnosed with ASD. The interviews focused on the adolescents' patterns of SNS use and the needs met by this use.

Analysis of the interviews revealed three main themes. The first theme related to the reasons for using SNS and included three main reasons: 1) Help in overcoming communication difficulties ("Writing is easier for me . . . When I speak face to face I need time to answer the questions and explain things and this makes people move on . . . Corresponding in writing is easier"); 2) Desire for self-disclosure and attention ("I like it when people get excited about my statuses"); 3) Updating and coordinating ("WhatsApp is important because sometimes important messages should be seen"; "There was a week when I didn't have WhatsApp and it actually disrupted my life").

The second theme referred to the actual use of SNS. The adolescents' use of SNS was found to be largely "technical" and lacking intimacy. The interviews showed that the adolescents often misunderstood social codes and needed guidance. Their SNS use also demonstrated a lack of Theory of Mind. The adolescents enjoyed receiving feedback on SNS but were not disappointed by its absence.

The third theme addressed the social characteristics of ASD as expressed through SNS engagement. Among these characteristics are the understanding that these adolescents are interested in making social connections despite having difficulty making them, their awareness of their own communication difficulties, their focus on themselves and their desire to discover new social worlds. In addition, the findings indicated that it is easier for adolescents with ASD to communicate with adults or authority figures than with their peers and that they rely on their families as a source of emotional support rather than on their friends.

The findings showed that on the one hand SNS use among adolescents with ASD reveals their many deficiencies in communication. On the other hand, SNS appear to provide emotional support to adolescents with ASD.

The study highlights the importance of guiding adolescents with ASD in their use of SNS. Including this topic in their educational curriculum may significantly improve their social interactions with SNS.

PP 436 After the iron throne: What two youtube fan-channels discussed following the end of Game of Thrones

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The season finale of Game of Thrones (GoT) was one of the most popular television series of the first semester of 2019. The show's conception and mixed reaction highlight the series' close relationship with two interwoven concepts: transmedia storytelling and fandom.

Nowadays, world-making is a buzzword within transmedia studies. If the creation of coherent and coordinated narratives, despite the dispersion of their elements across different media, was a cornerstone in Jenkins' early definitions (2006), the "multiversal" approach found in transmedia stories such as GoT stresses both the thin lines between adaptation and extension, and the current primordial importance for transmedia stories of the "intertextual construct" that fosters a related transmedia world by establishing the fundamentals (characters, myths, etc.) "from which new stories could be generated" (Jenkins, 2017).

Fans were envisioned as the main audience of transmedia stories – their intensive and extensive practices paved the way for this kind of content. If a transmedia world requires "an encyclopedic understanding of all of the elements that constitute the setting of a particular story" (Jenkins, 2017), fans are amidst the ones with a deeper knowledge. This also means that few are more able/willing than them to critically appraise or disapprove the different endeavours of the world-making (Jenkins, 2013). By doing so online, fans are also important elements for the spreadability of the transmedia stories (Jenkins et al., 2013), even when the latter are in an hiatus until the release of new contents, such as the case of GoT.

This paper presents an exploratory (and still ongoing) study of how fans continued to discuss GoT following the season finale of the series. It uses two YouTube fan-channels – Talking Thrones and GrayArea – as case studies. They were chosen for two reasons: both continue to upload regularly new videos and have a considerable number of subscribers (around 599,000 and 169,000 in November 2019, respectively). The research is split in two phases. It starts by mapping which themes are discussed in every video published by both channels throughout a year, starting on 20 May 2019, the day after the last episode aired. Using a list of 93 themes, which were already tested, two researchers will independently identify which themes are present or not in each video, but also what are the prevailing ones (within the headline and video). These themes derive from four analytical dimensions: the discussion of single GoT-related elements (series, books, paratexts, etc.); their transmediality, fandom/authors relationship; and fans' metatexts as reading-lens.

To ensure the validity of the mapping, both coding sheets will be compared and discussed. From this discussion, a sample of videos (and their comment sections) will be selected to be the object of netnographic analysis: the ones deemed more representative of the most common themes, but also others that might pose theoretical/coding challenges during the first analysis.

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DCC11 - Influencers and platforms

PP 472 Influence of Youtubers de España vs. Ecuador in the promotion and positioning of fashion brands

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This article analyses the use of _youtubers_ as a strategic online marketing resource to promote women's fashion brands in the digital environment. YouTube® represents an important tool for companies seeking to boost sales by achieving greater proximity to their target audience by humanizing the brand and its products.

To know the discursive characteristics used by the _youtubers_ that achieve the mentioned objective the research follows a deductive process that goes from the general to the particular, following the following phases: first, the marketing of _influencers_ has diagnosed through the analysis of magazines that belong to international reference databases Scopus and JCR.

The research carried out using a double qualitative and descriptive methodology based on the recording of qualitative and quantitative data, from a series of items predetermined a priori and validated by experts in marketing and communication, to carry out the evaluation and analysis of the _influencers_ videos to highlight aspects related to interactive resources, content, and characteristics of audiovisual production, and emerging codes (discursive and pictorial/video graphics).

Subsequently, the four main _youtubers_ in fashion in Spain and Ecuador have identified, considering the organic scope, the number of followers, and reproductions of the videos. Consequently, the interactive resources used, the content, and the characteristics of audiovisual production that they use to generate influence have analyzed. To this end, five videos were shown for each of the influencers.

The analytical phase was carried out, which consisted of processing the information and extracting the most relevant results to make a comparison between the contents that generate influence in Spain and Ecuador to obtain the conclusions of the research.

The results of the research show some common guidelines in the discursive style of the influencers from both Spain and Ecuador, based on simplicity, spontaneity, and naturalness.

The practical approach used by the _youtubers_ generates a greater openness and closeness to the audience. Thus, the study concludes that these aspects are a key success factor for differentiation and can bring significant benefits to the brands and companies represented.

PP 473 My house-in-the-making is your home: Vlogs about (re)decorations and moving out by Portuguese lifestyle youtubers

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On the one hand, media and cultural studies, with contributions from feminist as well as children, youth and media studies, have for long evidenced the cultural significance of the domestic space of teenagers' bedroom, especially for girls (McRobbie & Garber, 1976), understanding the 'bedroom culture' as a focal site for the identity construction of children and young people, where media, including digital media, play a central part (Livingstone, 2007; Hodkinson & Lincoln, 2008). On the other hand, the domestic space more generally has for long been an object of representation in television culture, be it in fiction or in entertainment programming. Crucially, in the 1990s the house was represented as part of reality television, with makeovers that have been considered a reflection, as well as a promoter of a neoliberal, self-transforming subjectivity (Ouellette & Hay, 2008). On through to the 2000s, other media representations of the home circulated as signs of celebrity capital, notably with MTV's "My Cribs" where celebrities revealed their sumptuous homes and accessories (Smitheram, Kidd & Lam, 2018). In the post-austerity climate, circulating discourses on sustainability, minimalism and decluttering (Ouellette, 2019) have populated media as well as social media.

Taking into consideration the current relevance of YouTube as a contemporary cultural space (Burgess & Green, 2018), and the role of youtubers as growing cultural intermediaries (Hutchinson, 2017), this paper interrogates how are domestic spaces represented as symbolic elements of the subjects' biographies. We look at one format of YouTube videos popular among young adult lifestyle or fashion vloggers, on decorations or redecorations of rooms in the house, or on moving houses. On YouTube, the makeover of domestic spaces is not mediated by entertainment media, but rather constructed by the content creator in the social media platform environment, therefore subject to mechanisms of popularity (Van Dijck & Poell, 2013) and where professional creators subject themselves to how they see the algorithm can work to their advantage (Bishop, 2018). Due to the fact that many full-time youtubers work from home, there is also a seamless integration of life and work that is especially problematic for female creators (Duffy, 2017).

We consider videos narrating the process of moving out/in, decorating or redecorating house spaces, from 2018 and 2019, of Portuguese, young adults, lifestyle youtubers, looking at the ways in which vloggers - the corpus is composed of 139 videos from 13 channels. An inductive, qualitative analysis is conducted, looking at elements such as title, tags, audience address, commercial associations, emotions/affect, human elements, narrative form. Preliminary analysis reveals that these videos help to build the youtuber persona by offering elements of intimacy and taste, and establish proximity with the audience by inviting them to see the material transformation of a private space. The narration of (re)building their homes ultimately serves youtubers' personal brands and the affective capital towards their audiences, in an environment of self-sufficiency and determination. We therefore situate YouTube vlogs about (re)decorations and moving houses in the continuation of makeover reality television, in a post-recessional climate.

PP 474 Gaining audience trust: the construction of process transparency by You Tube fashion and beauty content creators

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This paper explores the ways in which UK fashion and beauty You Tube content creators construct themselves as transparent about their selection of content to feature in their videos. It particularly focuses on how they reveal to their audience the influence of their relationships with commercial brands on selecting and featuring products, as part of their effort to gain their viewers' trust.

The paper analyses three Youtubers' videos over a year (over 80 hours of video content), using content analysis and discourse analysis. These Youtubers all create fashion and beauty content but differ in key characteristics, such as their number of followers and management arrangements.

The paper proposes an original typology of transparency markers, which emerge from the analysis of this material and apply across the analysed content, and it also discusses the content creators' discursive performance of transparency. Drawing from academic debates on performance, authenticity and media transparency, it argues that these content creators employ a mix of routines of transparency, authenticity and independence, which they perform simultaneously, constructing themselves as trustworthy. The paper suggests that, although restricted in both their extent and regularity, these tactics are highly complex and offer a glimpse on some of the processes that shape content in beauty and fashion media, which are not normally acknowledged in the mainstream magazine press.

The paper contributes to a better understanding of the manifestation of transparency in new media forms, which are increasingly part of our daily technological environment and impact how we engage and interact with the media. Although the online content creators industry is often perceived as opaque about its processes and commercial relationships, this paper shows that forms of transparency have been central in this industry even before it was more closely regulated by Advertising Standards authorities. The paper argues that building trust is a key motivating factor in this process.

PP 475 "It is all about ranking" – Patterns in YouTube's search algorithm during elections in Germany

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In line with the increasing use of social media services in the political landscape (Effing, van Hillegersberg, & Huibers, 2016), YouTube has become a platform for political information and campaigns during elections times. Politicians and parties can reach the public without being dependent on the gatekeeping function of traditional mass media. News organizations have also adapted the opportunities of the service to distribute their content, trying to build up an online audience (al Nashmi, North, Bloom, & Cleary, 2017). YouTube itself strongly influences the visibility of the videos through its ranking algorithm.

According to Rieder, Matamoros-Fernández, & Coromina (2018), the ranking of a YouTube video in the search results cannot simply be linked to interaction metrics such as likes, comments and the view count.

Another analysis in this field has revealed that top ranked videos have a stronger position stability while videos from active user are ranked higher than videos from trustworthy sources (Fernandez-Llatas, Traver, Borras-Morell, Martinez-Millana, & Karlsen, 2017). This comes along with findings in which the ranking algorithm favors content from niche channels even if their videos received fewer views than mainstream channels (Rieder et al., 2018).

Our study examines the influence of the ranking algorithm regarding two federal state elections in Germany which were held on September 1, 2019 in Brandenburg and Saxony. The research project aims at analyzing the rank stability of the search results for each leading candidate. Differences with regard to the party affiliation will also be considered as well as prevalent sources within the search rankings.

Summarizing our preliminary results, we observed newsy events for all candidates. These newsy events are synchronously located after the election day. Far-right candidates accumulate a much higher view count and less stable search rankings compared to candidates from other parties, including sitting minister-presidents of the respective federal states. Before the election day, content posted by official party channels was predominantly found across all queries, while after this turning point, news-associated channels are found across the search ranking for all candidates.

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DCC12 - Researching datafied life: Methodological challenges

PN 128 Accounting for changing practices and experiences in the datafied workplace

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The rapid development of tools powered by the collection of data is transforming key aspects of social life, including work. To date, attention has focused on the ways in which automation might displace jobs, and on new forms of labour emerging on and through platforms. There has been less focus on how standard employment experiences are being transformed by the implementation of data-driven tools. Premised on promises of greater efficiency and cost-savings, these technologies are quickly becoming attractive for hiring, monitoring, and assessing workers across many different sectors, particularly in areas of low-wage work. However, they also raise important questions about the conditions and rights of workers. Whilst some commentators point to concerns about the growing information asymmetry between managers and workers and how this results in increased, asymmetrical control, other debates about how questions of bias, discrimination, privacy and fairness are amplified with the increasing use of such technologies are also relevant.We rely on limited information about these data-driven technologies. Knowledge is drawn primarily from marketing materials and media reports, rather than from comprehensive engagement with how datafied, workplace systems are used and experienced in practice. This can lead to the perpetuation of technological hype in critical scholarship. A central challenge for critical researchers in this field is getting access to genuine managerial practices in contexts that are not subject to public scrutiny or accountability. In some instances, we have seen the re-emergence of 'workers inquiry' as a response, that draws from the tradition of operaismo (workerism) and advances a method for investigating the workplace from the point of view of the worker. However, in a context of complex algorithmic management structures, workers often do not know how data about them is used. Drawing on research into uses of data-driven systems for the purposes of hiring and performance assessment, this paper will discuss different methods for accounting for changing practices and experiences in the datafied workplace. In particular, the paper will reflect on the possibilities and limitations of using corporate documentation and semi-structured interviews with developers, managers and workers as a way to shed light on what are often obscure developments. In so doing, it will also consider the role of the researcher in relation to questions of citizen and workers' rights and the relationship between research and organising.

PN 127 Methods for researching public perceptions of data practices

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This paper reflects on the methodological and epistemological challenges that researching public perceptions of data practices poses, drawing on research projects from the past three years which have used a range of methods: focus groups, a national survey, and a citizen jury (in which citizens are brought together to debate a complex issue of social importance in a participatory and deliberative process). The paper focuses on a number of challenges. The first relates to the alleged difficulty of citizens forming views about complex and opaque data practices and how these can be accessed. The research that we discuss here contests this proposition: we found that citizens had and expressed views about complex data-related matters, including in a 15 minute survey about eight different data management models. The second challenge is about elicitation: data may not necessarily be a rich access point for many people, who may instead be concerned by issues such as their access to services, for example. The paper reflects on the relationship between starting points and methodological standpoints.The third challenge relates to researching attitudes and opinions: the distinctions between what people say they think and how they act are well-established. These distinctions may come about because people do not always have pre-formed, or well-formed, opinions. Citizen juries, in which citizens work together to synthesize opinions and contribute their informed opinions about issues after hearing and deliberating on evidence presented by diverse experts may be one method for addressing this challenge.The final challenge relates to researcher positionality. Critical data studies researchers oppose the harmful and unequal power relations with which datafication is entangled and which datafication often reproduces. In part because of this, many want to intervene in policy, to ensure just data practices in the future. To do so, we must research public perceptions in methodologically robust ways, something which may be challenging precisely because of our positionality. The paper considers this challenge, and concludes with some principles for methodologically robust research into datafied life.

PN 125 Cultivating critical consciousness through self-tracking research

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People around the world increasingly use digital media to keep track of and manage their personal and their working lives. Over the last decade, self-tracking via smartphone applications or wearable devices has become a central, emblematic case of a general datafication of everyday life (Dow Schüll, 2016), enabling the individual to engage in systematic tracking and monitoring of a tremendous variety of everyday practices. Although the practice of self-tracking is not unique to digital media, digital media have significantly increased the array of aspects of life that can be easily and effortlessly logged. Most of what people track – steps taken during the day, screen time, mood, sleep, or the female menstrual cycle – is utterly mundane, deeply engrained in people's existing practices, pursuits and routines of everyday life. Yet, this paper suggests that the intensive, detailed and constant logging of such ordinary actions constitutes a unique entry point for enabling ordinary citizens to assess what kinds of tracking and analysis of individuals can be – and should be – performed on personal data in digital systems. Methodologically speaking, self-tracking offers an illuminating case for understanding, developing and debating people's expectations and societal norms of appropriate data flows from individual citizens into public and commercial domains (Nissenbaum, 2010).The paper discusses the methodological opportunities and challenges of using self-tracking as a window onto general, mundane experiences of datafied living. It draws on empirical research projects, conducted by the author and collaborators over the past five years, of ordinary Danes' experiences and management of self-tracking across personal life, work life, and life in the social institutions of the Danish welfare state (e.g. healthcare, public transport, education). This research used a range of methods and data sources: Logdata from participants self-tracking applications and general smartphone use; repeated qualitative interviews with participants about their experiences, appropriation of and actions with their own data across domains, using prompts from their logdata; and media diaries that elicit descriptions of self-tracking practices as everyday encounters with datafied selves. By focusing on everyday life and how to approach everyday responses to datafication, this paper seeks to qualify, in methodological terms: 1) how context matters to expectations and experiences of datafication, and 2) how self-tracking research as method enables participant encounters with their datafied selves which might cultivate critical consciousness at the mundane level, counter what Draper and Turow (2019) have dubbed 'digital resignation' and help carve out niches of personal and collective agency in datafied society (Kennedy, 2018).

PN 129 Discussion of core themes

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In the final presentation in this panel, a discussant will draw together core themes emerging across the papers.

DCC13 - Materialities and negotiations

PP 617 The rise of metadata standards: Power and dialogues behind the emergence of metadata schemas for digital audiovisual archives and databases

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This paper, based on 3 years of empirical work, discusses the institutional dynamics behind the evolution of metadata standards for digital audiovisual archives and databases. Audiovisual archives have been in dynamic evolution in recent years due to digitization of their contents and due to expectations that their contents need to be accessible online. Such archives have evolved from having primarily a preservation function to organizing broad societal access to older audiovisual content. Such, 'mediatization of archives' means that they need to take responsibility for mediation of cultural memory, coordinating reuse in multiple ways. Next to them are 'digitally native' databases (for instance, YouTube , Netflix and similar) that interface even more directly with different kinds of content creators and user groups. Because of the changing functions and uses of archives/databases their core technologies are also in dynamic change. Central to these technologies are their metadata schemas. Metadata schemas constitute the core technology how content databases are organized, interlinked and offered/mediate to different target groups. In author's parallel work (Ibrus and Ojamaa 2018, 2019) the ways how metadata could be understood to mediate history/cultural memory has been analysed. Our argument has been that the ways metadata models and mediates it objects – films and realities represented in films – are ideological in ways similar to other forms of representation and mediation. In this paper we will discuss how the forms of metadata emerge and are getting standardized via complex dialogues between institutions of different kinds – small film archives, large broadcasting institutions that service productions, but are also active online, global VOD-platforms, etc. Their different institutional interest mean that they are also interested in different functions for their metadata. These differences and their power relations affect what metadata solutions emerge, how are they getting standardized, how these standards are later operationalized and how, after that, may they affect the uses of archives/databases, the spread of historic content in the contemporary and the resulting formation of cultural memory.

This paper discusses the author's study on such standardization related relationships and dialogues between related institutions. The research work consisted of interviews (25) with the representatives of European and Northern American film and broadcasting archives and databases (BBC, BFI, HBO, EBU, Italian, Dutch, Belgian, Danish, Norwegian, Polish, Finnish, Estonian film and broadcasting archives, etc.). In addition to interviews, extensive documentary study was carried out. The results tell of the power of large institutions to shape standards (and the power they gain in this way), but also of discrepancies in standards due to unwillingness for dialogue and also of autonomy that smaller archives may have partly due to their incapability to participate in standardization or international professional dialogue.

Ibrus I and Ojamaa M (2018) Newsreels versus Newspapers versus Metadata - A Comparative Study of Metadata Modelling the 1930s in Estonia. *VIEW Journal of European Television History and Culture* 7(14): 123–137.Ibrus I and Ojamaa M (2019) The Creativity of Digital (Audiovisual) Archives: A Dialogue Between Media Archaeology and Cultural Semiotics. *Theory, Culture & Society*. Online First.

PP 618 Stick & flow: A critical framework for investigating bot engagement on social media

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Over the past decade, social media automation issues have caused a lot of controversy. The potential risks of social bots or software programs designed to mimic human interaction on popular platforms have been addressed extensively, particularly in the context of political propaganda and disinformation research. While the bad reputation of bot farms harnessing 'fake' engagement remains in focus of academic interest, in this paper, we suggest another path of inquiry highlighting variously situated intensities and qualities of automation in the broader context of social media attention economy (Gerlitz & Helmond 2013). Using theoretically informed approaches of digital methods (Rogers 2019) and internet ethnography to explore bots on Instagram and Tumblr, we propose a critical framework for investigating bot engagement as an ensemble of software affordances, human interests and techniques of mediation. This involves studying i) the role of web or mobile applications, ii) the shifts in societal concerns around bot 'imagination' or how users relate to #bots through tagging practices, and finally iii) bot agency or what we can learn from following the circulation of content provided by social bot accounts. Finally, in order to account for implications and challenges of these dimensions for the understanding of digital society, we propose a network perspective on the ephemeral dynamics of "stick and flow" that constitute the ways in which bots operate on social media platforms and beyond. In doing so, we aim to develop novel articulations of methods and theory corresponding with the technological and cultural entanglements of automation under conditions of platform society (van Dijck, Poell, de Waal 2018).

Gerlitz, C. and Helmond, A. (2013). The like economy: Social Buttons and the data-intensive web. New Media and Society 15(8): 1348-1365.
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PP 619 Exploring the wires: Submarine internet cables and ownership

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Marea is the name of a submarine cable connecting Bilbao (Spain) and Virginia Beach (USA) completed by 2017, on work by early 2018. The 4000-mile infrastructure is the cable with a higher capacity. Its designed capacity is of 160 Terabits (Tbps) of information per second, but a recent experiment managed to raise it to 208 Tbps. Is like streaming 71 Million HD videos simultaneously (Ong, 2017). For now, the cable transmits below the 10Tbps, but its capacity suggests that it is expected to last and to cope with a significant growth of traffic over the next decade.

This technology is owned by a tripartite consortium formed by Facebook, Microsoft, -content providers-, and Telxius part of the now privatized but former Spanish public Telefonica Group. This alliance epitomizes a trend: two flourishing big tech corporations ally with a former public company still in charge of land-based communication networks. The two content providers play at both ends: at the data storage end owning cloud software and centers around the world, and at the user-end as software interfaces including operating systems, client software or social media platforms. Content providers are not the main investors in the cable development, yet: traditional carriers still play fundamental roles; and such is the case of Telefonica's Telxius, a corporation built within the machinery of the national Spanish state, later privatized. Telefonica is key in the development of cable and streaming Television in Spain and Latin America, and owns, today, a fair number of stocks in the Spanish speaking audiovisual markets. This paradigmatic alliance between the actors of diverse nature represents a certain transformative geography of the internet.

This paper explores mixed property consortia and discusses their implications in internet's transformation in three ways:

1. Highlighting the implications of such alliance and its invisible wiring for the social understandings of "internet". Ubiquitous computing "weaving itself into the fabric of everyday life until it is indistinguishable from it (Weiser, 1991:78)" (Dourish and Bell, 2011: 22) rendering the infrastructures that make it possible unnoticeable.
2. Exploring the role of these alliances in the overall transformation shape internet today in a communications system simultaneously global and fragmented, deregulated and moderated by global players that challenge a state-based world order.
3. Finally, the discussion pays attention to the territorial effects of such growth, drawing a geography of ownership embodying negotiations, struggles, colliding interests, and alliances that map global geopolitics.

This paper on the ownership of the internet infrastructures adds to the available literature on the spatial inequalities reproduced through the unevenly distributed infrastructures of internet; and helps understanding the context within which the internet and digital cultures transform and thrive.

Dourish, P., & Bell, G. (2011).*Divining a digital future: Mess and mythology in ubiquitous computing*. Mit Press.

Ong, T (2017) Microsoft and Facebook just laid a 160-terabits-per-second cable 4,100 miles across the Atlantic - *The Verge*. (Available online in: ttps://www.theverge.com/2017/9/25/16359966/microsoft-facebook-transatlantic-cable-160-terabits-a-second). Accessed Dec, 15th 2019.

Porter, J (2019). Microsoft and Facebook record-setting undersea cable sets another record. *The Verge* (Available online in: *https://www.theverge.com/2019/2/28/18244357/microsoft-facebook-marea-cable-16qam-20p-percent-speed-boost)*. Accessed Jan, 13th, 2020.

PP 616 Simply complex? A multimodal discourse analysis on the envisioned future living with the internet of things

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A commercial for the Norwegian telecommunications company, Telenor, invites us to imagine a "Smart Home of the Future" where an elderly woman effortlessly navigates her house, using IoT devices with voice activation to, for instance, find her purse and water her plants. Another commercial for a Norwegian supermarket chain, REMA 1000 (with the slogan "simple is often best"), shows a man unable to get into his house using the voice activated door lock because his mouth is swollen from a dentist visit and the door does not recognize the voice command. This paper looks at how the view on the "smart" and "connected" are manifested in popular media discourses around the "homes of the future" and smarter living. The increase in home devices and things connected to the Internet promises several positive features, especially in the context of elderly care, where these technologies are seen as promoting self-care and autonomy, allowing elderly people to live at home longer and prolonging institutional care. Moreover, general benefits such as enhancing convenience, comfort, leisure, and security are also promised. This is part of a trope among corporate actors to market envisioned futures where technological systems and products are portrayed as capable of improving the quality of life. However, these visions circulate in an increasingly contested and messy space where they are in confrontation with discourses on privacy, security, and the pervasiveness of the digitalization of everyday life.

This paper explores the tension between the envisioned simplicity of future living with Internet of Things, and the complexities in the landscapes and infrastructures that the new technologies represent. The discussion is based on a multimodal discourse analysis of the two commercials described above. The commercials represent two different popular discourses on the connected technology and smart living, and as such serve as an ideal basis for reflecting on envisioned technology futures in relation to everyday life, the notion of home, and how we relate to societal institutions in contemporary societies.

DCC14 - What we do in the shadows. Surveillance infrastructures, data ecologies, and the privacy implications of everyday communication

PN 150 Mining data, saving lives? Mental health provision in a social media age

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Social media companies like Instagram and Pinterest shoulder some of the blame for what has been dubbed a global 'mental health epidemic' (Rice-Oxley, 2019), though we argue that it is hard to pin the blame squarely on platforms. Writing from a UK perspective, for example, the past few years have seen increased levels of political instability, rising cases of poverty and homelessness, cuts to vital public services (including mental healthcare), and other factors contributing to people's decreasing ability to cope with ill mental health (Beat, 2019). In response to these trends and public discourses, social media companies are offering various forms of mental health provision for their users. For example, when users search for terms that might indicate a need for support (e.g., 'depression'), platforms like Instagram provide links to charities (McCosker and Gerrard, forthcoming), and Pinterest offers users the chance to take part in a 'wellbeing' exercise (Pardes, 2019). In relation to the themes discussed by other speakers on this panel, we raise a series of questions about the future of mental health provision in a social media age. Our research involved two methods: the first was to use Virtual Private Network (VPN) technology to assess the equality of mental health provision according to users' geo-location, and the other was to collect and analyse social media companies' public-facing documents to learn about the transparency of their mental health-related policies. We use our analysis to ask the following three questions: (1) Is there global equality in social media companies' mental health provision? (2) How are mental health data stored, and do social media companies' public-facing documents explain how mental health data are used? (3) To what extent is there an opportunity for social media companies to use this data for 'good'? The ownership, control and usage of health data by social media companies is a widely discussed concern; academically, of course, but also in public discourse. Entrusting mental health data with companies involved in high-profile data scandals might be cause for concern, but the reality is that social media platforms have emerged as core, perhaps vital spaces for facilitating discussions about mental health, and this trend is unlikely to change any time soon. With this paper, we therefore aim to prompt a conversation about the past, present and future of mental health provision in a social media age.

PN 148 Deepening surveillance. Small tracker ecologies beyond the dominant giants

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The market for web tracking is heavily controlled by a few, global companies, e.g. Google, Facebook, and Amazon. Over the past decade, these companies have consolidated their positions through acquisitions of competitive tracking domains (Krishnamurthy & Willis 2009). However, studies of tracking markets within the EU (Helles et al. 2020) have found rich national and regional ecologies of trackers with smaller reach and presence across the web. This paper investigates the economic and cultural factors behind this phenomenon, as well as their relative prevalence: what has kept these small actors alive? We approach this question through an empirical analysis based on a dataset comprising all web trackers across the 150 most-used sites from the 28 EU member states. The trackers are obtained via reverse tracking technologies recording all active trackers at any visited site. Our analysis develops along two trajectories: 1) Developing a characteristic of the types of small trackers in the data set, the analysis opens a window to understand the many ways in which online surveillance has proliferated in diverse business settings. It also testifies to how the varieties of small corporations are deepening the levels of surveillance by specialising in specific businesses and collecting data on and capturing certain types of users. This strategy contrasts that of the widespread tracking giants by catering to a niche set of actors. 2) probing the degree of cultural specialization that sustains the online tracking environment, we discuss the ways in which such cultural specialization may be grounded in specific national strategies underpinning the development of national web infrastructures. In that sense, we aim to link the current state of online tracking and data markets to historical developments of the web. In sum, by exploring the often overlooked parts of the web tracking ecology, i.e. moving beyond the usual suspects of advertising (such as big tech and online media outlets), and by offering a historically and culturally grounded analysis, we devise paths for working towards a more complete picture of data markets within media and communication research.

PN 151 A proxy for privacy. Uncovering the surveillance ecology of mobile app permissions

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In her talk to the Internets of the World Conference in Copenhagen last December (2019), executive vice-president of the EU-Commission, Margrethe Vestager, encouraged the audience to "imagine your smartphone was your mother". She continued, "the first thing you see each morning and before you go to sleep. It's not that you're doing anything she wouldn't approve of, she raised you after all, it's just that she would be there with you all the time". Vestager's analogy underlines that if anyone were to monitor our every move to the extent that our smartphones do, then we would resist it. It also focuses our attention to the underlying and comprehensive surveillance mechanisms of mobile apps that go largely unnoticed as users scroll down the endless pages of terms of service (ToS) agreements only to click accept upon request. Often referred to as to as "the privacy paradox" (Barth & Jong 2017), this creates a challenge for researchers and policy-makers alike, which calls for basic research into the various surveillance practices and infrastructures of mobile communication.In spite of smartphones being an integral part of everyday communication, we know little about the data collection practices of mobile apps (for exceptions, see e.g. Enck et al. 2014; Light et al. 2016; Reyes et al. 2018, Weltevrede & Jansen 2019). In order to address this research gap, the paper does three things: First, we create maps charting the apps found on the smartphone home screens of ten regular users sampled according to maximum variation principles. Secondly, we extract the different types of mobile permissions from the ToS and privacy policies of the apps residing on the users' phones, and code them according to what type of data harvesting they permit. Third, and finally, we develop a heuristic for gauging different mobile permissions according to their level of intrusiveness and thereby group different apps on a continuum ranging from low to high privacy risks. As such, the paper applies an infrastructural approach that digs into the intrusiveness of smartphone apps in order to uncover the surveillance ecology of mobile permissions and thereby the privacy implications of everyday mobile app use. The heuristics can, in turn, be translated into a tool for users that enables them to efficiently assess the privacy risks of different apps without having to read through ToSs formulated in an inaccessible legal language. The tool can also be applied to large sets of smartphone apps and thereby qualify future initiatives aimed at regulating the app economy.

PN 149 Infrastructures of Intimate Data. Mapping the inbound and outbound data flows of dating apps

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This paper contributes to the empirical analysis of apps, which are a new focus of research within media studies. Within software and platform studies in particular, there is an increased technical-material understanding of platforms mediating the diverging interests and interactions among stakeholders. In recent literature on the intersection of platform and infrastructure studies, the API figures prominently in explorations of the extent to which platforms are becoming infrastructures.Platforms are defined as providing computational infrastructures that enable multiple parties, such as users, developers and advertisers, to build on the platforms' data and features. This paper builds on this infrastructural notion and extends it by approaching it from the perspective of apps. Even though platforms receive much scholarly attention, as do individual apps, how apps operate on and between platforms and networks is under-studied, which means that their full (im)possibilities are not accounted for. We advance an approach to apps as data objects that engage in multiple relationships, bringing together data from heterogeneous origins and simultaneously making those data available to external stakeholders. Apps thereby continually transform and enhance the data generated by and for daily practices within diverse socio-technical app environments. We engage with methodological challenges that apps pose for empirical analysis and develop an approach to study how apps operate and exchange data between platforms and networks. Complementing previous research on dating apps, our approach involves close attention to the intimacy of app data informed by a relational understanding of infrastructure. We experiment with the research persona as a methodological perspective to collect data at the intersection of five app-infrastructure relations – between app-user, app-device, app-social media, app-network and app-developer –, and initiate or advance an empirical inquiry into the specific materialisations of the data relationships. The final part of the paper reflects on the conceptual and methodological implications of this approach beyond the study of dating apps.

DCC15 - Creation, design and construction

PP 701 Web 2.0 and sound: A missed opportunity?

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The range of new opportunities for creation and socializing offered by the new digital technologies, the Internet and, more specifically, Web 2.0, has fostered an era of consumer-generated content. As the decades have progressed, digital production and sharing tools have become cheaper, easier to use and a part of everyday life. Consumers have been repositioning themselves in relation to what they consume, especially with regard to audiovisual content. Individuals who, devoid of any specific specialization, adopt do-it-yourself (DIY) strategies to embrace the role of creators, bringing amateur production to levels never seen before.

Despite the questionable very notions of aesthetics and quality of this production (Keen, 2007), the number of Instagrammers and YouTubers seem to be increasing every day in part due to the image consumption society, the "society of the spectacle" (Debord 1967) we still live in. In fact, western societies are deeply organized on the basis of visual communication models and image is a significant part of cultural production. We frequently see people taking photos and recording videos with their high-end smartphones, equipped with several lenses, image stabilization and enhanced image resolution. But it is very rare to see people using this devices for recording only sound. We even see sound being neglected in the most popular online platform, Facebook, where users are muting the majority of the videos they post and replacing verbal information with animated text.

Although everyday life and social and cultural history have a sound matrix — as relevant source of information and knowledge —, the acoustic environment is perceived as a secondary reality as sound is a language often neglected both in its expressive dimension and in its identity extension. Therefore, despite the impact this pro-am revolution (Leadbeater & Miller, 2004) seem to have had in visual production, a similar effect seems to be missing in sound production.

Considering the exposed arguments, our presentation discusses the place technological change and media and communication takes in this process, and the way their dynamics are intensely shaping the nature of citizens' lives and altering the way they think and relate for a sustainable and promising future.

Our communication follows a major research background — AUDIRE project [www.audire.pt] — that aims to contribute to the development of sound studies and simultaneously propose the creation of innovative ways of preserving memory, and to create a social awareness on the relevance of sound as a form of expression and cultural translation.

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PP 699 Towards designing accessible extended reality: An exploratory study

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Technological accessibility refers to ensuring that any resource, through any means, is available to all people, whether or not they have any type of disability (Berners-Lee and Fischetti, 1999). Technologies that are part of the so-called Extended Reality (XR) umbrella, specifically, Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR) represent, with respect to other previous existing communication technologies, a new scenario, with specific characteristics and challenges that need to be addressed regarding accessibility. Our project aims at adapting these technologies so that they do not present any limitation of use or access to people of reduced mobility.

Here, we present the results of the first phase of the project, in which we conducted a series of qualitative in-depth interviews (ten in total) with professionals and experts who work with or for people with reduced mobility, including also interviewees that present reduced mobility. We requested to the interviewees to experience VR, AR, and MR demos and then interviewed them, among other questions, in relation to: a) potential limitations regarding XR accessibility, b) potential applied uses, c) accessibility solutions applied in other communication technologies. We analyzed the interviews implementing the Delphi method, which allowed us to abstract and acknowledge a series of conclusions reported by the interviewees, as well as to determine the possible points of agreement, their level of consensus, and the hierarchy of their importance (Ruiz Olabuénaga, 2003). While the sample of interviewees is small and has no aim of producing statistically significant results, the relevance of the participants makes the results represent the synthesis of the thinking of a very special group (Gordon, 1994).

The analysis conducted using the Delphi technique provided highly valuable information regarding the following:

1) Identification of specific accessibility issues of XR technologies.

2) Support technologies widely used by people with reduced mobility to access other communication technologies (which can provide valuable information regarding potential solutions for adapting the XR technologies)

3) Potential positive applied uses of the XR technologies, based on the real needs of the collective of reduced mobility, towards improving their well-being.

These results will allow us to implement the necessary adaptations to the XR technologies so that they become widely accessible to the collective of reduced mobility.

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PP 702 From the corporate website to YouTube: Co-creation and cross media in digital native newspapers

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In this research we analyze the participation of digital native newspapers on YouTube. We have selected an international sample of digital native cybermedia, justified by being unique models in their country and by the force with which they entered the digital scenario, to check if they have a channel in the social network and identify their functionalities, resources and possibilities participatory for the audiences. The analysis is carried out in a context in which the digital native newspapers are consolidating as informative reference spaces and have managed to be included in the top 10 of the most read digital newspapers according to the number of unique users (Comscore, 2019). On the other hand, the rise of social networks continues to increase every year and, among them, YouTube has already reached 1.9 billion users, which makes it the second most active network in the world, just behind Facebook (We Are Social & Hootsuite, 2019).

Given these conditions, the relationship between digital native newspapers and YouTube is checked. We use a quantitative methodology to determine the number of subscribers and the number of views of the channels, the type of videos and live broadcasts, the creative purpose, thematic sections and playlists, and the differences between the version for the computer and for the mobile. We add the quantitative perspective to diagnose possible cross-media practices (Neuberger, Nuernbergk & Langenohl, 2018) between corporate websites and YouTube, transmedia in the use of complementary specialized channels that reinforce the matrix (Dalelio, 2019) and co-creation in ideation, production or marketing (Gupta, Polonsky & Lazaravic, 2017).

The results point to the consolidation of synergies between the websites and YouTube, which emphasizes multimedia journalism models also in newspapers born in the Internet, and, secondly, the need to improve co-creative and participation mechanisms citizen in order to not limit public contributions to social communities.

PP 700 Digitizing touch: The social construction of haptic interfaces

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We seem to find ourselves in the midst of a technological 'haptic moment', as noted by some pioneer media scholars (Parisi, Paterson, & Archer, 2017) observing the proliferation of multisensory interfaces in everyday technologies. Devices that provide tactile feedback, called haptic technologies, have undergone a silent domestication in our daily life through vibrating touchscreens and videogame controllers. Visionary engineers have recently started experimenting with wearable devices which promise to fulfill fantasies of bodily immersion in virtual environments. Haptic interfaces are thus spreading in various contexts, such as museums, arts, data visualization, videogames, mobile communication, tele-robotics, cinema, advertising, factories, and prosthetics. These haptic interfaces are allowing engineers to do something never done before: the digitization of touch. Except for very narrow cases such as Braille, we are accustomed to conceptualizing touch as a sense hostile to abstraction and mediation; however, we now acknowledge that touch can actually become a sense capable of being stored, transmitted, and mediatized by digital interfaces.

This study aims to deconstruct the digitized touch as a socially constructed technological product, emerging from a system of interrelated practices enacted by actors performing in disparate fields which revolve around a small community of haptics engineers. Using a constructivist grounded-theory approach, the investigation started collecting qualitative data through interviews and ethnography at international conferences and in laboratories, where knowledge about touch is collectively created and shared.

The interlacements between social practices and technology has been deepened and problematized through the adoption of a STS approach called SCOT (Pinch and Bijker, 1984) and a practice-based perspective proposed by different traditions in social sciences, usually gathered under the umbrella term 'practice theory'. Finally, the tradition of Sound Studies (Pinch and Bijsterveld, 2012) has been considered as a source of methodological inspiration for the study of the digitization of touch, since this discipline was born to analyze how new mediated sound emerged and stabilized throughout history within different societies.

In order to grasp the ongoing process of social construction and flexibility that characterize digitized touch, the paper focuses on the absence of standardization involving both hardware and software aspects of this emerging technology (and therefore the digitized tactile sensations). Moreover, special attention has been paid to the controversial and slippery distinction between 'symbolic' and 'realistic' tactile feedback. Finally, the different meanings, or potentialities of use, which respondents attributed to this technology have been analyzed; these meanings are linked to different visions about the practices that could benefit from the implementation of these novelties, and to wider social discourses regarding technological innovation.

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DCC16 - Hate speech online

PP 724 "The bearable lightness of hatred": Exploring young users' perception of hate speech on Instagram

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The paper explores how young users perceive hate speech on social media by adopting the twofold perspective of "intergroup discrimination" (Tajfel & Turner, 1979) and the NeoKohlbergian approach (Rest et al.2000) on "moral reasoning" (Kohlberg, 1976).

Intergroup discriminatory responses can emerge toward an out-group (Tajfel & Turner 1979) when hate speech arises and "the other" can be described as "different" based on multiple factors (e.g., gender, political opinions, celebrity status, etc). In this process, morality plays an important role in influencing users' dispositions to engage in hate speech and in orienting their judgment.

Although many studies have focused on the moral consequences that exposure to violent TV content can have on youngsters (Krcmar & Curtis, 2003; Lemal &Van den Bulck, 2009), little attention has been given to young users' moral reasoning toward hate speech on digital platforms. Instagram offers a fertile arena where young users negotiate their moral judgment with platform affordances and constraints (Norman, 2013).

In order to investigate the kind of tolerated hate speech, who is perceived as legitimately targeted, and under what circumstances using hate speech can be perceived as acceptable, we used qualitative methods applying different techniques of analysis. We conducted 3 focus groups with 24 Italian high school students (17-18 years old) aimed at exploring hate speech usage and negotiation practices on Instagram through the "intergroup discrimination" approach.

The same students were involved in the *cognitive walkthrough and the thinking aloud* techniques to investigate respectively the sense giving processes they adopt when exposed to hate speech on Instagram and the circumstances in which users' moral sensitivity towards hate speech changes.

The main results highlight that students agreed on five motivations that explain hate speech on Instagram: 1) Visibility: hate speech affects celebrities; 2) Power: politicians are victims of hate speech 3) Competition: it generates a hate circle, (e.g. sport or talent shows); 4) Envy toward Instagram influencers who achieved success easily; 5) Divergence of opinion exacerbated on social media.

The cognitive walkthrough and *thinking aloud* techniques identify a "point of deviance" with regard to hate speech. It defines the circumstances in which hate shall be tolerated, or not, by students on Instagram. Students agree hate speech directed to a celebrity or to an emergent talent as a person should not be tolerated. Nonetheless, hate speech is tolerated or considered even necessary by participants when someone commits a crime (especially sexual abuse). More specifically, hate speech is not addressed against the person but his/her behavior.

On the contrary, if a hate attack concerns students' friends or parents, a "NIMBY effect" prevails. In this case, the anger increases and they lose control, typing in a heartbeat without considering the consequences.

Such findings contribute to a better understanding of the factors that can limit or legitimate hate speech among young social media users. Also, they highlight that the definition of hate speech given by students is blurrier and more flexible than the academic and legal definition (Mendel et al. 2012; Silva, et al.2016; Schmidt, & Wiegand, 2017).

PP 725 Online hate speech in Romania and its impact on people's perception of and civic engagement with the Roma minority

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Hate speech on social media is a real problem with real consequences. Despite the constant efforts of social media platforms to moderate, flag, and ban hate posts, there is still a huge amount of hateful content flooding them. Virtually, anyone with access to the internet could potentially produce, publish and disseminate hateful materials affecting many people almost instantly. Members of minorities or stigmatized groups are often the preferred targets of online content maligning them based on ethnicity, race, nationality, sexual orientation, political views, gender, immigration status, or religion. As far as the ethnicity-based hate speech in Romania is concerned, the Roma minority groups seem to be the favorite targets of hate. As many studies have already shown, exposure to hateful content online may lead to various effects, ranging from stereotype enhancement, blame attribution, cyberbullying, and victimization to hate action and even hate crime. In this paper, we seek to determine if and how civic engagement is affected by online hate speech targeting the Roma minority. We used a 4x2 between-subjects experimental design plus a control condition (N=978) in which we manipulated the type of language (neutral, derogatory, hate, and full hate) used in a Facebook post and the type of comments (positive vs. negative) to measure how exposure to different degrees of hate speech followed by positively vs. negatively valenced comments may influence Romanians' perception of this minority population and their willingness to engage in actions meant to support the Roma and their children's access to education. Compared to those exposed to a neutral Facebook post, with no visible comments, our findings show that negative comments are very powerful in making people less willing to engage in actions meant to support Roma people or to let their children study in schools where there are many Roma people. With one exception (derogatory speech), all the posts followed by negative comments led to lower levels of engagement in actions that support Roma people. Exposure to derogatory speech followed by positive comments led to the lowest levels of engagement in actions that support Roma people, letting us assume that positive comments might have had a boomerang effect. Summing up, our study aims to add to the growing body of research on hate speech in social media by focusing on a behavioral effect of anti-Roma hateful content online that may have significant theoretical and practical implications.

PP 723 Beyond dichotomy: A modularized analysis of hate speech and offensive language in user comments

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User discussions on social media, blogs and news websites are not a safe space for many people: Recent studies show that the prevalence of offensive content on the Internet is a considerable problem (e. g., Kiepe et al, 2017). Communication and media scholars examine and describe this phenomenon using various, partially overlapping concepts such as "incivility" (e.g., Coe et al, 2014), "flaming" (e.g., Cho & Kwon, 2015) or "hate speech" (e.g., Erjavec & Kovačič, 2012). The term "hate speech" has become especially prominent in both public debates and academia. It usually refers to violent threats or expressions of prejudice against particular groups on the basis of race, religion, or sexual orientation. However, due to its explicit reference to the emotion of hate, it is also used as a general label for any kind of negative expression. This ambiguity leads to misunderstandings in discussions about hate speech and challenges its identification. Indeed, the definition of hate speech and its differentiation from related phenomena is considered a complex task in the literature (e. g., Keipi et al., 2017).

To meet this challenge, we provide a modularized framework to differentiate hate speech from related forms of offensive language. We then present the results of both quantitative and qualitative content analyses of over 10,000 German user comments on the topics of migration and refuge posted in 2018 and 2019 on major news websites and their Facebook pages as well as on relevant blogs, discussion forums and YouTube channels. Using *brat*, a web-based tool for text annotation (Stenetorp et al., 2012), each judgement of individuals or groups within these comments was labeled using predefined attributes, including the respective subject, target, and formal characteristics as well as possible implications and generalizations. Our results show a broad continuum from insults to extreme forms of hate speech, challenging the common hate/no-hate dichotomy found in similar studies. On the basis of typical combinations of the labeled attributes, we empirically map the variety of offensive language in the subject area and derive conclusions for the relationship between different theoretical concepts that may help refine future analyses of online hate speech.

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DCC17 - Social media and identities

PP 785 Photographable femininities: An intertextual comparative analysis of representations of femininity in women's magazines and on Instagram

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In part due to the rise of digital and social media platforms, the contemporary media panorama has become increasingly diversified and interlinked. Women's magazines remain a popular media format, playing a role in the construction and circulation of representations of femininity (Gill 2007, p. 180). However, these magazines co-exist with social media, amongst them Instagram – an aesthetically-oriented platform (Manovich 2017) with over 1 billion monthly users (Constine 2018). Young women are amongst the predominant active users on the platform (WeAreSocial 2018) and the demographic stereotypically associated with Instagram use and online self-representational practices (Burns 2015).

This paper explores the bi-directional intertextual relationship between these two media formats, exploring how representations of femininity and gendered aesthetics are being re-shaped, and how these conventions can be experienced and negotiated in the everyday self-representational practices of 'ordinary' young women using Instagram.

Following a feminist media studies perspective, this paper is grounded on a multi-sited textual analysis: comprising of both a sample of 18 issues of three glossy women's magazines titles (Cosmopolitan, Glamour, Vogue), and a sample of 77 randomly selected female 'ordinary' Instagram users (i.e. not celebrities or Insta-famous users), ages 18–35, who consented to participate in the research.

Our findings illustrate how the borders between the two formats are becoming increasingly porous, with magazines adopting parts of the social media logic and visual conventions of Instagram (Caldeira 2018). Instagram self-representations can also incorporate discourses and conventions popularised by women's magazines, adopting professionalised photographic aesthetics reminiscent from magazines' productions.

Both Instagram and women's magazines link gendered beauty to aesthetic values and the ability to look good in photographs (Sontag 1977). Instagrammable aesthetics are framed as desirable, with magazines following a social media logic of popularity (Van Dijck and Poell 2013) and promoting trends as photo-worthy and likely to attract likes on Instagram. Likewise, some Instagram self-representations showcase carefully curated and aestheticised experiences of everyday consumption, expressing users' identities through lifestyle choices.

However, both formats can highlight the everyday political potential of these aestheticised representations. Celebrations of diversity, reminiscent of strategies of visibility politics (Whittier 2017), and politicised discourses become materialised in aestheticised practices. Instagram, relying on user-generated content, can showcase a diversity of representations of femininities existing within its large user-base – e.g. ethnicities, body-types, or gender-presentations – carrying a political potential to broaden the scope of who can be deemed beautiful and photographable (Tiidenberg 2018). Women's magazines often link political discourses to social media – borrowing its ethos of authenticity (Banet-Weiser 2012) and adopting the "calibrated amateurism" of its user-generated content (Abidin 2017) as signifiers of diversity, despite predominantly continuing to share representations of women that closely adhere to normative and limitative beauty ideals (Gill 2007) and promote gendered consumer practices.

Postfeminist sensibilities (Gill 2016) are still present in these representations, allowing this political potential to be reframed according to popular Instagrammable aesthetics.

This paper explores how the on-going changes in these multi-layered and intertextual representational practices echo broader cultural and political transformations in contemporary visual cultures.

PP 786 Streams of music and identity: Mapping Spotify's affordances and examining its opportunities and constraints for identity work

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Music streaming services (e.g. Spotify, Apple Music), typified by their ability to tailor services to the taste and listening behavior of their users (Prey, 2017), are changing how music is consumed, experienced, and shared (Hagen, 2015; Datta et al., 2017). Few studies, however, have focused on the roles music streaming services and the practices they afford (e.g. curating public and private playlists) play within the identity project of the users. This paper fits within a project that examines minority identity-related practices on music streaming services.

The possibility of being presented with, and making, tailored playlists, as well as the accessibility of millions of diverse tracks and artists, might offer opportunities for minority identity politics, for which music has often been used as a vehicle (Leibetseder, 2010; Lipsitz, 1992). At the same time, platforms' affordances and commercial logics have the ability to enact, steer, and constrain the kinds of music users come across and, consequently, the range of identity-related practices. They can do so by favoring and foregrounding certain artists, genres and practices, and leaving out or neglecting those that are non-mainstream or activist.

This study aims to map the affordances of music streaming service Spotify and examine the opportunities and constraints for identity work by its users. How does Spotify enable music listeners to listen to, find, and share music and how can these listeners negotiate and express their (musical) identity? Moreover, which alternative, counterhegemonic practices and uses, unintended by Spotify, are possible? To answer these questions, we will use the app walkthrough method, developed by Light, Burgess & Duguay (2016), who call it 'a way of engaging directly with an app's interface to examine its technological mechanisms and embedded cultural references to understand how it guides users and shapes their experiences (882).' The method, grounded in the idea of technology and culture as mutually shaping, combines approaches from science technology studies and cultural studies. By 'slowing down the mundane actions and interactions that form part of normal app use in order to make them salient and therefore available for critical analysis (882),' we can explore the history, vision, operating model, and modes of governance of Spotify. Moreover, it allows us to map and analyze the various ways the service can be used in an everyday context (e.g., listening modalities, playlist curation), whether and how users can connect with and textually represent themselves to other users and non-users, and it lays bare the embedded sociocultural representations of the platform. The study provides a starting point for further research, including our own project that aims to understand the identity work by people with minority identities on music streaming services.

PP 787 User attitudes on Twitter: Exploring the information flow about social issues in the digital public sphere

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Paying attention to digitally mediated conversation, the research will focus on Twitter as a digital platform and social network used for setting the topic in the public agenda. Social media have the potential to facilitate more participative democracy and a disruptive value for challenging traditional interests and modes of communicative power (Loader & Mercea, 2011). Thus, we focus on identifying how the digital public sphere is created in relation to the concept of "income inequality" in social media platforms such as Twitter.

Income inequality has become one of the main concerns of our society and one of the main topics on the recent political agenda (Pickett & Wilkinson, 2015: 132), especially since the global financial collapse. As Mike Savage (2016) affirms, 'inequality is everywhere: in the representations that the media makes of reality, as well as in our daily social life or in social networks'. Over the past years, it has been an increased interest and the topic has gained importance, not only in the traditional media agenda but also in the social media sphere. However, scientific investigation on this phenomenon is still scarce.

We propose a mixed-method approach to the analysis of social networks (Edwards, 2009). On the one hand, a quantitative approach based on social network analysis technique, allows us analysing the structure of the network and how the information exchange occurred as well as knowing who the actors of the information exchange are. On the other hand, a qualitative analysis, based on a content analysis (Edwards, 2009) method, allows us focusing on the interaction process as well as on how the topic is discussed. Our sample includes 102.082 tweets gathered during the year 2018. A search query was built upon the term "income inequality" to search all tweets including that term either in the text or hashtag. The query was submitted against Twitter database using the Twitter advanced search tool. Due to the large amount of data, we have employed the method of constructed weeks for our qualitative analysis which has provided us an accurate representation of our sample.

The results shed light on the dynamics of information flow related to social issues on social network platforms and, specifically, on income inequality on Twitter. The study pointed out to the existence of a hierarchical network in which traditional media Twitter accounts are the main actors of the information spread. As a matter of fact, traditional media, together with non-institutional democratic actors as NGOs, emerge as the political agents which place the income inequality debate into the social media agora.

PP 784 Rethinking gender with social media: Queer migrants and transnational digital cultures of gender diversity

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Recent digital media developments have reinvigorated academic discussions about digital identity practices, and gender diversity has played a key role in these developments. For example, in 2014, Facebook redesigned its interface allowing its users to choose their gender from an extended list of categories. In 2015, the phrase 'genderfluid'—which is one of the most popular terms for gender diversity (along such terms as 'genderqueer', 'non-binary' and 'agender')—skyrocketed in Google searches (Google Trends). And in the mid-2019, hashtag #genderfluid has reached more than 4m posts on Instagram. Research and scholarship, however, has yet to fully address the significant shifts in digital cultures of gender diversity. Scarce research in this area usually focuses on social media design (e.g. profile interfaces) or a particular social media platform (e.g. Tumblr), and rarely accounts for how social media users experience, explore and express gender diversity in their everyday lives, using multiple social media platforms (e.g. Bivens, 2017; Oakley, 2016; Robards et al., 2018; Vivienne, 2017). In this paper, I will employ the theoretical concept of 'polymedia' (Madianou & Miller, 2013) to understand the role of proliferating communication opportunities for the rise of gender-diverse identifications. Drawing on nearly 800 survey responses and 30 in-depth face-to-face interviews with Polish queers in the UK—including nine two-hour-long interviews with gender-diverse and trans people—I will discuss how non-Western queer migrants practice their gender diversity across multiple social media platforms, including Facebook, Instagram, Twitter, YouTube and Tumblr. I will particularly look into the role of nearly globally dominant platforms in the emergence of transnational digital cultures of gender diversity as well as the structures, privileges and power relations they create. I have already completed the data collection phase for this research and I am currently analysing the data. I will finish the first draft of the paper by the time of the conference.

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DGR01 - Games and play in society

PP 314 Examining e-gov implementations: Systematic literature review on gamification and augmented reality in e-government platforms

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The importance of engaging citizens into public services like civil planning, education, and health is a primary objective of many public administrations. Public services and e-gov platforms are growing in number and complexity and gamification or augmented reality are integrated in strategies for citizen participation and the co-production of public services and policy. In order to examine the existing body of knowledge of the field, we conduct a Systematic Literature Review followed by a template analysis of the selected papers. This allows us determining avenues for further research in this area about research themes: stakeholders involved, citizens participation, outcomes of participation and methods or frameworks of gamification. We follow the guidelines of Kitchenham and Charters (2007) by describing the research protocol. We examined the different implementations of gamification elements into public services, focusing on the documents that integrate some level of mixed reality. Augmented reality is an important enhancement for public services because of its capability to immerse the user with information from the environment where the user is, making the interaction with the service easier and richer. Gamification helps in the aspect of user engagement with the inclusion of some game elements. Those elements exploit the source of human motivations. The literature review reveals a repetitive and widely integration of two main elements, the badges, which is a distinctive visual assigned to the user profile, and the scoreboards, which are tables with the top best users at some qualification aspect. As found, those elements are the most popular because of its simpleness and easiness implementation. At the same time, we have found that those elements are selected by an arbitrary factor (rule of thumb) without more in-depth analysis or methodology. We introduce in the same work a set of methods and frameworks to simplify the design of gamification experience in a first step and other statistical/analytical tools to refine the chosen elements and/or parameters of assignments/achievements. In general, gamification in public services is a field that has been barely explored, many cases because of the limitation of the designers to access to public users' information and citizens' information and in other cases, because of poor implementations.

Kitchenham, B., and Charters, S. 2007. "Guidelines for performing Systematic Literature Reviews in Software Engineering," Engineering (2), p. 1051

PP 315 The issues of toxic behaviours and sexism in esports and the role of sponsors

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With over 395 million fans and an average annual growth of 13.5%, esports have been recognized as the fastest-growing sport to ever exist and as a global phenomenon. However, several issues threaten this industry. Some of the most prominent ones are toxic behaviours and sexism. Toxic behaviours often result from the anonymity of the internet and the pro-player's poor performance. Sexism is promoted by the male-dominated audience and by a lack of counter-measures from esport governing bodies. These issues are a threat to esports sponsors and may lead them to abandon this industry, which would mean the end of esports as 74% of its revenue comes from sponsors. Hence, the purpose of this paper was to measure the prevalence of toxic behaviours and sexism in esports and identify if esports fans believe sponsors have the responsibility to help mitigate these issues. To achieve this, a quantitative exploratory research was conducted on two samples of esports fans ($n1$ = 1,592; $n2$ = 1,359). The sampling process was non-probabilistic, purposive and heterogeneous to ensure that the sample encompassed the widest possible spectrum of esports fans. Data was collected through a closed-ended online survey, with participation requests being posted on 214 Reddit sub-forums and 84 Discord channels. Participation requests were placed on sub-forums and channels related to the most popular esports titles from the databases provided by Newzoo (2019) and Esports Earnings (2018). To ensure a reliable sample, the first item of the survey was a filter question asking if the participant regularly watched esports. Data collection began on 2 May 2019 and ended on 24 August 2019. Data was analysed through SPSS 25. Results showed that almost every esports fan has seen toxic behaviours in esports (i.e. 95.9% or 1,527/1,592). The most disliked types of toxic behaviours are: encouraging self-harm (i.e. 61.8% or 637/1,031), racism (i.e. 61.5% or 634/1,031), and homophobia (i.e. 54% or 557/1,031). A significant percentage also dislikes brands that sponsor toxic pro-players (i.e. 28.5% or 294/1,031). In the same vein, most esports fans have seen sexism in esports (i.e. 81.2% or 1,302/1,592). The most disliked types of sexist behaviours are undermining (i.e. 78.2% or 437/559), harassing (i.e. 76.9% or 430/559), disrespecting (i.e. 75.8% or 424/559), and sexualization (i.e. 60.1% or 336/559). Also, roughly half of esports fans dislike brands that sponsor sexist pro-players (i.e. 49% or 274/559). The large majority of fans believe esports sponsors should promote integrity and good practices in competitive gaming (i.e. 92.2% or 607/658). From a wide list of ways for sponsors to achieve this, the most cited mean by fans was by mitigating disreputable behaviours like toxicity and sexism (i.e.78.4% or 476/607). The study revealed that toxicity and sexism are threats to the sustainability of the esports industry and that most fans believe sponsors should also help evolve this industry.

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Newzoo. (2019). Most Watched Games on Twitch & YouTube Gaming. Retrieved 23 January, 2019, from https://newzoo.com/insights/rankings/top-games-twitch-youtube/

PP 312 Challenges in doing games user research with deaf and hard of hearing (DHH) children - preliminary results of "YYY" video game evaluation

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The involvement of players with special needs in early design stages and development, bring complex issues and challenges in games user research. In the context of the research project XXX, a research-based educational game is being designed and developed as a tool to support mathematics' learning for deaf students and hard of hearing students (DHH). Research on deaf and hearing children's academic achievement demonstrates that deaf children, on average, show a delay in mathematics achievement when compared with hearing students.

Game-based learning approaches reveal a significant and positive influence in several areas of cognition, resulting in improved performance in several areas of knowledge such as mathematics. As with their hearing peers, the learning and acquisition of skills by deaf children has been enhanced and facilitated by gamified pedagogical strategies and/or the use of specially designed digital games. In this paper, the overall research design and the approach to create the "YYY" videogame as an active learning environment is presented, as well the results of the first video game evaluation with DHH students. A usability study was conducted to answer the following questions: a) do the actions assigned to the WASD and Arrow keys provide a positive and fluid game control experience?; b) are the video game instructions in Sign Language and corresponding subtitles in the written official Language of the country clear and useful for the players?; c) how do players feel about the game experience?.

The study sample was composed by 28 DHH students attended to Grade 5 - 9 of three Basic Education schools in "PLACE", 16 boys and 12 girls, with a mean age of 14.2 years old. In terms of procedure and instruments, a pre-questionnaire to gather information about games preferences was applied, followed by observation of participants during playtest. After playtest, an emotion scale and four open questions related to difficulties during play were applied. An interpreter for sign language acted as a facilitator in the study.

The results indicate that: (a) 24 (85.7%) of the participants were well succeed in using WASD/Arrow keys to control the game character; (b) The combined analysis of participant comments, observation and emotional response about the game experience (18 (75%) participants reported that "sometimes" they felt "confused" while playing the game) shows that the tutorial was not clear for several participants. Besides that, 22 (92%) participants reported "never" felt "unsatisfied" during playability, what can be related to the game environment, aesthetics and genre.

As a main conclusion, the tutorial in-game needs a major redesign, to better communicate the game instructions to DHH students. Using smaller videos in sign language and complementary visual information, rather than subtitles, is an avenue that is being explored to fix the overload of information that leads to most of the players feeling "confused" during the playtest. Another important conclusion is the need to improve the observation grid, since it was noticed during its analysis, that the intended player behaviour in game should be more detailed to facilitate researchers' notes.

PP 796 The role of spontaneous digital play during young patients' cancer treatment

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More than 120.000 children (0-14 years) and 150.000 adolescences (15-19 years) are diagnosed with cancer every year only in Europe (Steliarova-Foucher et al. 2018). Thanks to treatment innovations the survival rates of young patients' cancer increase substantially every year, however, improved prognoses are in many cases linked to longer treatment, including longer hospitalization periods (Long and Marsland 2011) and also long periods of isolation at home, while outpatient hospital care is provided.

To cope with the social, emotional and developmental challenges associated with long-term illnesses such as cancer, play and playful activities are broadly recognized as fundamental for adolescents and children (Nijhof et al. 2018). However, the situation of limited contact with friends and loved ones, together with the physical limitations and psychological distress associated to the illness and the treatment, have an impact on young patients' 'playness' (Gillis 1989) and many experience a limitation in their capacity to spontaneously play during treatment and recovery (Bolig 2018). Fostering play and playful interactions during long-term cancer treatment is therefore fundamental during young patients' cancer treatment. Digital tools offer valuable alternatives to both alleviate limitations and complement children's participation in ludic activities during long-term cancer treatment (Lambert et al. 2014). In consequence, digital games' social leisure value in this context deserves now especial attention (Williams et al. 2019; Nijhof et al. 2018).

Although the academic interest in the role digital play may have for cancer patients is not new, previous studies are focused on exploring _structured and guided play_ activities designed to convey health-related information (e.g. Beale et al. 2006) or with therapeutic purposes such as how games can be used for attention distraction for pain relieve (see Ghazisaeidi et al. 2017). This study complements previous research in the field by exploring the role of _spontaneous digital play_ during young patients' cancer treatment.

To fully understand the relevance and meaning of digital games among young cancer patients, 15 semi-structured qualitative interviews were conducted. Participants consisted of 12 parents of young cancer patients, 1 child-life specialist, and 2 managers of gaming organizations/foundations that collaborate closely with hospitals. Interviews were carried out via phone calls and lasted 45 minutes on average. Conversations with the participants revolved around children's use of digital platforms during cancer treatment, emphasizing their motivations to play digitally, methods and patterns of use, perceived benefits, and impact on children's social interactions, identity development, and personal narrative.

The results of analyzing the data collected through the interviews show that digital play becomes a valuable activity for young cancer patients during three different phases of the treatment: (1) inpatient care; (2) outpatient care; and (3) remission. We were also able to identify three types of digital play patients engage with: (1) playing with digital play; (2) playfully interacting with digital technologies; and (3) the overlap between digital and non-digital play. Finally, the results also show that digital play has an impact in at least three aspects of young patients' lives: (1) social interactions; (2) identity development; and (3) communication.

PP 313 The role of games in the promotion of life skills in people with intellectual disability: A systematic literature review with meta-analysis study (2010-2020)

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Currently, the potential of games as a medium to promote skills in a broad range of life areas has been highly explored by researchers. Notwithstanding, and when considering individuals with intellectual disability (ID), the need for more data emerges, as well as the need to systematize and summarize such data, allowing evidence-based decisions to all the stakeholders in this field of intervention. Thus, the relevance of secondary studies, such as systematic literature reviews and meta-analysis, is high in the field, since they allow a synthesis of the conclusions obtained by several researchers, in different studies and contexts. Considering the above-explained, the present study aims to systematize the existing evidence regarding the effectiveness of games in the promotion of life skills in people with ID. Thereby, several scientific databases (PubMed, EBSCO, SAGE, ACM Digital Library) were consulted, as well as researchers' social networks (Academia.edu and ResearchGate) to obtain a sample as wide as possible. In the screening and eligibility phases, several exclusion criteria supported the final sample selection, such as: the requirement for peer-reviewed studies; the publication year; the study sample and its characteristics; and the adopted research design. The obtained sample was then analyzed through a systematic literature review (SLR) approach. Later than, a sub-sample including only the experimental studies (with a controlled and randomized design) was used to a quantitative summarization of the effectiveness data, through a meta-analysis study. The SLR conclusions emphasize the potential of games as an effective and feasible strategy to promote skills in people with ID, with a particular focus on the promotion of the autonomy and the empowerment of this population. Concerning the meta-analysis study, the obtained data regarding the effect-sizes of such interventions allow evidence-based decisions in this field, aimed at support an increasing and enhanced inclusion of games in the daily lives of people with ID.

Keywords: Intellectual Disability; Games; Serious Games; Systematic Literature Review; Meta-analysis.

DGR02 - Gameplay and discourse

PP 412 Female dissonant persona in game and gender discussion

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Debates about gender and games have always questioned performances of femininity and masculinity, and over time, they became more complicated when investing in intersectionality. Additionally, the centrality of internet communication for the dissemination of messages and persuasion is unquestionable in the media landscape. Thus, the work centred on the discussion of a female public figure that has been attempting to destabilise and delegitimise the demands of minority groups in the Brazilian context. Although there is a regionality to this case, it is an interesting one to be followed as the repetition of conservative strategies have been occurring in different locations, in more or less noticeable ways.

The female goes under the alias 'Ayu' and have two YouTube channels. The 'Ayu Brazil' was the first and responsible for initial popularity as it contains music covers from popular products e.g., anime to Disney. In 2016, '_Fala Ayu_' (free transl. _'Talk Ayu'_) was created for vlogging. Currently, it has 262k subscribers, and there was a significant thematic change in 2019. In the first term of 2021, however, she put the videos in private aiming to avoid the repercussion of the political debates in which she was involved with. The contents had right-liberal ideas as if facts, opinions and became part of the network of profiles and influencers who use platforms to gather people's attention in a highly political divided scenario as it is Brazil. Therefore, the action mentioned before can be understood as a protective measure against public image damaging, which could decrease her chances to pursue an artistic career as a singer.

As the content began to focus on invalidating feminism movements, an event in June 2019 became a ground-breaking moment for her persuasion and creation of credibility with the public. She was a central figure in the demoralising, intimidating, and criminal (doxing, dead and rape threats, e.g.) mob against a female Brazilian streamer. The event became notorious and repercussed beyond the segment of people interested in games. Moreover, despite being somewhat similar to events such as GamerGate, it did not have international visibility, therefore being unknown and peripheric.

The segmentation of her speech and audience captivated people, including other women who proudly declare themselves as "ex-feminists" in the comments of the videos. For them, the movement's ideals are lies that truthfully aims to establish female superiority and subjugation of men. Arguments and tendencies to problematise everything and everyone are seen as hypocritical and distorted because they are appealing to victimisation.

These women also perceive themselves as "enlightened" and delighted to find Ayu's public figure a model or representation that is not afraid to be controversial. With admiration, men validate and praise these women, extolling that "they are not like other women". In these interactions, it is not uncommon for there to be flirting amongst commentators as well.

Ultimately, this dissonant female persona has managed to maintain its influence using identity as a rhetorical tool for conservative subjectivity and normativity that justify, instruct, and make it more acceptable for the audience.

PP 411 Shared gameplay in single-player VR games

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This study takes an ethnomethodological and conversation analytic perspective into understanding how participants playing single-player virtual reality (VR) games co-construct shared gameplay. As a starting point, we utilize a recent theoretization of gameplay (Larsen & Walther 2019) where gameplay is seen as arising from "the constant and rather subtle toggle between "here" and "there"" (p. 2). This definition bears similarities to the way participation in video game activities has been seen as a continuous shifting of one type of activity or orientation to another (e.g. Keating & Sunakawa 2010; Mondada 2012).

The data for this study come from instances of play where one person is in charge of the controllers and wearing the VR equipment, and other participants are located nearby – sitting or standing in the same room with a view into the game world through an external screen, but without the ability to directly interact with the game.

In our analysis, we first show how the active player using the VR equipment draws on talk and embodied activity to signal their presence in the shared physical environment, while simultaneously conducting actions in the virtual space, and thus creates spaces for the co-players to take part in negotiating emerging puzzles of the game. Second, we describe how the co-players draw on the contextual configurations of the moment in displaying co-presence and position themselves as active participants whose contributions are consequential to the unfolding gameplay. Our analysis shows how the participants' spatial organization in the shared material environment enables interaction and creates possibilities for different forms of participation, such as transitioning between roles of 'spectator' and 'co-player'.

Researchers often separate single player games and multiplayer games into different categories (Joseph & Knuttila 2014). Indeed, most studies looking at player interaction have done so in the context of multiplayer games. Our study contributes to the literature by demonstrating how gameplay can be communicatively constructed even in situations where the participants have differential rights and possibilities to act and influence the game. Instead of acting as a possible disturbance (Sweetser & Wyeth 2005), the other participants can be seen as a potential resource in forging the social fabric of the play event.

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PP 410 The players' parasocial interaction of travel frog compensates and explores chinese individualization

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Parasocial interaction has been a crucial topic of media study and it has been explored from two perspectives of media phenomenon and psychological phenomenon. However, these two perspectives focus on the explanation of parasocial interaction through the gratification of individual. It is difficult to explain the characteristic of the parasocial interaction in a specific social situation because the perspective of the gratification of individual does not consider the social construction and the influence of a specific social context.

The Japanese game _Travel Frog_ was introduced into China and caused a heated discussion in 2018. Many Chinese players view the frog in the game as the son or pet, but Japanese does not do this. This article aims to explore the construction of parasocial interaction of _Travel Frog_ in Chinese individualization by understanding 1)the Chinese players' practice in _Travel Frog_ in a concrete historical and cultural context 2)the social and parasocial relationship in Chinese individualization 3) the role of the parasocial interaction in co-construction of Chinese individualization.

Through in-depth interviews with 20 Chinese players, we find many players view the frog as their son or pet which is a kind of supplement of real life and social relationship in China. There are two aspects of this parasocial interaction: 1)View the frog in the game as a son or pet to get a sense of company and intimacy; 2)Place the hope on the frog to escape from the reality and constraint. This article finds this kind of parasocial interaction is related to the contradiction of Chinese individualization: 1)individuals take the initiative to stay away from their families but yearn for the company and intimacy of them; 2)individuals gain more freedom and independence but are constrained by the increasing responsibility and social reality. The author finds in Chinese individualization, family alienation does not reduce the need of individual for the family intimacy. The individual does not become more independent and freer but more reliable on the social institutions due to the risk and responsibility of individualization. In this situation, it is difficult for individuals to realize themselves and they become more anxious and stressful. As a result of the lifestyle of the frog in the game, which is different from individuals' lives, it become a symbol of independence and carefree life. Moreover, the parasocial relationship between the game character and the player fills the lack of family intimacy. The parasocial interaction of _Travel Frog_ is not only the compensation of social situation and relationship in Chinese individualization but also the exploration of new meaning system and individualization.

DGR03 - Methodological explorations in game studies

PP 506 Advertising in immersive virtual gaming environments: A framework for measuring brand placement effectiveness

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Comprising an estimated 1.2 billion gamers worldwide, including an additional 1 million mobile gamers alone (Ranj, 2016), the video game industry is one of the fastest-growing entertainment industries. The global value for the video games market is expected to reach USD 90 billion in 2020 (DiChristopher T, 2016).As gamers are increasingly spending more time gaming and less watching television (ESA, 2015), some reports estimate that the videogames market is overcoming the TV market (Ranj, 2016). Hence, marketers have been using in-game brand placements in this medium to reach their target segment more effectively (Kureshi, S, Sood, V., 2009). Meanwhile, Immersive Virtual Reality has recently reemerged and hit the global consumer market. Fuelled by the education and entertainment sectors (Ranj, 2016) (Fortune Business Insights & Markets and Markets, 2019), this market is witnessing a considerable rise, as it is forecasted to reach a revenue of US$ 26.89 billion by the end of 2022 (Zion Market Research, 2017). Marketing practitioners already started experimenting with VR, developing campaigns using these systems, portraying consumers how they could feel or live if they were to own or purchase a particular product or brand. Due to the immersive characteristics of these systems, little is still known about how brands will advertise their products in immersive entertainment applications such as videogames. Therefore, using literature on in-game advertising in non-immersive videogames as a starting point, this study aims to find which advertising methods can be more effective in immersive games. A practical framework was developed in Unity3D to design different gaming advertising experiments for both non-immersive and immersive systems. This framework allows a researcher to easily embed fictional, unknown, or popular brands and products while controlling different brand placement attributes, placement method, prominence and congruity). Additionally, it allows tracking the player behavior regarding his game activity and the ads and exporting it after a game session to support the analysis of the other survey data. In order to test the framework and research on the effectiveness of in-game brand placements, a first-person shooter post-apocalyptic zombie genre videogame was developed, which included in-game advertising of top of mind brand products embed as marketing displays or as product placements . Once the alpha version was ready, an expert review was conducted to evaluate and validate the game design, the telemetry system, and the congruity and prominence of the advertisement placements. Then, using a quasi-experimental design, 161 players took part in the main study and played the game in two different conditions (76 Immersive x 85 Non-Immersive). Presence was measured in order to compare and validate both virtual reality systems in terms of immersion. Brand placement-related variables, such as brand exposure, memory (implicit, recall and recognition), and attitudes toward in-game advertising were addressed. The preliminary results suggest that positive attitudes were formed and brand memory were raised in both conditions. However, despite presence was higher in the Immersive condition, no significant difference was found regarding the placement method and the immersive system condition in the ad performance.

PP 507 Analyzing the gaming disorder debate on Twitter: A computational approach

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Background. The scientific debate on the existence of the addictive use of digital games recently intensified when the World Health Organization (WHO) decided to include Gaming Disorder as an official diagnosis in the International Classification of Diseases. Although some scholars support this decision arguing it may lead to a better treatment for affected individuals (e.g., Rumpf et al., 2018), others criticize it for its weak scientific basis (e.g., van Rooij et al., 2018). However, the addictive use of digital games is not only discussed by scientists, but also by politicians, journalists, the games industry, and gamers themselves. While the scholarly debate can be reconstructed through scientific publications, less is known about this public debate. This discussion is increasingly taking place on social network sites such as Twitter, where a direct exchange of opinions between different stakeholder groups is possible. Therefore, this study examines the public debate on the pathological use of digital games on Twitter. In order to understand the context of this debate, four areas are examined: Which actors participate in the debate (RQ1)? Which topics are linked to it (RQ2)? Which media are referenced in the debate (RQ3)? How does it develop over time (RQ4)?

Method. A sample of _N_=16,831 tweets, drawn from the Twitter _Decahose stream_ from April 2017 to November 2018, i.e. eleven months before and eight months after the WHO decision, was used. The dataset was filtered using central hashtags and key phrases surrounding the debate. Automated content analysis, in particular topic modelling and co-occurrence analysis, were used to answer the research questions. The timespan allowed us to detect differences over time.

Preliminary results. With regard to RQ1, we identified three groups: a) actors with concerns over children's and mental health, b) journalists and media outlets, and c) actors from the games industry and gamers. An investigation of topics (RQ2) showed that especially gaming culture, consequences for well-being, and specific types of games are linked to the debate. Opponents of the WHO decision often compare the debate with the one on violence in digital games, while proponents often stress health risks for children. In terms of the media (RQ3), we found that tweets included references to topical articles, videos, and scientific works to substantiate their points. Finally, we identified several peaks in the development of the debate that were directly linked to key events like the WHO decision (RQ4).

Discussion. The results indicate that the addictive use of digital games is not only discussed in a scientific context, but also by various stakeholders in social networks. There is evidence for a polarization of the debate, since proponents and opponents do not refer to each other, but focus on their own arguments.

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PP 508 Unlocking the potential of user reviews for video game entertainment research: A case study on the use of supervised machine learning to analyze player reviews

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Considerable progress has been made in recent decades in identifying the underlying processes and genre-specific antecedents of video game entertainment experiences (Vorderer & Bryant, 2006; Klimmt & Possler, 2019). Most of this research is based on qualitative interviews, quantitative surveys, and/or experimental designs. However, in line with the general trend in communication research to analyze users' digital traces resulting from online communication (Choi, 2020; Niemann-Lenz et al., 2019), user-generated game reviews can be a valuable new resource for game entertainment research. They often provide in-depth descriptions of gaming experiences which can inform both exploratory and confirmatory research (e.g., Zagal et al., 2012; Wang, 2017). Moreover, user reviews are written worldwide for various games and genres, which provides a fruitful basis for comparative studies (Zagal & Tomuro, 2013; Ahn et al., 2017). Automated content analysis and specifically _Machine Learning_ (ML) algorithms can serve as powerful tools to exploit the potential of player reviews for video game entertainment research: They not only provide means to process large amounts of text data, but also fit well into the conventional research process as ML can be easily combined with manual content analysis (Scharkow, 2013; Waldherr et al., 2016). In the present case study, we evaluate the use of ML for coding entertainment variables in user-generated game reviews.

We investigate whether the importance of game features for players' evaluation of a game differs across genres, by coding the occurrence of these features in user-generated reviews. As data basis, we collected all user reviews published on the gaming website giantbomb.com (N=27,080) via its API (Liang & Zhu, 2017). The occurrence of eight game features—story, game characters, graphics, sound, controls, difficulty, multiplayer, and immersion—was coded in a three-step process. First, a random sample of 400 reviews was manually coded (1=feature mentioned; 0=not mentioned; average Cohens κ=0.832). Second, the ML algorithm _linear support vector machine_ (Vapnik, 1996) was trained with 80 percent of the manually coded data. An evaluation of the algorithm based on the remaining 20 percent of the coded data showed an acceptable reliability (_balanced accuracy_=.65 – .73) except for controls (_bal. acc._=.50) and story (_bal. acc._=.52). The latter were, hence, excluded from further analyses. Third, the full dataset was coded by the algorithm.

hi-square tests revealed significant associations between the occurrences of the features and the genre of the reviewed game (all $p<.001$). However, most associations were fairly weak (_Cramers V_=.070 – .115) except for game characters (_V_=.128) and multiplayer (_V_=.188). The results suggest that the quality of character depictions is more important in role-playing, action, adventure games, and platformers compared to other genres. In contrast, multiplayer features are more important in sports and racing games.

Altogether, our study reveals that online reviews can inform research on video game entertainment experiences, and that their analysis via ML can augment conventional research designs. In our presentation we will discuss learnings from our case study for future applications of ML algorithms to code entertainment variables in reviews and how computational methods can enrich the toolkit of empirical games research.

DMM01 - Diaspora, creative practices & performativity

PP 057 Diaspora and the new generation: Engagement with homeland and identity narratives among Armenian diaspora youth in the digital age

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In this paper, we explore how Armenian diasporic youth reconnect with the homeland and revisit key diasporic identity narratives about the Armenian genocide through digital communication. We draw on original interviews with Armenian young men and women aged 18-35 in France, the United Kingdom and Russia – diasporas that were largely built in the aftermath of the 1915 genocide and the 1990s Karabakh war. This new generation was the first to grow up with the existence of an independent Armenian state and with the rise of digital media. Our findings show that young diasporic Armenians relate to the genocide and the Karabakh war through transmitted collective memories, but also reconnect with the past and present of the distant homeland in new ways as they engage with the possibilities of transnational digital communication and mobility.

We argue that digital media has led diasporic youth to engage with the homeland in ambivalent ways. On the one hand, digital media makes distant events present and empowers diasporas as online witnesses of potential (in)justice. On the other – the new generation has come to question uncritical, nationalist or one-sided accounts of events, the actions of the Armenian state, and the Armenian community's acceptance and reproduction of central narratives about its traumatic past. The latter has potential to disrupt the long-term viability of these narratives as shared referents of diasporic identity in the future. This research sheds light on how the new generation of diasporic Armenians define themselves in relation to the past; how this past is (re)made present in their interpretations of the Karabakh conflict and in everyday behaviors; and how diasporic youth experience the dilemmas of 'moving on' from traumatic narratives that for a long time have been seen as foundational to their identity.

The example of Armenian diasporic youth demonstrates how digital media can help new generations of this and other diasporas mobilize in new ways in response to critical events in the homeland but also stimulate reflection on these events, critical engagement with news sources, and ambivalence over narratives of homeland and diaspora identity. Importantly, this case shows how young generations have already begun to 'move on' by reproducing foundational narratives but at the same time questioning and problematizing them.

PP 058 Performing integration: Participatory art and new publics

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This paper explores the role of the arts in new civic formations in the context of increased migration. The central case study is Malmö-based organization Konstkupan (Art Hive), a community arts space dedicated to new arrivals (mainly refugees and asylum seekers), and also open to the autochthonous Swedish public. Open since 2017, Konstkupan's mission has been to help both groups 'build new friendships, share skills, learn from others, and get/claim access to the public spaces of Malmö' (Konstkupan Facebook page).

In this paper, I elaborate on recent efforts by collaborators (staff, participants, and the author) to use art as the basis for understandings of integration and community that challenge the unidirectional model espoused by many current political formations in Scandinavia (see Pyrhönen et al, 2017). I draw on nearly two years of arts-based action research at Konstkupan to detail past and ongoing projects (e.g., a fashion show in the middle of the city, a book of photos and narratives about the idea of 'home', a women's dance workshop and performance) and their importance to participants from all backgrounds.

At the heart of this paper is an argument for sustainable, intensively collaborative research methods. Drawing on Maggie O'Neill's (2005, 2011) idea of ethnomimesis – which prioritizes the _shared production_ of artistic and scientific texts by researchers and interlocutors – I argue for scholarly and personal engagement that goes beyond the research moment. Indeed, in Scandinavia, exciting and groundbreaking grassroots efforts by groups like Konstkupan are routinely undermined by too brief funding periods and the pressure this puts on projects and their participants. When the funding runs out, what happens to the new publics that have formed through their activities and projects? Where do artists (many of whom cannot afford supplies) turn for self-expression and connection? This same pressure applies to researchers: when a research funding period ends, how can researchers sustain their engagement with, and allyship for, the communities in which they have worked?

In the final part of the paper, I argue for a renewed activist commitment amongst university researchers, and sketch out some of the (still tentative) initiatives being proposed and practiced to this end at Malmö University, where several researchers are working to use the university as a hub for sustainable research and activism.

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PP 060 Participatory creative practice as creative acts of citizenship and critical alternative media

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Abstract – Ambivalent discourses of 'refugee voice' through participatory creative mediation
This paper will seek to discuss how creative alternative media shapes possibilities for voice and recognition among refugees living in the UK. The work focuses on two sites, Bensham in Gateshead (England, UK) and Splott in Cardiff (Wales, UK), chosen for their status within Dispersal Areas – areas in which those arriving to the UK are rehoused by the British government. Working with a range of participants, focusing on a core of 12 individuals, the project engaged in participatory creative mediation sessions and produced a diverse abundance of material, which was exhibited in both cities. This material included fiction, oral history, letter writing, digital storytelling, group storytelling, drawing, and collage. Drawing on a multimethod approach, which combines participant observation and discourse analysis in the context of action research, this paper explores the ambivalent forms in which dominant discourses of exclusion around asylum become challenged but also appropriated and rearticulated among participants. As will be shown, participants constructed identities of exclusion along the lines of normative discourses of Otherness and deservedness, as revealed through their production of media texts projecting imagined and tangible desires and fears. At the same time, they challenged normative discourses of citizenship and rights through acts of solidarity and mutual recognition which mapped on to the socioeconomic contexts in which these texts were produced. This data will be discussed through its implications for understanding performativity through mediation in the context of highly regulated regimes of asylum and migration. It will be placed as part of a broader critique of normative conceptions of voice and recognition, which encompasses fantasy, silence and reflexivity.
Biography
Rob Sharp is a Lecturer at the University of Sussex and PhD researcher at the London School of Economics. He is based in London and Brighton, UK.

PP 056 'Doing Nation': The role of mediated interpersonal communication in reproducing and reinforcing national identities among the Serbian diaspora in London

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This paper looks at the relationship between communication and trust from a bottom-up perspective by studying identities and everyday mediated interpersonal communication practices of the Serbian diaspora in London. It aims to address one of this year's conference's questions – what types of social, political and cultural futures media and communications are inducing and modelling. Following Deutsch (1953), I posit that national identities come into being through everyday communication practices and exist only as long as they are performed. Further, drawing on the work in philosophy and sociology about doing things discursively, I propose to look at practices that 'do nation', and argue that we should think of national identities as a verb: 'doing nation'. Based on an ethnographic study, including online participant-observation, and in-depth interviews with 40 self-identified adult Serbian Londoners for the period over three years, I find that strong ties, especially family relationships, play a crucial role in reproducing and reinforcing national identities among my participants. I also find that strong ties are maintained and strengthened primarily thanks to the instant messaging platforms, such as Viber and WhatsApp, and other 'privately-oriented' media, such as Facebook Messenger and FaceTime. I explain the relevance of strong ties by arguing that 'trust' is a key factor in understanding why strong ties can influence attitudes and norms adherence, as well as the socialisation process. The paper particularly analyses how strong ties are maintained, shaped and transformed through four distinct but interrelated elements of mediated interpersonal communication, such as different types of mediated co-presences (Licoppe, 2004; Madianou, 2016), ritual communication (Carey, 1989), phatic communication (Jakobson, 1960) and micro-coordination (Ling, 2016), as well as affordances of social media, such as storage capacity, mobility and temporality (Baym, 2015). By analysing social ties, the paper also analyses the role of these affordances and different forms of mediated interpersonal communication in reproducing national identity. The paper argues how communication practices that may be thought of as family practices are also practices of 'doing nation', by showing how Serbian Londoners 'do nation' transnationally through everyday family practices. The concept of 'doing nation' positions the digital media and mediated interpersonal communication as constitutive of national identities, particularly in the context of migration, whereby the communicative success of 'doing nation' depends on the interpersonal trust.

PP 059 Digital authoritarianism: Silencing dissident Syrians in Europe

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This paper explores how monitoring of ICTs by the Syrian regime influence connective action among diasporic Syrian activists. The structures of digital observation has forged a strong transnational apparatus of social control aiming at changing people's behavior and thereby quelling dissent and disobedience. Media seemed a promising means to coordinate political activities and document regime atrocities but as scholars have suggested, social media are tools of both enabling and silencing voice. Media technologies provided the possibilities for showing the world what is going on inside the closed media environment of Syria. Still images and live footage have travelled internationally, making Syria the most mediated conflict in history. With the influx of Syrians to Europe, the wishes for democratic transformation resulted in oppositional activities including the establishment of new media outlets competing the state monopoly inside. However, technological developments have made digital observation more efficient, especially the monitoring of social media. The paper builds on the theory of mediatization, where media has performative agency in a conflict and thus shape identities, political legitimacy, representation, and recognition. The paper shows that the strategy of the Syrian regime to open the internet in the early 2000s, and acknowledging that ICTs could be a threat to their power, have facilitated a resilient manifestation of an omnipresent *possibility* of being watched induced in most Syrians, excluding the high profiled and well-known activists. The paper builds on 40 semi-structured interviews with Syrian activists in Denmark, Sweden and Germany, tracing the fear of online activism against the Syrian regime. The basis of the study is the activists' own perceptions and evaluations of media practices and the relation to political activism. The paper traces the developments of political activism in diaspora and how both online and offline engagement have decreased. Some Syrians in this study explain that the situation has returned to a depoliticized fear due to threats of violence. The fear has grown when war actions declined: the regime focused on imprisoning enemies of the state and the prison industry has grown. More have expressed that they cannot say more than "hi, how are you" to relatives in Syria, and how unfriending and censorship permeates their online interactions. Some talk in codes using their own dialect in Arabic – or talk about the weather. The study shows how media practices among Syrian diaspora communities in Europe is multidimensional and puts forward the complexities of the processes of political action formation. The paper argues that these multi-local processes involve multiple interdependent factors, diverse encounters and a variety of struggles. Besides the surveillance, the study finds that ambiguous belonging as well as compassion fatigue are also important factors in the political demobilizing role of media in conflict. The PhD project is part of the collaborative project at the University of Copenhagen entitled Mediatized Diaspora: Contentious Politics Among Arab Media Users in Europe.

DMM02 - Media practices

PP 155 Well informed? EU governments' information campaigns to dissuade potential migrants

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Social media have become important tools for migrants to access information, navigate through citizenship and border regulations or build-up support networks on their often dangerous journeys. Recognising migrants' need for trustworthy information, governments increasingly employ social media campaigns informing migrants about the risks of their journey and myths about destination countries. However, what seems to have a 'humanitarian character' at first sight, such information campaigns are common instruments for migration management, prioritising the dissuasion of immigration over helpful information for potential migrants. The impact of these campaigns remains questionable, as does their ethical basis in terms of neutrality in public communication, downplaying existing rights to asylum and acting in governmental interest rather than for the purposes of protecting migrants.

Not least since the so-called 'European migration crisis' in 2015/16, EU governments are increasingly under public scrutiny and political pressure to cooperate within multilevel governance systems to control European or national borders. What is more, digital information campaigns are on the rise as social media provide governments with cost-effective opportunities to target specific audiences, such as migrants, and the possibility to circumvent domestic audiences, therefore also public debate. Despite numerous governmental information campaign efforts via social media in the last years, comparative research in these regards is lacking (notable single case studies of social media campaigns include e.g., Oeppen 2016; Brekke/Thorbjørnsrud 2018).

In this paper, information campaigns addressed at migrants will be empirically investigated from a perspective of governmental border-making. With governments being able to select and prioritise certain information over others in a less formal way and to reach transnational migrant and diaspora communities directly via social media, information campaigns allow for reassertion of national borders in the digital sphere. Moreover, governments' digital information campaigns are circulated via networks of institutions that are sometimes difficult to identify as government-related. Alongside friends and NGOs but also human traffickers, governmental campaigns add to the multitude of information online, which migrants need to navigate and to decide to trust and rely on.

Theoretically located within a framework of critical border and migration studies, the paper presents first findings from a new research project ('Informing to dissuade: Governments' digital information campaigns for migrants as bordering practices', funded by the Independent Research Fund Denmark) which investigates and compares the content and digital dissemination networks of migration information campaigns by governments in Austria, Denmark, Germany, Greece, and Italy. Firstly, drawing from expert interviews with NGOs and government representatives, the paper identifies the intentions behind the campaigns. Secondly, it employs content analyses of national information campaigns on social media. Doing so, this paper describes and analyses the kinds of messages, themes and patterns of border-making that emerge from governmental information for the purposes of migration dissuasion. Based on these findings, the paper contributes with empirical research on governmental border-making via social media and links this to ethical questions that arise when EU governments attempt to 'inform' migrants before their actual arrival.

PP 153 Mobile sociality through convivial media experiences: Case study on workaway

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Mobility forms are getting more and more diverse with the embedment of mobile technology, digital apps, platforms and websites that create opportunities for those, who are not necessarily middle-class people, but people who come from modest backgrounds to be mobile and move across spaces. This also goes hand in hand with the increase and diversification of digital media that bring together strangers who offer cultural exchange, transport services, labour, and hospitality, free or charge or at lower costs (e.g. Uber, AirBnB, couchsurfing, helpX, woofing). In the literature covering these experiences, the type of mobility has been restricted to short-term encounters (a few days), the literature mainly focused on sustainable or collaborative tourism, sharing economy, and hospitality and trust between the hosts and guests. This research on 'workaway' investigates new forms of mobility, which are at the nexus of travel, labour and migration and are used by a plethora of types of people –both hosts and guests-who have different motivations (e.g. learning new skills and experiences, testing the labour market in a new country in order to migrate), needs, ambitions, dreams, as well as/or life-time crisis, and different types of struggles (e.g. lack of finances, no opportunity or prospect in their countries).

As workawayers look for new experiences through Workaway digital platform and app, and will stay and share the everyday life with the hosts, I coin the term 'convivial media experiences' and explore the ways in which they socialise and live together when they are on the move. Building on Polson's (2018) place-based apps and the travelers' longing for 'authentic experiences', Hill's (2019) roaming audiences and their media experiences and my own work on conviviality (Duru 2015), in this paper, I seek to explore: In what ways does Workaway provide opportunities and constraints for forms of conviviality, sociality, mobility and cultural exchange? How does mobile sociality take place through convivial media experiences? How do the hosts and guests negotiate differences (e.g. cultural, gender, race) and manage convivial tensions ?

I present here, a case study on 'Workaway.info', a social networking site and an app, where 'guests' stay, live and volunteer for short and long term, (ranging from couple of weeks, to several years) in 'hosts' houses in exchange of free accommodation and food. This research is divided into three methodological components a) unobtrusive methods that analyse the digital content and infrastructures found on 'Workaway.info' (text and visual analysis of the social networking site (e.g guidelines for hosts and guests, blogs, videos), following forums and videos in other platforms (Reddit and Youtube)) b) 10 video and face-to-face interviews with guests and c) 'hosting' as an ethnographic method (19 months).

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PP 152 The role of exilic consciousness in negotiating media environments

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This paper will unpack conceptual issues to emerge from qualitative research exploring the consumption of media by asylum seekers in North Staffordshire (UK). The project was developed in response to previous research revealing how migrant communities will often circumnavigate host narratives, preferring instead to access sources that enable them to maintain links with their homeland and, indeed, that help them to contest negative representation through the development of alternative spaces of communication and community building activities (e.g. Oguyemi 2012; Yin 2013; Georgiou 2016). Here, the project considered if the asylum condition might alter how people engage with media environments. Both contemporary media and asylum spheres present complex regulatory spaces. The media environment holds its audience in a discursive relationship that subjects them to dominant constructions of identity, while the asylum process traps participants within an instrument of governmentality where their future is conditional on an ability to 'play the game'. Nevertheless, it has been argued that social media can be a useful space for users to challenge dominant media messages and resist legal-political regulation (e.g. Rae, Holman and Nethery 2018). Yet this was not the case for participants in this study. While media consumption was similar to other mainstream or diasporic audiences, participants were hesitant in presenting themselves online. For some this was because they were concerned that the Home Office would use information contained in their social media profile to reject their asylum claim. In more extreme cases participants feared reprisals on themselves and their families if they communicated via social media. For many this left no space for them to voice their identity.

Despite this exclusion from contemporary media practices, findings revealed a politically engaged population attempting to assert agency in other ways. Indeed, the level of organic reflective interpretation taking place in response to this liminal positioning was notable. In this regard, the paper argues that participants epitomised what Edward Said (1994) called the 'liminal intellectual'. Said's body of work can also help to explain the sometimes-contradictory answers presented in interviews. Between these contradictions – in what Said would describe as a space of exilic consciousness – participants were able to reveal a tacit understanding of the underlying injustice of their situation at the same time as considering a possible, more hopeful, future for themselves.

PP 151 Calling home to feel understood – managing digital intimacies

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This paper addresses the question of digital intimacies by applying an empirical perspective on transnational migration and mediated communication of German expatriates in Australia. Migration and mobility became global phenomena, fostered by continuous developments of new media technologies and decreasing costs for worldwide travelling. Previous research on communication media explored the concept of intimacy linked to communicative habits and online behaviour (Gregg 2011; Lambert 2015; Nicholson 2015; Prieto-Blanco/Schreiber 2016; Chambers 2017), from the perspective of international students (Gomes 2017; Tran/Gomes 2017), migrating transnational families (e.g. Chambers 2012; Madianou & Miller 2012; Greschke 2018) and white-collar workers relocating for business (c.f. Spencer & Pahl 2006; Castells 2010; Gregg 2011). On the contrary, this paper explores how digital intimacy is experienced within meaningful transnational *friendships* of expatriates living and working in Australia.

As a pilot study, 17 German expatriates were interviewed regarding their mediatised friendship relations in Australia in 2018. Concluding from this research, different phenomena could be discovered: First, German expatriates in Australia did not build strong community relations with the German community in Australia. They would rather refer to them in terms of potential advice on visa regulations and similar practicalities. Also, participants did not feel an urgent need to keep up with the news or political decisions in their home country any longer. As they pointed out, living in Australia feels like being so far away from everything going on in Europe, that it is unlikely to keep up with "that life back home".

Interestingly though, friendships still seem to have a major impact on their lives abroad. Irrespective of the amount of time spent in Australia (from roughly 2 months to 20 years), the age at the time of arrival and the age at the time of the interview, most of these research participants would rather call home or use digital media to discuss personal and everyday life issues with their friends in Germany, than referring to any of their local friends in situ. Although they might not have seen each other in years or even decades, their friends in Germany continue to be very important, as one female participant stated: „I realised, as well… that there are friendships, that can be transferred to this – mediated, well, this mediated level. And there are friendships, that work well on this level. And friendships, that do not work at all by media. There are simply people, with whom one can speak on the phone and one will reach a kind of flow, when one thinks, you know, if we see each other or if we speak on the phone, there hardly is any difference. And there are cases, where this does not work really… well." (Female, 34 years old)

Using a Grounded Theory approach (Charmaz, 2006), we can conclude here, digital media build bridges but also hints at misleading feelings of digital co-presence, connectivity and intimacy, as will be explored in more detail in this paper.

PP 154 Negotiating everyday life in parallel mediatised societies: Everyday media practice of mainland Chinese students in Germany

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The literature on migrant studies has indicated that various digital media (such as Facebook and WhatsApp) play a critical role for migrants and diasporas in making sense of everyday life in the host country and maintaining a sense of belonging to the homeland. Since China has become the biggest sending country of international students worldwide, there are several studies about the usage of specific media platforms among overseas Chinese students. Yet, there is little known about how overseas Chinese students (especially in European countries) as diaspora members really use different media.

In Germany, Chinese students have also been the biggest group among international students for the past ten years. Furthermore, there is a huge difference regarding culture and media ecology between mainland China and Germany – international social media like Facebook are not available, whereas Chinese indigenous social media like Wechat dominate media usage among mainland Chinese both at home and abroad. Thus, the media practices of mainland Chinese students in Germany would be very different from other migrant groups.

This paper explores how Chinese students in Germany do their media practices in everyday life and how they negotiate their diasporic life through media practice. This paper treats individuals' interaction with media as a practice, referring to "the whole range of practices that are oriented towards media and the role of media in ordering other practices in the social world." (Couldry, 2004)

The researcher conducted in-depth interviews with 21 Chinese students and each participant has been continuously interviewed for a second or even third time. Additional observations were conducted both online on Wechat and in offline encounters with Chinese students. A thematic analysis was conducted to analyse all qualitative data.

The result indicates that the everyday life of diasporic Chinese students in Germany is highly mediatised. Various media practices are an indispensable constituent of life itself and they can be categorised into four types, based on motivation: following news and trending topics, entertainment, seeking practical information, and interpersonal communication. In each type, Chinese media products, i.e. the indigenous media platform or Chinese media content, prevail.

Most Chinese students have limited engagement with the host society and their interaction with local society is mainly issue-oriented and less mediatised. Nonetheless, Chinese students have formed their own parallel societies through media practice – a mediatised homeland society and a half-mediatised diasporic society in Germany. The former is created through frequent mediatised interaction with friends and family back home (often emotion-oriented), following trending topics in China actively or passively on social media, watching Chinese entertainment shows on Youtube, etc. The latter is formed mainly through interaction with other diasporic members in various online diasporic communities and participating in diverse offline diasporic activities organised by individuals or diasporic organisations. Through their everyday media practice and forming of the mediatised parallel societies, Chinese students have diversely created and maintained a sense of belonging and attachment to – what they perceive as – Chinese culture.

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DMM03 - Histories, memories and research practices

PP 247 Back into the armchair? Using online communication to build trust and ethical relationships in postcolonial research settings

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During the past years, literature on online research has greatly elaborated the differences of online and offline research in practical and ethical terms. This talk seeks to deepen those considerations and focuses on the connection of communication and trust from an ethical research perspective. Whereas social researchers in postcolonial settings generally are required to be highly mobile and follow their research 'objects', there are also reasons for questioning this mobility. These include, for instance, considerations around sustainability due to the urgencies of climate change; considerations around security due to armed conflicts; or simply an unease with the unequal access to transnational movements based on race, gender, class, sexuality, or religion.

In this talk, I explore online communication as an alternative way to engage with research participants in postcolonial settings. I draw on feminist and postcolonial considerations of (online) research ethics that emphasize the need to contemplate and negotiate transparency, privacy, ownership, positionalities, and more general power relations during the research process. Following these ideas, I reflect on my own interactions with Malian-diasporic Facebook and Twitter users in the course of a research project on Malian-diasporic online news discourses. The interactions I consider here often evolved through different means of communication and included long-term online interviews as well as the exchange before, during, and after these interviews. Using my interview transcripts, interview protocols, and more general documentations of my research process, I compare these experiences with 'offline' ethnographic encounters during earlier research projects that equally took place in postcolonial settings.

My reflections contribute to questions like: Who and how is 'the stranger' entering 'the field'? How do we build trust across space? How can we be (held) accountable? How do power relations between researchers and research participants unfold? And (how) are we leaving 'the field'? Based on these considerations, I argue that online research can be another way to build trust and ethical relationships with research participants in a postcolonial setting. However, I also account for the limitations of such an online approach, equally including practical and ethical concerns. I thus seek to discuss which role online communication can play for future research in postcolonial settings.

PP 246 Affective media places and archives of new migration from Turkey

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This paper focuses on digital media spaces and practices that communicate collective, public, and political emotions of new migration from Turkey and discusses how they serve for shaping and reshaping subjectivities, belongings, relationships, and affinities. Due to the escalating political oppression and turmoil in Turkey, a growing number of people – mostly students, academics, artists, and journalists - are leaving the country and settling around the globe, especially in Berlin, Germany. They express, circulate, and archive the lived and felt experiences of political oppression, migration, and relocation across digital media spaces, public events, and artistic and literary works, mainly through the first-person narratives and performances. Profound and mostly "negative" emotions such as loss, disappointment, and uncertainty along with the sense of future possibilities and impossibilities attach to and move along with stories, testimonies, memories, news, and information that are exchanged on digital media spaces that accompany migration. This paper addresses emotional practices across digital spaces as part of a broader affective cultural sphere that has been formed through the individual and collective practices of exposing experiences of difficult times. It is underpinned by my three years ethnographic research on digital media spaces, public events, and artistic projects that have been created by people who recently left Turkey and settled in Berlin. In this paper, I will firstly discuss how affective practices of telling create forms and spaces of belonging and relating to the others by revealing and reshaping a shared history. Secondly, I will discuss how digital media crucially support efforts on imagining and creating convivial and collective futures both within and beyond the context of migration through its affective power to communicate, circulate, and archive emotions. These collective, public, and political emotions resist self-containment and can potentially serve as sources for relationalities, intersections, and affinities that might transcend locally and historically specific situations.

PP 245 Hopeful and obligatory remembering: Media memory in refugee camps in post-war Germany

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This paper explores media practices among refugees accommodated in camps through the lens of memory studies. Based on archival work in the context of refugee camps in immediate post-war Germany (1945-1955), I want to argue that refugees' engagements with media technologies are fundamentally practices of mediated remembering and witnessing. Forced migrants experience a disjuncture of temporality, which materializes in the liminal space of the refugee camp, a limbo between "back then at home" an imagined future. While anthropology has described these experiential conditions for refugees and the "hyper-value" of memory for migrants (Appadurai, 2019), this paper rephrases the question: How do refugees draw on media as technologies and practices in response to these disrupted temporalities?

Drawing on memory studies, I suggest understanding media practices as forms of "management of change" (Keightley and Pickering, 2017) and mediated witnessing; mnemonic media practices enact cultural and diasporic memory, as well as provide opportunities to remembering the past, storing the present and giving witness to one's plight. The notion of "media practices" (Couldry, 2004) provides an agency-focused analytical entry point to explore how these disrupted temporalities are coped with through uses of media technologies. Methodologically, the paper draws on archival records from state and NGO-archives, which are understood as traces of camp residents' media practices, to be inductively reconstructed. Examples from camps in Germany between 1945 and 1955 provide insights into an array of mnemonic media practices. Media were drawn upon for re-imaginations of dissembled pasts, presents, and futures. The mnemonic media repertoire in these examples included cinemas, newspapers, photography, as well as documentations of refugee stories on paper, e.g. for the "International Tracing Service" or in asylum hearings, or cultural activities like art exhibitions. These show how mediated communication was relevant for practices of (1) cultural and diasporic memory – giving the camp a past, and (2) giving witness to one's "refugee story" and documenting the present – giving oneself a past. In the situated context of post-war Germany, at the roots of the modern Western refugee regime, these practices ranged along a spectrum of structure-agency: forms of remembering offered by camp administrations, like cinemas, dependent on material possibilities and permissions, on the one hand, and forms of active remembering as initiatives "from below", like newspapers or photography, on the other hand. Thus, remembering and witnessing are media practices fundamentally entangled with the refugee regime and the construction of the figure of the refugee. Both remembering one's homeland, but also giving credible witness of one's "refugee story" in an asylum hearing, are mediated mnemonic practices, that make a refugee a refugee. Therefore, the paper, in conclusion, argues that mediated memory among refugees is characterized by an ambiguity of "hopeful" and "obligatory" memory, affected by structures and control of media and mnemonic activities, as well as agency and initiatives to remember and create memories from below – finally, creating new coherence in the experienced disruption of time and space by re-imagining and managing past, present, and future.

PP 244 A historical content analysis of the Basque diaspora press: The case of "Irrintzi" (1903)

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This study aims to develop a method to analyse the historical press published by the Basque diaspora between 1877 and 1977. The paper describes the historical context where those publications in the diaspora were accomplished and the work of relevant experts and institutions that have recovered that material in recent years. The project Digital Urazandi of the Basque Government has digitalized 183 Basque publications published in the diaspora. The magazine's models have been achieved mainly in the archives of the Basque centers and in the libraries of the universities, getting in total almost 200.000 pages digitalized. Regarding to the typology of the publications there are three different groups: magazines linked to institutions or associations, cultural-intellectual magazines and magazines focused in political issues.

The paper particularly examines the case of *Irrintzi* (1903, Buenos Aires), published in Argentina and considered the first magazine working and defending the idea of the Basque political nation abroad; a historical diaspora publication promulgated by an ethnic community. *Irrintzi* was founded in the small village of Maipu (province of Buenos Aires) just one week after the biggest promoter of the Basque nation, Sabino Arana, was died on November 25, 1903; it would be the first publication to defend the Basque political nation in America. Nemesio Olariaga would finance the edition and the free distribution during the twenty years in which the magazine was published. These are some of the variables that will be analysed: magazine's business organization, the function they fulfilled in the Basque community, ideology and discourse of the magazines, journalist's network, journalistic genres which are used and the presence of Basque language, among others.

During the 19th and 20th centuries there was a massive emigration flood from Europe to America and several publications in European immigrant's languages were published in the new world, creating systems of communication to compact the communities. Basque people staying in contact with other ethnic communities, such as the Catalan or the Galician ones, they participate in the flowering of the ethnic press in their efforts to maintain the Basque identity. The Basque press in the diaspora has been used as an information source by several authors. Those works have studied different issues about the diaspora such as the institutions emerged in the Basque community's surroundings, political movements, family relationships or the construction of the Basque identity. Nevertheless, the press publications have not been yet analysed as journalistic subjects. This written press is not just a source of information; it is of great importance in the system of communication of the community.

DMM04 – Identities

PP 318 Advancing research on diaspora diplomacy: The construction of identities, country images and (dis)engagement

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This paper aims to explore the relationship between the status of the migrant in the country of settlement, the image of the country of origin and the emergence of certain engagement practices. It draws on a series of seven focus groups carried out with Romanian migrants in the UK between 2018 and 2019, in a post-Brexit referendum context: Romanians are currently the first largest non-British population in London (over 163.000) and the second largest non-British nationality in UK (over 450.00), according to the Office for National Statistics (November 2019). It is argued that migrants develop gradually a certain "sensitivity" towards the image and status of their country of origin. This process is amplified in specific political contexts, by recurrent public debates or media campaigns that target immigration, as well as by the ascent of populist discourses that divide society in polarized categories (Mudde, 2004) through inclusionary and exclusionary logics. Thus, the questions that structure this paper are how migrants construct their own identity in relation to their country image and to what extent this increased "sensitivity" might lead to certain discursive positionings and practices of engagement or even disengagement (resulting in the promotion or denigration of the country of origin in the country of settlement). The construction of sameness and difference of us (Romanians) vs them (Englishmen) or our country of origin (Romania) vs the country of settlement (the UK) is also considered.

The paper draws on the concept of "diaspora diplomacy" (Ho & McConnell, 2017) bridging: 1) scholarship on the role of diaspora in public diplomacy (e.g. Cull, 2019; Huijgh, 2019) and country image promotion (Buhmann & Ingenhoff, 2014); 2) diaspora and transnationalism (Boccagni, 2012; Cohen, 2008; Faist & Bauböck, 2010; Weinar, 2010); 3) critical discourse studies (Van Dijk, 2001; Wodak, 2015).

Methodologically, a total of over 12 hours (700 minutes) of recordings are analysed using CDS: 39 participants between 25 and 52 years old, from 1 year to 15 years settlement in the UK, from secondary education level to university and PhD. The participants covered all professions in the UK statistics, ranging from entrepreneurs and self-employed to employees in constructions, real estates & business, hotels & restaurants, healthcare, commerce and transportation, education and IT.

The novelty of this study consists in proposing a perspective that analyses the discursive construction of both country images and identities (not only of identities traditionally investigated in CDS). At the same time, it investigates critically the role of migrants and diaspora in country image promotion beyond the functional or normative approaches dominant in public diplomacy literature (e.g. diaspora as agent of development for the country of origin; the diasporic citizen as informal ambassador of its country; the engagement of diaspora as resource for the country of origin etc.).

PP 316 'Hide your beard!' - Self-deprecating humour and double consciousness in Flemish diaspora's comedy sketches

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The ethics of ethnic humour – humour primarily based on racial, national, regional or local characteristics and/or differences – have recently become the subject of tense public debate (Weaver, 2014). While mainstream media often cultivate a stereotypical image of the humourless '_Other'_ (Zimbardo, 2014), they tend to ignore the voices of those who are the preferred target of ridicule (e.g. Muslims), both in media representations as in everyday life (Krefting, 2014). Omitting the perspectives of targeted groups is also common practice in scholarship on ethnic humour, where few audience studies have been conducted (Green & Linders, 2016). By contrast, this study explores how Flemish diaspora groups make sense of humorous representations of ethnic diversity and/or differences. We particularly focus on diaspora _youth_ because of generational differences in the perceived offensiveness of humour (Kuipers, 2006) and the lack of (positive) visibility of diaspora youth in both public, mediated and academic spheres (Adriaens, 2013). Going beyond the standard interview, we mixed informal conversations with a creative, collaborative approach that invited 47 participants between 15 and 24 years old with various diasporic backgrounds to present their own 'ideal' comedy sketch. By choosing their characters, themes, and platform, participants were able to critically reassert stereotypical humorous representations of themselves (Gauntlett, 2007). Moreover, since the humoristic format is one that is particularly linked to authenticity, it allowed participants to share their own – sometimes difficult – everyday life experiences and frustrations in a relatively fun and harmless way (Pennington, 2019). Their creations acted as a starting point for more intense, personal explorations of the issue of ethnic humour, including questions on the goal, limits and subversive opportunities of the humour featured in their own sketches, as well as the inspiration behind them (Adriaens, 2013).

The collected material will be studied by means of a qualitative thematic analysis. We will present those results that focus on the popular use of self-deprecating humour in the informal conversations and participants' own comic performances. While 'punching down' forms of humour – directed from a majority group member towards a minority group – were frequently negotiated as offensive or risky, self-deprecating humour – targeting one's own ethno-cultural identity or group – was highly appreciated and present. Not only was it considered less problematic, it was also valued as funnier and more authentic, given the specialized knowledge of the performer in terms of specific ethno-cultural references and everyday life experiences. As such, discourses of comic authenticity worked to (de)legitimize comic performances. These discourses were, however, further complicated by the notion of 'double consciousness', described by American sociologist Du Bois as "_this sense of always looking at one's self through the eyes of others_" (1903: 16–17). Specifically, participants demonstrated a heightened sense of self-reflexivity when negotiating the limits of ethnic humour and humorously played with this notion in their own comedy sketches. Finally, their performances of 'acting white' served as a kind of meta-criticism against stable and fixed notions of ethnic identity as present in integration discourses in the Flemish public debate.

PP 319 Transnationalism and Latino print media in Spain: the challenge of linking contents to both origin and destination

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The creation of transnational Latino media spaces is the result of the migratory flow of Latin Americans to the north. In this context, the goal of this research is to link news content in Latino print publications in Spain to the origin and destination of their readers, and to analyse the importance of this media content as a vehicle of transnational practices. As our initial hypothesis, we suggest that the content of Latino print media in Spain reinforces the maintenance of readers' ties to their countries of origin, whilst failing to prioritize stories that encourage the incorporation of readers into their country of destination, in this case Spain. Our analysis focuses on the orientation of contents, in order to determine whether they are mainly oriented towards the readers' origin or destination. The findings confirm the initial hypothesis, because origin-binding contents represent 62% of all contents, a result that multiplies by four destination-binding contents, which represent 14.1% of the total. The leaning of content towards origin is an important step to foster the transnational behaviour of migrants. However, the greater leaning of content towards origin could compromise the transnational role of Latino print media in Spain, because while their contents strengthen readers' ties with their homeland, they do not sufficiently reinforce the integration of readers into their country of destination. While ethnic media studies confirm the integrative role of ethnic media, there are concerns about their leaning towards home countries due to their coverage of news from home. However, destination-binding contents in ethnic media engage in advocacy journalism as they focus on government actions and other issues affecting immigrants. The intersections between origin and destination are developing today in the digital sphere, which has accelerated the online strategies of Latino publications in Spain. This research concludes that they should invest in mobile-friendly versions, apps, and a stronger presence on new social networking sites (WhatsApp, Instagram, TikTok), and collaborate with other ethnic media to develop online content and distribution platforms.

PP 317 Migrants' blogs: relevants as actors to public diplomacy of a host country

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The attractiveness of "emerging markets" as possible destinations for the world's migrants has grown significantly in the last 20 years: the number of people who moved to China from other countries has doubled, to the United Arab States - even tripled (Pew Research Center 2018). Previous research on digital communication in migration networks has shown that non-migrant propensity to migrate might be positively related to access to information about newcomers' experiences in a host country (Dekker et. al. 2017). This paper aims to provide insight into how mass self-communication of migrants (Castells 2007) contributes to the public diplomacy (Gilboa 2008) of a host country.

Diaspora has been seen as a tool for public diplomacy of a home country (Koinova & Tsourapas 2018; Thussu 2016; Adamson 2016), not for a host one, moreover, media for migrants or diaspora members were often criticized for the lack of news about their host country. While a migrant newspaper or a TV station attracts only local audiences in a host country, blogs on social media platforms (Instagram for ex.) telling stories of human interest are more likely to get an audience outside national borders. Due to the social media algorithms and recommendation systems, bloggers with migration background might attract attention after the incidental contact with potential followers because of good storytelling or beautiful photos.

In the countries that were most popular places for migration in the 2000-s – Germany, the US, and Israel, – media in the Russian language were well-developed and diversified. In China or Turkey Russian editorial media are less popular despite the growing migration to these countries in the 2010-s. Needs of migrants are satisfied with bloggers with migration background: Russian-speaking migrants actively use Instagram and Telegram to spread their experience, accumulate social capital and create a supportive translocal community online.

This paper presents the findings of a research project that provides insight into how migrants change their media repertoire to develop a personal adaptation strategy. The project is funded by the Russian presidential grant for young PhD scientists (MK-1448.2020.6). Methodologically based on content analysis and audience analysis, the paper examines whether Russian-speaking bloggers cover the advantages of the host country in connection with their motivation to migrate or frame them as objects of general admiration. The sample includes 50 Instagram and Telegram blogs covering Israel, China, and Turkey: these countries differ in the main type of migration and in the speed with which the influx of migrants has changed over the past ten years. Secondly, it explores the geography of commentators. According to our findings, bloggers attract audiences outside the country they live in and might become trustworthy sources of information about host communities.

DMM05 - Discourses and meaning making

PP 421 Newspaper-based claims-making on migration in Sweden and Switzerland

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This paper comparatively explores the politicization of immigration in Sweden and Switzerland. We assume that 'crisis' events carry a substantial discursive impact on how relevant actors discuss a wider set of migration-related issues. Based on the theoretical concept of claims-making (Van de Brug et al. 2015), we examine claims that have appeared in major Swedish and Swiss newspapers during two specific periods in time: the early 1990s, when a high number of refugees from the war-torn successor states of the former Communist Yugoslavia poured into Western Europe; and the mid-2010s, when the Syrian Civil War and other regionally destabilizing events forced millions Middle Easterners to leave their countries of origin and seek refuge elsewhere. Despite different policies on issues like multiculturalism as well as different welfare regimes, stances towards Europe, and civic traditions, both Sweden and Switzerland were among the countries most visibly affected by the influx of refugees in these cases. As a consequence, both also witnessed a gradual right-wing turn in society and were confronted with the growing popularity of anti-immigrant parties such as the Sweden Democrats (SD) and the Swiss People's Party (SVP).
Against this backdrop, we ask whether claims made during these crisis periods reveal (a) differences in how the topic of immigration is politicized across borders, (b) differences concerning the nature of claimants and the media formats employed, and (c) differences in the frames that are invoked to justify political positions. Combining insights from the theoretical literature on politicization with a historical-comparative approach and empirical data from Swiss and Swedish newspapers (Neue Zürcher Zeitung, Le Temps, and Dagens Nyheter), we contribute to the debate about media representations of immigration and their broader social and political implications.

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Van der Brug, W., D'Amato, G., Berkhout, J. & Ruedin, D. (2015), eds. _The Politicisation of Migration_. Abingdon: Routledge.

PP 418 Ethnic media in Russia: Communication challenges of the digital age

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Previous research on ethnic media and ethnic journalism worldwide (e.g. Matsaganis, Katz, & Ball-Rokeach, 2011; Yu & Matsaganis, 2018; Georgiou, 2006; Sahin, 2018; Soobben, & Rawjee, 2013) has been looking at how ethnic, community and/or diaspora media has been changing and developing in the digital environment. In this vein, studies on Russia where over 190 ethnic groups co-exist, and over 2200 ethnic media are officially licensed, are relevant and acute (e.g. Malkova, & Tishkov, 2010; Gladkova et al., 2019; Garifullin, 2012).

The study uses both open data analysis and 40 in-depth interviews with representatives of Russian ethnic media (journalists, editors and owners) produced in five languages, conducted in late 2019/early 2020. With an aim to discuss how communication through ethnic media channels has been transformed under digitalization, we use several approaches to ethnic media. First, we look at them as part of a broader media system and professional network in Russia (e.g. de Smaele, 2012; Galkina, & Lehtisaari, 2016; Kiriya, 2018; Vartanova, 2013). Here we discuss the number of journalists working for ethnic media outlets in Russia today, challenges they face in their work (availability of ICTs and digital technologies in editorial offices, digital literacy issues, etc.), education/training of journalists working for ethnic media, best journalistic practices from the national republics of Russia (Tatarstan, Bashkortostan, Yakutia and others).

Second, we discuss ethnic media in regard to their social mission (e.g. Gladkova et al., 2019; Graber, 2012; Yu, 2016), stressing the role of ethnic media in safeguarding pluralistic media landscape, fostering multicultural understanding, communication and inclusion, protecting ethnic identities and cultures – both offline and online, etc.

Third, using production and consumption perspectives to ethnic media (e.g. Matsaganis, Katz, & Ball-Rokeach, 2011), we discuss how ethnic media in Russia are regulated and funded (through state subsidies, grants, donations, advertising, subscription, etc.); who owns such media (state, public institutions, private owners, etc.); who produces such media (members of an ethnic community in a particular geographic area of a country, one or more media organizations based in an ethnic community's country of origin, etc.); how media policy in Russia today protects media outlets in ethnic languages on a broader federal and regional/local levels, etc.

Fourth, we use digital divide approach (e.g. Attewell, 2001; Hargittai, 2002; van Dijk, 2012; Ragnedda, 2018) to illustrate how inequalities in access, skills, benefits people receive through being online hinders the development of ethnic media in Russia and what the ways to overcome these inequalities can be (e.g. Gladkova, & Ragnedda, 2020). We also show how many ethnic media today are adapting their content and editorial strategies to remain on Russian media market and attract broader audience, also consisting of 'digital natives'.

We conclude by saying that given unprecedented number of ethnic groups living in Russia, an important role of ethnic media in securing ethno-cultural diversity, pluralism, multicultural understanding, equality and inclusion and the fact that minor ethnic groups in Russia are often underrepresented in public space, communication through ethnic media – both offline and online – is exceedingly important today.

PP 420 Diasporic critical positions toward traditional media: An approach to understanding media effects in diaspora

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A large part of the research on traditional media effects, audience and media literacy has focused on the influence of media on receiver's behavior. There has been a prolonged debate about the extent of media influence exercised over the receivers. This debate has revolved mainly around two paradigms: irrational and rational audience, in addition to other paradigms about the direction of the influences. With the rise of social network sites in the last decade, the debate has taken another orientation toward the comparison between traditional and new media effects rather than the size of the traditional media effects on the audience.

Using this debate as a point of departure, this paper extends the discussion to the field of *diasporic political communication*, aiming at investigating the meaning making of the homeland political affairs among diasporic communities in Europe. More specifically, this paper investigates how Tunisian diaspora receives and understand the political content of the Tunisian traditional media considering their reliance on social network sites. The significance of handling this topic from a diasporic perspective is that diasporic communities have the chance in the country of residence to expose to multi-mode of contradicted communication, which might change how they make meaning out of the political content of traditional media. Theoretically, this paper is based mainly on the multimodality theory and meaning making considering the reciprocal effects that media and audience might impose on each other. Methodologically, 45 interviews were conducted with Tunisian activists living in three European countries (Denmark, Sweden, and France), seeking information on the interaction with Tunisian media, the understanding of political affairs and the trust in different media channels.

Using a grounded theory approach, the analysis shows that Tunisian diaspora – with its diverse political orientations – were more likely to adopt a strong critical position toward Tunisian traditional media. This position is based on a five-stage model: (1) receiving political content of traditional media; (2) analyzing the content; (3) validating the content through other sources of communication; (4) criticizing media content; and (5) making political meaning of the Tunisian affairs. This paper proposes that Tunisian diasporic communities (especially the activists) are likely rational in dealing with Tunisian traditional media, a trait they gained from their utilization of multi-mode of communication (especially social network sites) and their experiences gained from the life in the diaspora.

Key words
Diasporic political communication; rational audience; Tunisian diaspora; media effects; diasporic critical position

PP 419 Political interest on news use: A cross-national analysis of Russian-speaking migrants in 12 countries

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Previous research of media consumption among migrants has revealed that audiences with migration background tend to be more interested in international news, to be more critical towards media of the host country, as well as to consume more diverse media diet than on average media users of their age in the same country (e.g. Christiansen 2004). The level of Internet penetration and adopting new media platforms is also high, taking into account lower social status and economic income (Bonfadelli et.al. 2007, Kissau 2008, Heft & Paasch-Colberg 2012). Still, studies of media repertoires traditionally examine the functions of news in adaptation and integration, therefore, they reconstruct the dichotomy between media from the host and home country (Elias & Lemish 2011, Giglou et. al. 2019). Media consumption patterns of a specific group in different national contexts is less researched. This paper addresses this gap and aims to look at transnational media habits of diaspora communities (Georgiou 2006, Khvorostianov, Nelly и Nimrod 2012, Alencar & Deuze 2017) from a comparative perspective. Following the epistemological manifesto of "the connected migrant" (Diminescu 2008; Leurs & Ponzanesi 2018) we focus on political interest reflected in media consumption of Russian-speaking migrants in 12 countries.

Heterogeneous migration flows from the former Soviet Union after 1991 inspired a wealth of studies of Russian-speaking population abroad (Pechurina 2017). Media habits of Russian-speaking diaspora attracted attention in the countries where post-Soviet migrants became visible as voters (Kissau 2008, Elias 2011, Davydova-Minguet 2019). The number of comparative studies, though, is limited (Elias & Shoren-Zeltser 2006, Juzefovičs 2019). The paper on hand present findings of a survey conducted among Russian-speaking media users in Argentina, Australia, China, Estonia, Finland, Germany, Great Britain, Israel, Kazakhstan, Norway, Turkey and the US. Respondents were recruited via snowball technique and invited to participate by diaspora leaders (organisations and social media influencers). While constructing the final sample we rely on open data about social-demographic structure of Russian-speaking diaspora in each country respectively. We analyzed needs and attitudes towards media consumption and collected data about media repertoires.

Our findings contribute to understanding of how news consumption is connected with 'public connection' (Couldry et al.2007). Partly, our findings reflect the association of media habits and and political interest (Fraile & Iyengar 2014). Elder generations follow political news more often than media users younger than 45 years. Younger audiences are more likely to avoid news or to restrict their media diet to a limited number of trustworthy global media (e.g. Gorski & Thomas 2018). In contrast, first results show that political views influence the choice of social media platforms: the more liberal and western-oriented the users are, the more likely Facebook will be chosen among other social media, regardless of age. This tendency is unique for Russian-speaking migrants and corresponds with previous findings of media fragmentation in modern Russia (Bodrunova & Litvinenko 2016). Finally, within our sample the highest level of politicization is revealed for Israel where bloggers serve actively as disseminators of political news.

DMM06 - Intersectionality and difference

PP 514 Intersectionality in public spaces and radio waves: An approach to study the integration of Latin Immigrant Communities in the Basque Country

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The ambition of Candela Radio since its creation in the 1990s has been to forge a collective identity anchored in transversality in which intercultural and local issues overlap. The radio located in Bilbao, southern Basque Country, provides an interesting scenario for a study on immigrant-focused media for a number of reasons, one of which is its status as a bilingual autonomous community. The fact that the cultural traits and traditions of the Basque Country differ significantly from those of Spain's other autonomous communities and as Smets (2016) observes, 'little is known about ethnic media in struggles involving non-state actors', makes it a highly interesting place for a local radio station attempting to broadcast in a complex linguistic landscape to develop strategies and carve out a space for itself in Basque society.

The main objective of this study has been to evaluate the strategies the station has developed for creating spaces of inclusion. For that purpose, authors have looked at its programming and outreach activities undertaken to promote interculturalism within the Latin American community in Bilbao and the larger community of the city. In order to develop the latter, the station has offered workshops in public schools and hosted a multi-ethnic event in one of the mayor festivals of the city, introducing itself in the popular culture activities of the region.

A qualitative methodology has been applied using semi-structured in-depth interviews and ethnographic methods that included on-site observation of activity in the station's studio and on-site interventions in the greater Bilbao area. The outcomes have been scrutinized from various angles to identify points of encounter and confrontation between Bilbao's Latin American community and autochthonous residents. The parting hypothesis for this study has been that although a real and pragmatic intersectionality does not yet exist between these segments of the city's population, the connections now being established constitute a first step towards a broader and deeper intercultural coexistence. Results show that Candela Radio employs a variety of strategies to foster the social inclusion of Latin American immigrants residing in the Basque Country: the incorporation of Basque culture and local content into the programming; the shape of a travelling radio; life stories and linguistic challenges; and space making strategies on public places.

PP 515 Male, young, and criminal – again? How German media portrayed migrants after the European 'migrant crisis'

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The so-called European 'migrant crisis' dominated the European public debate in 2015/2016. The media in most European countries reported extensively about the 'crisis'. However, depending on the country, they focused on various aspects of this topic and evaluated migration and migrants differently (e.g., Berry/Garcia-Blanco/Moore, 2016). This proposal examined German media coverage: While German media have reported critically about migrants in past decades (e.g., Delgado, 1972; Müller, 2005), in 2015/2016 they portrayed migrants and consequences of migration in a more balanced way or even positively (e.g., Haller, 2017, Maurer/Jost/Haßler/Kruschinski, 2019). However, parts of the German population criticized this coverage as positively biased towards migrants (e.g., Arlt/Wolling, 2017). Moreover, several key events in 2016/2017 have changed the public opinion towards migrants in Germany (Arendt/Brosius/Hauck, 2017). Since audience feedback and perceptions of public opinion affect the work of journalists, it is assumed that the German media changed their reporting again. These assumed changes in the coverage are relevant since exposure to media content about migration and migrants can lead to stereotypical cognitions, attitudinal changes, and changes in political behavior (Eberl et al., 2018). Therefore, this proposal deals with the questions how German media portrayed migrants in 2018 and whether this reporting was different from the coverage in 2015/2016.

To answer these questions, a systematic content analysis was conducted. The analysis included coverage about migrants and migration-related aspects published from January to December 2018 by print media, television and radio news, and news websites. Moreover, coverage selected by news aggregators and non-journalistic media content was analysed (e.g., videos from YouTubers). An extensive codebook including formal, textual, and visual categories was developed (based on existing codebooks to make the results comparable with previous studies). Overall, 3,084 cases were randomly selected and coded by trained students. Reliability tests achieved good results.

The results show that in 2018 the German media frequently reported about migrants who committed criminal acts. Criminality against migrants was less covered. Migrants were predominantly depicted as groups or masses. Moreover, migration was often blamed for political, economic or societal problems. In contrast to 2015 (Maurer et al., 2019), young male migrants were highly overrepresented. Apart from security aspects, migrants were mostly assumed to have economic motives for immigration. In more than 20% of all cases, (political) actors with critical standpoints towards migration got the opportunity to speak out. Migrants, in contrast, got this opportunity in less than 10%. Overall, immigration was evaluated more often as a danger than an opportunity. In pictures and videos, migrants were depicted less often while fleeing than in 2015/2016. Instead, especially groups of young males were often portrayed while waiting for something in public places.

The study shows that the relatively positive German media coverage about migrants in 2015/2016 was rather an exception. In 2018, overall, they were often presented as male, young, and criminal. However, there are some significant differences between media channels. Especially regional distribution, genre, and different target groups seem to be important. Among others, these aspects will be addressed in the presentation.

PP 518 Hierarchies of deservingness and the limits of hospitality in the 'refugee crisis'

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Debates on hospitality as a moral category for thinking about the relationship with the stranger have intensified since the 'European refugee crisis' of 2015. Hospitality has acquired political currency as a discourse within which governments and institutions have framed their involvement in global refugee flows; it has been practiced by NGOs, volunteers and solidarity groups across Europe; and it has become the ultimate question posed to national publics and states about how to deal with the increased influx of migrants and asylum seekers reaching the European borders mostly through the Mediterranean. This paper explores how hospitality is enacted in audience discourses about the 'refugee crisis' in Greece. In particular, the paper explores how these discourses construct hierarchies of deservingness among different migrant groups reaching the Greek borders.

Theoretically, the paper draws upon discussions on the concept of hospitality, normatively defined as an ethics but empirically illustrated as a hierarchical structure, which constructs refugees and migrants as irreconcilably others. Empirically, the discussion is based on an audience study with focus groups debating the 'refugee crisis', conducted in the city of Athens. The analysis aims at illustrating how understandings of migration and hospitality are constructed in audience discourses.

Such understandings, it is argued, draw upon recognisable repertoires of media images and narratives about who the refugees are and what they experience. At the same time, however, hospitality, as a public ethical disposition towards newcomers in the national space, is embedded within specific socio-temporal contexts of everyday experience. As such, it is conditional upon national political and cultural discourses. These ultimately construct hierarchies of deservingness among different migrants, underlined by understandings of religion, gender and class, not only of the 'other' but also of the national self. Hospitality and discussions about refugees and migrants as 'guests' ultimately depend on implicit notions of home and the national self.

PP 517 "You have raised me between two worlds": Mothers, daughters and belonging in the Sahrawi digital diaspora in Spain

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Currently, the concept of diaspora describes any transnational population that maintains strong emotional ties based on nostalgia and attachment with their territories of origin; and the affects and ties with their territories of destination (Vertovec & Cohen, 1999; Al-Ali, 2007). The emergence of digital technologies and social media platforms has provided a new arena where the past and present homes are connected, reducing distances and uprootedness through immediate communication (Leurs, 2014; Alinejad, 2019). However, there is a lack of research about communication paradoxes that are developed in these communities based, on the one hand, on the need to be connected; and, on the other, on the anxiety of not reaching family expectations. This paper analyses the challenges that these contradictions present to the Sahrawi digital diaspora in Spain. Specifically, it analyses the relationships between mothers and daughters and the impact of social media on their daily lives. The particularities of the Sahrawi case, based on the protracted refugee situation, has challenged mothers and daughters' relations due to the impact of migratory processes and the foster care program with Spanish families. The publication of daughters' pictures, comments and another kind of content, perceived as "westernized", has altered the maintenance of family honor which has impacted on mothers' reputation. Through qualitative social media research, conducted between 2016 and 2019, this research examines how aspects such as digital transnational gossip and the need to build their life project constantly clash between mothers and daughters in their ongoing relationship between the maintenance of traditions and the emergence of new forms of belonging.

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PP 516 The tragedy in abeyance of Galician immigrant maids. Intersectionality and assimilation in the Argentinian cinema

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In his writings about cinema, Jean Epstein (1981a) poetically explained that every film contains a 'tragedy in abeyance' that is not explicit in the text. This cinematic idea guides the analysis of the films _Cándida_ (1939) and _Cándida millonaria/Cándida the Millionaire_ (1941), both directed by Luis Bayón Herrera and the first of a series of ten comedies about a Galician maid in Buenos Aires. Niní Marshall, a renowned Argentinian actress and screenwriter who was often described by the critics as 'Chaplin in skirt', performs the role of Cándida, a newcomer in Argentina who portraits in images the stereotype of the immigrant Galician woman. In this conventional comedies with a leading character, tragedy comes across in the face of Cándida and in the life of some common objects that display a hidden pattern in the films. The photogénie of Cándida, to use other of the terms of Epstein's theory (1981b), is also part of the cinematic rendering of the maid in the films, as her face condenses her real life. At the same time, the plot and relations with other characters will determine the portrait of Cándida as the stereotypical _mucama gallega_ [Galician maid]: dirty, ignorant, nosy, but honest and loyal to death (Pérez Prado, 1993; Cagiao Vila, 1997; Lojo, 2008; Núñez Seixas, 2002). In the films, the leading character faces two tragedies: the tragedy of a newcomer in an alien society and the tragedy of assimilation that puts in danger the identity of the immigrant who wants to fit into this new society. This article explores the representation of an almost invisible and intersectional 'other': woman, immigrant, poor, domestic worker and part of an ethnic minority and the contradictions that this comic portrait raises.

Keywords: cinema, intersectionality, migration, gender, Galician, tragedy in abeyance.

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PN 132 Mobility, Media, and Data Politics

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Researchers increasingly seek to apply, expand, and improve large-scale data collection and analysis processes, sometimes called 'Big Data' approaches. Given this shift, there is a growing need for reflection on these developments to make sense of them in meaningful and ethical ways. In this chapter, I argue that the concept of 'data politics', coming from the field of critical data studies, offers useful guidance for media and mobility studies. Specifically, it moves debate towards identifying for whom, under what circumstances, and to what ends are data of all types and sizes created, collected, and used. Addressing these kinds of questions requires acknowledging the assumptions and politics inherent to claims about what 'effective' data practices look like, as well as how migrants and mobility are enacted and represented through data. To illustrate these points, I highlight how data politics intersect with the study of mobility in two areas related to media: measuring mobility through data categorization and collection, and communicating media research findings through data visualization. I conclude by outlining aspects of a critical data politics agenda as they apply to media and migration studies.

PN 131 Anti-immigrant sentiments and mobilization on the internet

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This chapter brings fresh insight into how various forms of online communication contributes to growing anti-immigrant sentiments in contemporary society. It assesses the strategies of anti-immigration actors as well as every-day social media communication. The chapter discusses the affective dimension of social media use with an emphasis on how emotions and affect drive the circulation of anti-immigration discourse on the internet. It demonstrates how anti-immigration and racist sentiments in public discourse are moulded through interactivity across media spaces, organised political activity and the mundane use of social media platforms by citizens. It argues that "uncivil" expressions on the internet push the boundaries of publicly acceptable speech and ultimately impact the broader public discourse on migration and migrants.

PN 134 (Re)loading identity and affective capital online: the case of diaspora Basques on Facebook

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Based on original user–based research on Basque diaspora–association groups on Facebook, this chapter analyses the implications that SNSs have on migrants and their descendants' identity discourses and identity construction. It explores the concept of affective capital online from transnational and diasporic perspectives. By focusing on the Basque diaspora case, I contribute to research on non–state (ethnonational) diasporas in the digital age and on ICT use among international migrant diasporas. Particularly, the chapter illustrates how technology enables, reinforces and maintains identity and belonging; and how shrinking–temporal and physical distance technologies, especially SNSs, facilitate the construction of common networked–emotional/affective transnational communities across the planet.

PN 133 Russophone diasporic journalism: Production and producers in the changing communicative landscape

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This chapter focuses on Russophone diasporic journalism, and highlights the importance of studying the production and producers of diasporic media across contexts. Outside Russia, there are at least 3500 Russian-language media outlets serving about 30 million Russian-speakers in eighty countries (Arefyev, 2012; Medvedev, 2015). What unites the scattered and multiethnic Russophone diaspora, formed by several waves of migration, is the Russian language and Russian-language media (Ryazanova-Clarke, 2014). We focus on members of the World Association of Russian Press (WARP), and our argument draws from empirical data gathered through typological analysis, surveys, and social media ethnography.

We distinguish between the Russophone diasporic journalism in the post-Soviet countries („Near Abroad") and in the rest of the world („Far Abroad"). The analysis of the diasporic media in these two contexts shows how their production differs depending on whether these media are produced by, and for, 'accidental' or 'traditional' diasporas. While the producers of the media for 'accidental diasporas' often see their role as more similar to any other national or local outlet, and choose to inform and provide their audiences with a sharp analysis of political issues, the producers of the media for 'traditional diasporas' often see their role as helping their audiences to adapt and integrate and are less politicized. However, when analyzing communication between the producers of diasporic media on the Facebook page of the WARP group, we noticed that 'borders' between the Near and Far Abroad are blurred. In fact, when communicating with each other, diasporic media producers, while acknowledging their belonging to a shared professional community, also articulate ideological positions that differ in terms of support or criticism of the Russian state politics.

Addressing the earlier defined gap in the studies of diasporic media (e.g., Ogunyemi, 2015; Oyeleye, 2017), we call for more extensive studies of diasporic journalism cultures. By proposing this concept, we aim to highlight the importance of studying transnational professional communities, as well as media professionals' perspectives in defining the role of diasporic media for identity formation of their audiences (cf. Tsagarousianou, 2004). Longitudinal studies of diasporic media produced by and for 'traditional' vs. 'accidental' diasporas could allow for analyzing the processes of 'diasporization' vs. integration of these media in contextually specific national media landscapes. Comparative cross-contextual studies of diasporic journalism cultures can make an important contribution in understanding important tendencies in journalism, including the 'hybridization of journalistic cultures' (Nygren and Dobek-Ostrowska, 2015: 269).

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PN 157 Borders

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This chapter examines the role of mediation in organising the border as a moral and political space; a space that is constituted by digital networks and mediated narratives to regulate human mobility by combining practices of securitization, which treat migrants as threats, with humanitarian care, which treats them as victims. We argue that mediation shapes borders in two distinct but interconnected ways: it regulates migrant mobility at the point of crossing – the territorial border – especially through digital systems of surveillance at land, air and water and through collection of biometrical information; and it regulates their mobility in the countries of destination - the symbolic border - through the public narratives in press, broadcast news and social media commentaries that shape social imaginaries, public opinion and policy debates around migration. While we acknowledge the interpenetrations of the territorial with the symbolic border, our analytical distinction helps us grasp the two as fully complicit yet relatively distinct communicative operations that control migration both by containing mobile bodies on the ground and by narrating this process to body politics across receiving communities. To this end, we introduce the term digital border to refer to the complex architectures of mediation at the juncture of symbolic, geopolitical and biopolitical power, what we call bordering power, which works as much through storytelling as through digital 'mindful policing' in order to contain migrant lives at the threshold between Europe and the world of 'others'.

PN 158 Mobile Methods: Doing migration research with the help of smartphones

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Smartphones are valuable tools for migrants in all parts of the world. Increasingly, researchers capitalize methodologically on the strong connection that migrants have with their smartphones. In the chapter, I explore the methodological potential of smartphones for media and migration research contexts. I give an overview of current research practices, especially in digital migration studies, where smartphones are employed not as neutral data collection tools but as creative and flexible means to start a conversation, about living on the move, both digitally and physically. Based on examples of emerging smartphone research approaches, I suggest structuring these qualitative mobile methods in media and migration research into two strands, (i) accompanying in digital spaces and (ii) reconstructing in data elicitation processes. In the conclusion, I reflect on research ethics in the face of evolving new relations, including those beyond the actual data collection process, and new vulnerabilities resulting from participants and researchers sharing and co-producing knowledge.

PN 159 Queer Migrants and Digital Culture

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Some migrants are queer. Some queers are migrants. And in the increasingly popular and pervasive digital culture, they are all quite likely to navigate diverse aspects of their lives online. In this chapter, I will have a close look at the emerging body of research which queries this very intersection of queer and migration and digital. The chapter is divided into three main sections. In the first one, I will introduce key theoretical frameworks employed in research on queer migrants (queer theory, intersectionality and transnationalism). In the second one, I will extend the discussion to the role of digital culture for queer migrants, pointing to six of the most prevalent themes in this literature: i. imagined diasporas, ii. counterpublics, iii. migration motivations and acculturation, iv. context collapse, v. homonationalism and racism, and vi. designed ethnocentrism. In the third section, I will point to the general tendencies across the themes, reflect on the limitations of research on queer migrants and digital culture, and put forward a number of propositions to help advance this research. I will conclude the chapter by arguing for the broader importance of research on queer migrants and digital culture

DMM09 - Representing difference

PP 739 Journalism for social change against hate speech: Analysis of Spanish alternative media

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This research locates, tracks and analyses good communication practices on Spanish alternative media that enable the transformation of hate speeches on two specific themes: immigration and Islam. Three theoretical axes are used to support the analysis. First, Communication for social change (Tufte, 2015) and Peace Journalism approaches (Lynch, 2015) are revisited. That means the development of alternative narratives that enable the transformation of any type of cultural violence (Galtung, 1990) present in media speeches. Secondly, the contributions made by Holt, Ustad y Frischlich (2019), Atton (2002) and Guedes, Cammaerts and Carpentier (2008) about "alternative media" are included to refer to those media founded as of 2012 in Spain that are proposed as independent journalistic projects that claim to make a rigorous and committed journalism with social values. Finally, we appeal to the concept of "hate speech", coined by Matsuda (1989), to refer to those narratives "which spread, incite, promote or justify hatred, violence and discrimination against a person or group of persons for a variety of reasons" (ECRI, 2019).

In this way, four media are selected for the study: _La Marea_, _El Salto_ and _Contexto y Acción_, all of them created as of 2012. It should be noted that the development of the 15M movement became fundamental for the foundation of new media, since it staged that social change is possible, also in communicative terms. It is based, thus, on the following research questions: do the selected media, founded as an alternative to the traditional Spanish press, develop transformative communication practices against hate speech? What are their characteristics? In this way, this research aims to be a contribution to the study of alternative Spanish media, given the limited literature on these.

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PP 742 #MigrantCaravan on Instagram: Opinions on immigration and media literate persuasion strategies

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Media literacy and its different approaches to critical thinking in the digital ecosystem have always aimed at responding to the complex task of navigating digital ecosystems. This multidisciplinary discipline has also been connected to a more meaningful civic participation and engagement (Aufderheide & Firestone, 1993; Hobbs, 2010; Mihailidis, 2014). Moreover, media literacy skills have been assessed from an exploration of the characteristics of behaviors people engage in within social networks (Ahn, 2013).

In recent years, media literacy has been regarded as the answer to the current pervasiveness of dis- and misinformation (Cooke, 2018). Through the advancement of training that involves the recognition of reliable sources, fact-checking strategies and critical thinking, relevant stakeholders have placed this and other related literacies at the center of the solution to current information issues. Yet, danah boyd (2018, March) has questioned whether current approaches to media literacy can effectively respond to the complex issues presented by the media environment while including various societal viewpoints.

Furthermore, and in response to boyd's observations and argument, Bulger & Davison (2018) described new ways in which media literacy can adapt to digital media and include several enlightening studies on the effects of media literacy in different aspects of civic life, citing a study by Kahne & Bowyer (2017) that found that evidence-based posts are more often assessed as accurate by media literate individuals. These findings imply that characteristics of posts related to their perceived credibility, such as their evidence-basedness, —understood here as a post where content credibility is established through the use of different types of evidence— is a significant feature that should be considered. Moreover, it could be argued that the type of evidence used by posters advancing opposing opinions is also an important aspect to observe.

This paper is part of a larger qualitative study looking at the representations of characters and communicative strategies used in Instagram. It was conducted in an initial sample of 645 messages containing the #MigrantCaravan and #CaravanaMigrante hashtags collected in December, 2018 using Netlytic, during a peak of media interest in this human mobility phenomenon in the Mexico-US border. The explicit opinions of posters were coded using Atlas.ti to assess the persuasive strategies utilized to present and push a pro- or anti-immigration agenda in this highly visual platform whose users —aged 18 to 24— are very significant in democratic terms as first and second-time voters (Perrin and Anderson, 2019).

An interesting finding related to the use of persuasive strategies is the reliance on discourse that suggests media literate content to advance opposing opinions on specific events and viral images. The establishment of credibility in some of these messages is attained by using sources that contradict what has traditionally been considered a reliable source but explicit promotion of critical thinking is present. In this case, two representative examples were analyzed that reflect new and polarizing ways in which messages related to immigration are conveyed and the implications of these strategies for future media-literacy based solutions to dis-information and polarization.

PP 740 Do denominations of people on the move have the same meaning on Belgian French- and Dutch-speaking Public evening news?

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The aim of this article is to understand how denominations participate in the construction of a social issue such as immigration in the prism of television news. Denominations are the main condition for social phenomena to exist, as they rely on discourse and not on material reality (Kaufmann 2006; Searle 1995). According to Siblot (2001) naming social phenomena depends on the point of view taken by the speaker and is always a choice. Moreover, language can be conceptualized as a form of "social practice" (Fairclough & Wodak, 1997). "Describing discourse as social practice implies a dialectical relationship between a particular discursive event and the situation(s), institution(s) and social structure(s), which frame it: the discursive event is shaped by them, but it also shapes them." (Wodak & Busch, 2004: 108).

This research focuses on media discourse because the media play an important role in mental representations as it constitutes an important knowledge among others about many issues, contributing to the "common sense" understanding of the world (d'Haenens & Mattelart, 2011: 237). The so-called "refugee crisis" has also received a huge media attention in Europe (Chouliaraki & Zaborowski 2015; Berry et al., 2016) and in Belgium (e.g. De Cock, Sundin & Mistiaen, 2019). All these studies focus on newspapers. Given the difficulties associated with gathering TV news items, less studies focus on TV coverage of the "crisis". Contrary to other European country, there is no _Belgian_ coverage of the situation. Indeed, the Belgian media landscape is divided between a Dutch-, French- and a much smaller German-speaking community, which harbour different journalistic traditions (Jacobs & Tobback, 2013: 408; Raeymaeckers & Heinderyckx, 2018: 14). For these reasons, Belgium seems an excellent case study to tackle this research question, namely, how media denominations participate in the construction of a social issue such as immigration?

To explore it, an exhaustive corpus composed by evening news items was collected, in both French- and Dutch-speaking communities of Belgium. For each community, Public Broadcaster is analysed (_La Une_ evening news broadcasts for the French-speaking community and _VRT_ evening news broadcasts for the Dutch-speaking community). The corpus spans from March to October 2015. The analysis combines (Critical) Discourse Analysis ((C)DA) and Corpus linguistics (CL), as they complement one another. If DA provides the conceptual and theoretical frameworks to analyse discourses, CL is used to "provide a 'map' of the corpus, pinpointing areas of interest for a subsequent close analysis" (Baker et al., 2008: 284-285). Indeed, the use of a software (TXM) allows to go from the unit studied to the co-text and to the whole news item when it is needed keeping "a higher degree of objectivity" (Gabrielatos & Baker, 2008: 7). At first glance, the repertoire of common nouns in each sub-corpus seems similar but differences lie in the frequency of denominations used to qualify people on the move but also in the collocations that construct their meaning. The way people on the move are named, portrayed and categorized affect their future but also the reception of the communication itself.

PP 738 Discourses about migrants, asylum seekers and refugees: Are they "threats" or "opportunities" for Turkey

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Turkey has become a country of transition for international migratory movements. Especially the civil war in Syria (2011) dramatically influences the number of asylum seekers and refugees. According to UN Refugee Agency's data, 3,5 million Syrian refugees live in Turkey. Consequently, the migration debate has gained importance in Turkey's political, public, and media agendas with different discourses and narratives. Mainly, migrants are represented as victims, criminals, threats to the national economy, or an opportunity for a higher hand in international negotiations. The project's main objective is to study the discourses and narrative blocks on and about international migration circulating in the public sphere of Turkey. This research is a part of the project named "Political and Social Conceptualization of International Migration in Turkey: Discourses on Migrants, Asylum Seekers and Refugees, Fuzzy Cognitive Maps, and Narratives of Migration" (119K256), which is funded by national fund TÜBİTAK 1001 and aims to reveal the discourses and representations produced about and against migrants by using both qualitative and quantitative methods. The first step of the research that is expected to be presented at the conference implies analyzing the discourse and narratives of civil society organizations operating in the field of migration through in-depth interviews and website content analysis. For this reason, a semi-structured in-depth interview will be held by one representative of each 13 CSO situated in different cities. Then, discourse analysis will analyze all textual materials to discover the diversification about and between Migrants, Asylum Seekers, and Refugees discourses due to the recent social and political transformations. According to Land (2009), the Internet can engage broad audiences in human rights advocacy: sharing, aggregation, and collaborative production (Land, 2009). Consequently, it is essential to analyze the corporate website disclosures of CSOs by an evaluation form. According to Kingston and Stam's (2013) research which comprehends an analysis of the 100 selected websites of human rights NGOs, most human rights NGOs engage in supersize activities by commonly adopting traditional methods of activism. CSO's websites will be classified by their identity, interactivity, engagement, etc., aiming to reflect their content production, their advocacy level, activist practices, and donation politics in their communication strategies. Do CSOs use the Internet to organize and/or encourage public protests? Are they engaging in activities to change negative narratives about migrants, asylum seekers, and refugees? Do they focus on activist practices or information-related content? Do they position themselves as a reflection of dominant state discourses? How do they create web content for their strategic purposes?

DMM10 - The techno-politics of migration

PP 770 Between precarity and resilience: Exploring technological appropriations in the context of Venezuelan forced migration in Brazil

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Since 2015, according to UNHCR, four million Venezuelans have fled hunger, violence and hyperinflation in their country. Official statistics estimate that, by the end of 2018, 160.000 migrants from Venezuela have applied for asylum in Brazil. International, regional and local humanitarian assistance in these contexts has been crucial to providing refugees with food, shelters, and medical support (Garcia de Oliveira, 2018), especially considering the lack of employment opportunities and precarious conditions in the host country. These challenges are reinforced by refugees' inability to sustain continuous and reliable digital access and connectivity.

For Venezuelan refugees settling in Brazil, challenges linked to (a lack of) digital accessibility and connectivity among this population could mean they experience greater barriers to maintaining and expanding social relationships, as well support needed to foster their participation in the economic activities of their new community. The deployment of digital technologies has been consistently emphasized by government and humanitarian organizations as crucial to promoting refugees' self-reliance and well-being, as well as to implementing innovative solutions to address the refugee challenge (Easton-Calabria, 2019; UNHCR, 2016). Despite the importance of digital media to support and implement innovative forms of refugee assistance in different contexts (Sandvik, 2017), these technologies are also increasingly being used as an instrument of power that install new inequalities and undermine the real needs of displaced people on the ground.

Inspired by constructivist approaches to studying technology appropriation in forced migration contexts, this paper explores the socio-technical barriers to digital media use among Venezuelan refugees in Brazil and how they are building resilience to overcome these obstacles daily. In this study, we draw on Wall et al.'s (2017) concept of _information precarity_ and spatial imaginaries frameworks to examine refugees' digital experiences in the city of Boa Vista (Brazil), as well as of those actors working in international agencies, non-governmental organizations, religious entities and universities. Broadly defined as "mental maps representing spaces to which people relate and with which they identify" (Boudreau, 2007, p. 2596), spatial imaginaries allow us to analyze underlying positionality and power dynamics in technology adoption and production from different perspectives (Graham, 2015). Specifically, we aim to shed light on the socio-technical factors leading to information precarity and resilience in the context of Venezuelan forced migration, while looking into the role of digital governance infrastructures and practices in facilitating, managing and controlling refugees' technology adoption.

A combination of quantitative and qualitative approaches was used in the data analysis, including surveys, focus groups and observations, as well as primary and secondary sources. Overall, findings revealed information precarity among Venezuelan refugees is motivated not only by limited (or the lack of) access to devices or connectivity -as a consequence of their socioeconomic vulnerability- but also by limited ability of refugee services providers, host communities to create dynamic, broad and reliable ICT-enabled communication and information practices. Information precarity has also led to the emergence of digital infrastructures and services of exploitation primarily implemented and managed by private stakeholders.

Keywords: Information precarity, Venezuelan refugees, spatial imaginaries, resilience, digital practices

PP 769 Im/mobility, aspiration and capability: Exploring China's internal migration landscape and its relationship to technology

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The emerging field of digital migration studies is characterized by rapid changes and fluctuations, shaped by the social conditions and lived experiences of migrants and the continuous development of digital infrastructures (Leurs & Smets, 2018). These ongoing transformations in the field are increasingly providing important opportunities for a more thorough understanding of the spatial and sociocultural aspects of migrants' digital practices across borders and boundaries in diverse contexts.

More and more Chinese elderly are migrating temporally and seasonally like Houniao (snowbirds), called snowbird migration, which is also referred to as lifestyle migration (Benson & O'Reilly, 2009). Studies typically emphasize the relationship between digital media and snowbird migration in the Global North Countries (Craig, 1992; Smith & House, 2006; Bjelde & Sanders, 2012), with less emphasis being placed on the nuances of the Global South and the intersection and the reconstruction of the elderly Houniao's everyday practices, experience, and identities (Chen & Bao, 2020).

Placemaking is defined as how humans transform spaces into socially relevant and meaningful places (Paulsen, 2009; Schneekloth & Shibley, 1995; Alencar, 2020). This notion links technology and place both physically, socially, and digitally. Scholars further pointed out that advocacy of a life-course approach to the study of ageing in a migratory context enables mobile communication, ageing, and space/place to be captured as 'entwined-becomings' (Schwanen et al., 2012).

Using ethnographic methods and data derived from fieldwork conducted with 30 elderly participants who migrated (temporally) to Southern cities through in-depth interviews and participant observation between September and November 2020 in Sanya, China. We argue that social and cultural practices are the main strategies of the elderly's placemaking. Reported by several informants that the wide application of ICTs like the health code (Jian Kang Ma) during the COVID pandemic adds extra burden and difficulties, causing many elderly Houniao to cancel their migration trip, causing the drop of Houniao amounts this year. Finally, smartphones have been widely used by the elderly in diverse scenarios of their daily life, e.g., online shopping and games, digital payment, transport, communication with family and friends, etc. Their income (pension), social status, occupation, and education level vary greatly. There are also big differences in accepting and proficient use of ICTs and smartphones. Thus, digital technologies, somehow, could cause new structural inter-group inequality, reinforce certain stereotypes, and various types of (im)mobility.

Conclusion

Moving beyond the 'global north' intersectional context of ageing and migration and echoing the so-called 'spatial turn' (Sampson & Gifford, 2010), by looking into the concept of placemaking, the present study investigates the roles of information communication technologies (ICTs) in the place-making practices of the Chinese Houniao community. This study also provides a means of materializing the agency and subjectivities of these elderly people and deepen the intersectional understanding of ageing, migration, and digital technologies in the 'Global South' contexts.

Keywords: Internal migration, digital technologies, placemaking, ageing, mediated mobility.

PP 768 Historicizing migration infrastructures as technology testbeds: Tracing colonial and fascist genealogies

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Focussing on media and technology, this paper offers a historicization of migration infrastructures. As a critical concept, migration infrastructures enable scrutiny of commonly black-boxed migration governance processes, however their histories remain relatively uncharted. Across the world, contemporary so-called "migration crisis" situations are increasingly sought to be disrupted through technologically-driven interventions. Public-private partnerships resulted in a proliferation of technological innovation which rendered camps and borders across the world into experimental laboratories. Experiments include biometrical identification; refugee camps running on blockchain; personal funds allocation through mandatory iris scan identification; micro-expression lie detectors at the borders. Although contemporary migration infrastructures are distinctively situated in history, geography and geo-politics, they do not come from a void. They built on previous developments and innovations.

Through archival research, we trace techno-solutionist imaginaries underlying migration infrastructures. Situated contexts of historical forced migrations in 20th century Europe showcase genealogies of infrastructural practices and discourses of "managing" refugees in time and space. In camps, such imaginaries manifest in architecture, showing a filiation of barracks deployed in concentration camps and later on refugee camps; as well as in deployed media infrastructures, which control communication within the camp, but also the residents themselves, e.g. through stamp cards, or other cruel documenting practices, enabling categorizations, identifications, resource distribution and biopolitics, often embedded in colonial and fascist imaginaries of "social hygiene". Such genealogies show how the testing and employment of specific technologies not only has considerable historical roots, but also how technologies of migration infrastructures are historically entangled with imaginaries of othering forcefully mobilized people in time and space in order to legitimize the deployment of certain technologies as humanitarian solutions.

Thus, we draw parallels between contemporary migration infrastructures as technology-test beds and the colonial and Holocaust eras, where controlled populations and lands often effectively became technological laborotories resulting in dehumanization and resource extraction. Tracing imaginaries around "solving and managing migration crises" shows how media technologies became infrastructural tools for migration governance. Here, a critical infrastructural lens can scrutinize historical parallels between contemporary migration infrastructures and colonial body-branding and fascist biometrical technologies of categorization, ranking, subjugation, disciplining and extraction.

EMS01 - Truth, bodies and precarity in UGC journalism

PN 044 Twitter as flesh witnessing

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Digital platforms, such as twitter, have been hailed not only as a new chapter in conflict reporting but also as a turning point in the power relations of news production, as they enable ordinary people to put forward their own testimonies from war zones and so to 'deeply affect the news, in which the margins grow in power to shape the center' (Russell 2011: 1238). Questions, however, arise: to what extent are twitter testimonies of civilians incorporated in Western news platforms and how are they articulated with the professional witnessing of journalists? How do twitter testimonies of civilians portray the suffering of war and how, in so doing, do they contribute to the transnational institutionalisation of empathy? In other words, which forms of responsibility and action do twitter testimonies of civilians make available towards the suffering of civilians? It is these questions I explore in this paper. In doing so, I also offer a theorisation of civilian testimonies as "flesh witnessing", a form of witnessing that thematizes the fragility of mobile phone users' bodies as they tweet from within contexts of risk to life.

PN 043 Personal digital archives of young refugees: challenging representations of refugeeness?

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During the so-called European refugee crisis (2015-2016) there was strong journalistic attention for refugees arriving in Europe carrying smart phones and taking selfies. Now that the refugee selfie hype has subsided, this article explores whether the user generated content stored on smartphones may become resources for differently perceiving, narrating, and representing the affective spatialities of migration. Most publics "have a strong visual sense of what 'a refugee' looks like" (Malkki, 1995, p. 10), but little is known about the gaze of refugees, what do they chose to see and how do they self-represent themselves? What content do they generate and store in in their portable, personal digital archives they carry in their pockets? This study draws from fieldwork conducted between 2016 and 2019 including in-depth interviews with 42 young refugees in the Netherlands and smartphone archive elicitation activities. The following emergent patterns are made to speak back to critical theory: memories of previous everyday life; suffering and traumas of war and displacement; refugeeness, inclusion, isolation and exclusion; mimicry/normalcy of new everyday life. Beyond the case-study of the refugee smart phone archive, this article seeks to conceptualize the politics of affective representation of the smart phone as personal digital archive.

PN 042 Challenging the Ethos of Witnessing: Livestreaming Terror Attacks

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Over the past decade, actors involved in conflicts have recorded unfolding events and disseminated their witness footage to, potentially, a worldwide public. As the latest off-spring of this development, terrorists live stream attacks via social media, for instance in Halle, Christchurch, and Poway in 2019. This paper explores how terrorists live streaming confirms and contests the ethos of witnessing. On the one hand, they carry out digital witnessing as embodied crisis communication under conditions of risk to life (e.g. Chouliaraki 2015, Mortensen 2015). Moreover, terrorists live streaming exemplifies how witnessing carries a truth claim and pushes the limits of the public's mediated access to violent events. Attacks are transmitted via live streaming in a seemingly unpolished and non-curated form. On the other hand, live streaming severely contests the normative underpinnings that witnessing carries strong emotional and moral pleas. It thus challenges how we think of the digital witness in relation to key notions of truth, suffering and trauma, as witnessing has traditionally been perceived as the obligation of individuals believed to be on the right side of history (e.g. Felman & Laub 1992, Peters 2001).

PN 041 Shared Precariousness: Veby Mega Indah and the #Eye4HK Campaign

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In late September of 2019, a journalist named Veby Mega Indah was covering the protests in Hong Kong for the Indonesian-language Suara Hong Kong News, when—very suddenly—a projectile hit Indah in her right eye. The shot, which Indah said was an intentional attack by the police, permanently damaged her sight. Major news organizations around the world reported on Indah's injury, not least because her attack was captured on video. Not only did this video, and subsequent images, of Indah wearing an eyepatch, flood the mainstream media sphere; images of Indah also surfaced on social media as part of the #Eye4HK campaign.This paper conducts a critical textual analysis of Twitter and Instagram posts associated with the #Eye4HK campaign, as well of the mainstream, English-language news articles covering both the campaign and Indah's injury. In doing so, I explore the growing interpenetration of "professional" journalistic content and user generated content. I also show that these various media representations of the Hong Kong protests were focused less on "verifiability" and more on the embodied precariousness of both the journalists and the protesters documenting the violence in Hong Kong.

FIS01 - Approaches to Film Analysis

PP 049 Narrative actions manage viewers' eyeblink rate regardless the style of edition

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Neurocinematics offers new ways to approach film studies. From the junction of neuroscience and communication science, films can be studied from a new perspective. One way to make this approach is through viewers' eyeblinks. When watching a film, we are constantly making unconscious decisions about when is the appropriate moment to blink. According to literature, blinks denote levels of attention. An increased number of eyeblinks denotes a decreased level of attention, and vice versa. We presented three movies with the same narrative content but different styles of edition and recorded participants' (n = 40) eyeblinks using electromyographic recording procedures. We found that, regardless the styles of edition, there were moments during which viewer's eye-blink rate decreased or increased. We have analyzed, studied, and compared with previous publications, the narrative contents that increase or decrease viewers' levels of attention, based on their eye-blink rate. According to our results, and those from other authors, the absence of characters in scene provokes an increase of viewers' eyeblinks. In accordance, whenever the main character leaves the scene leaving an empty space, viewers decrease their level of attention by increasing the rate of their blinking. Repetitive actions also have this impact on viewers. On the other hand, we found that actions with uncertainty in the narrative content decrease viewers' eyeblink rate, increasing the level of attention that they pay to that content. Previous studies had found that the style of edition in which a narrative is explained affects viewers' eyeblink rate. According to those previous works, chaotic and non-organized edition decreases viewers' eyeblink rate, while, on the opposite side, the absence of cuts in one-shot scenes increases viewers' eyeblinks. One of the most interesting outputs of this research is that it seems possible to create patterns of narrative content in films to manage viewers' attention. Those patterns regarding the content would be effective regardless the style of the edition of the creations. Further research for detecting and listing those actions would be very useful for script writers and media producers, and for the film industry in general.

PP 048 ERD/ERS analysis of the shot change by cut in films

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The cut is one of the most researched aspects throughout the history of cinema. Several proposals have been made to explain the cut event from different theoretical approaches, such as the psychologists or structuralists. The emergence of the neurocinematics (Hasson, _et al._, 2008) and the ecological cognitive cinematographic theory (Anderson, 1998) propose approaches to explain the nature of the film through biometric measurements focused on the cognitive human system. From this theoretical approach, specifically from the ERD/ERS EEG study, we can obtain information about how the cognitive system reacts to the cut event and review the cinematographic theory. In our research we recorded the EEG signal using 32 electrodes placed broadly on the scalp of 21 subjects while viewing 4 film fragments: _Bonnie & Clyde_, _The Searchers_, _Whiplash_ and _On the Waterfront_. The fragments have different aesthetic and editing styles.

The results obtained shows that several electrodes shows excitation in Theta band. In the first 125ms after cutting, neuronal excitation was found in the parietal area with slight left lateralization and in the central Occipital area. After this excitation, at the time between 250 ms and 375 ms, neuronal inhibition are located in frontal and central right and in left parietal.

The fact to find activity in the Theta rhythms after the cut coincides with the existing literature on experiments with fMRI. In these investigations the cut is directly related to the hippocampus activity (Ben-Yakov & Henson, 2018), which in the EEG is reflected through Theta band. The activity of the hippocampus is directly related to memory processes and spatial encoding among other topics.

Theta rhythms in the parietal area are directly related to the visuospatial working memory (Wolinski, Cooper, Sauseng, & Romei, 2018). The fact to obtaining a clear activation in the parietal zone for Theta rhythms after cut allows to relate the results to Burch's theory about spatial _decoupage (Burch, 2004)_. For Burch, the filmic space is generated through the articulation of spatial fragments referred in each shot. In this way the editing is responsible for the conformation of the filmic space through the spatial articulation by the shot change.

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PP 051 Possible worlds, technologies of the self and engagement in Cinema: The use of diaries in modern films

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From its beginning as a literary genre, personal diary has shared a great deal of features with the essay (Timothy Corrigan). The most conspicuous example are the Montaigne's writings, where the sixteenth-century author recorded his daily activities to analyse them over time. The seventeenth century diary of Samuel Pepys exerted a remarkable influence on the diary as essay in the late eighteenth and early nineteenth centuries. Thus, the genre developed towards the editorial genre of the rapidly expanding press. With the advent of cinema, some pioneers like Dziga Vertov, reappropriated of the cultural form of diary for the cinema environment. The artwork of "Man with a Movie Camera" begins with the concise title: "an excerpt from the diary of a cameraman". In his analysis of Classic and Modern Cinema, András B. Kóvacs underlines that "the idea of the film as personal self-expression or personal diary is the lowest common denominator of the French new wave". Truffaut, Goddard or Malle unfolded a naturalist film style to support the inherent subjectivity associated to the personal diary, both in the way of acting and in the camera movements.

This text examines how Modern Cinema has used the personal diary for the construction of the fictional character and its relationship with the engagement of the publics. Films by Robert Bresson (Pickpocket, 1959), Martin Scorsese (Taxi Driver, 1976) and Paul Schrader (Light Sleeper, 1992) are taken as cases of analysis.

We employ a comparative methodology based on content of the film texts considering mainly two dimensions of the personal diary: as technology of the self and as stimulus to generate possible worlds. The personal diary may work as a technology of the self (Foucault) to contribute to the construction of the social persona. In that regard, the diary illustrates the idea of reflexivity coined by Anthony Giddens to characterize the concept of modern identity. On the other hand, the diary may be a tool to widen the imagination of alternative identities and worlds.

The results indicate that the depiction of personal diaries in films may increase the public's engagement with fictional characters through feelings of empathy and appealing to the moral judgement of the viewers. Consequences for future developments are considered.

PP 050 Gender, narrative structure and identity in classic and modern cinema

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Although there are important works comparing modern and classic cinema (András B. Kovács) in which the issue of structure is pointed out and, on the other hand, many studies deal with the representation of masculine identities in cinema (Brian Baker; Steven Cohan & Ina Rae Hark), there has been little discussion on the relationship between the construction of masculinity in film texts and the way in which the structure of the films is crafted. We draw attention to the transition from the classic Hollywood drama to the modern or existentialist tragedy characterized by the disorder of the self and a more disorganized plot. In fact, modern identity has to do with the potential of the subject to tell himself his/her own story. When the main character loses his story's structure and the sense to attribute meaning to that story, he suffers an impact on his identity. "We and our audience shape our memories by the stories we tell" (Shanck and Abelson).

With this in mind, we hypothesise that the male characters in modern cinema has gone astray part of his masculine identity at the same time that they appear to be lost within the plot. Both of these features would seem to reinforce each other from the public's point of view. We explore throughout a content analysis a sample of films which set out this problem, looking for the solutions given.

We found two principles types of films related to the issue: those that present characters who recuperate their sense of maleness or reconcile with themselves and others more existentialist that highlight the total absurd of life. In some of these films, the plot begins in a classical way, establishing a problem which functions as a hook for the public. This problem, symptomatically, has to do with the search of a girl or a woman. But in the course of the plot, this problem vanishes and the central issue happens to be the meaning of the search itself as an existential concern. As Elisabeth Bandinter has claimed, the traditional male archetype must have got a woman to become a fully man. Thus, to lose his woman tantamount to mislay his story and identity.

FIS02 - Contexts in Contemporary Film Studies: Criticism, Reception and Historiography

PP 146 Cinema Eco System: Reflections on building an open access data platform for cinema history in Belgium and its contribution to film historiography

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Presenting a new project on sharing film historical data sets in Belgium (CinEcoS/Cinema Belgica, 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 these data, on open access, on collaborative and comparative work, and on deontological 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 Cinema Belgica 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 to other initiatives in Europe and beyond, and finally reflect upon its methodological implications for doing (comparative) new cinema history research. The background of the Cinema Belgica project is that *film historiography* was traditionally focusing 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."[1]

We claim that the Cinema Belgica 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 20th century? 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 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,...).

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PP 144 Queering and film criticism of the movie "Boi Neon" (2016), by Gabriel Mascaro

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The term Cinema Queer is frequently used to refer to LGBT themed films. According to Portuguese theorist António Cascais, the limited and mistaken understanding of the term allows "works of art that somehow address the genre and sexuality from a queer critical perspective, remain truly opaque and unintelligible to (cultural, art) criticism. The Brazilian Theorist Richard Miskolci (2012), claims that even homosexuals can enforce gender norms. In this sense, not every LGBT movie will be Queer (and vice versa). Therefore, cinema Queer can be directed to films about heterosexual relationships, provided that, from a deconstructive. Considering the relevance of film criticism as a means of information and the spread of knowledge about the seventh art, it is pertinent that critics deepen their perception of queering, allowing their readers to access texts closer to the complexity of the theme. Reflecting Queer / Quering in Cinema becomes urgent and necessary so that the concept of Queer Cinema can be extended to include a wider range of films. Based on Queer Studies we will do a Screen Ethnography of the movie Boi Neon (2016), by Brazilian filmmaker Gabriel Mascaro, extended to critics in Brazil and Portugal. Our objective is to reflect on the queer understanding in the film critique of the sites Público, C7nema, À pala de Walsh, from Portugal, and Carta Capital, Folha de São Paulo and Omelete fram Brazil. This article is part of one of the chapters of the PhD Thesis of research that is being developed in the Doctoral Media Arts program of the University of Beira Interior.

Keywords: Boi Neon; Queer Cinema; Queering; Film criticism;

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PP 143 The domestic films of Silvino Santos and Agesilau de Araújo (1922-1929): A cross-Atlantic perspective on the 1920s film culture

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Portuguese-Brazilian filmmaker Silvino Santos (1886-1970) is best known for his two films on the Amazon region: _No País das Amazonas_ [_In the Land of the Amazons_] (1922) and _No Rasto do Eldorado_ [_On the Trail of El Dorado_] (1925). The two pictures offer variations on the expedition film genre and have been analysed and discussed mostly in relation to geographical exploration, nation building, regional identity and (imperialistic) modernity (e.g. Souza 1978; Costa 1996; Martins 2007; Morettin 2011). By contrast, Silvino's domestic films – made in Manaus, Lisbon and northern Portugal with the Araújo family, at whose service he had been employed – have never merited much attention. Scholars have mentioned this work, but only to set it apart from Silvino's 'more serious' documentaries. In this paper, I argue that the line that separates the two sets of works is thinner than might appear. Both were made in the twenties, in a manner that challenges predetermined boundaries between domestic, industrial, amateur and professional practices. A close reading of the domestic films also reveals affinities (e.g. in structure, tone and themes) and overlaps with the Amazonian films. In the end, drawing on a non-media-centric approach to media that is aware of the risks of methodological nationalism and hagiographical historiographies, I consider how the domestic films made by Silvino Santos and Agesilau de Araújo on both sides of the Atlantic can help us to better understand the intricate cultures that were taking shape around film in the 1920s, when cinema was clearly on the rise, but its nature and status was as ambiguous as ever.

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PP 145 Cartasvivas: From epistolary literature to filmic memory of women's history in Spain

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Cartasvivas (Livingletters in English) are voices from history. They are snapshots of women's memory. Cartasvivas is a collaborative research and innovation project in the field of Film Studies between the University of Exeter (UK) and the University of Barcelona (Spain) that has developed a free-access online testimonial filmic library promoting memory of relevant but unknown women in Spanish history. This project recovers the private history of relevant thinkers through the words they wrote with their own hands on letters which are, most of them, currently unpublished and that we have recovered from several archives along Europe. Cartasvivas stems from the rampant interest in getting to know women who played an important role, both positive and negative, in the tense 20th century, or who actively lived the social and literary avant-garde in Spain. Cartasvivas shows relevant contributions and contradictions, lights and shadows. So far, Cartasvivas has brought to live six Spanish and Latin-American women: Hildegart Rodríguez (a sexual reformist), Carmen Laforet (an award-winning novelist), Pilar Primo de Rivera (a falangist politician), Mercedes Pinto (a divorce activist and journalist), Teresa Willms Montt (a rebel poet), and Federica Montseny (an anarchist politican, and first woman to become minister in Europe).

In this communication we present the methodology that we have followed to move from the epistolary literature these women generated while alive, to the production and dissemination of triads of filmic capsules in which significant Spanish actresses portray them using experimental narratives. Directed by Paula Ortiz, director of Chrysallis (2011) and The Bride (2014), the capsules of Cartasvivas combine testimonial film remnants and walk on the edge of documentary cinema, generating an innovative device that translates the speeches and reveries of these unknown women to the nowadays audience, activating a form of audiovisual memory that straddles in the border of history. Cartasvivas, in addition, is an innovative teaching project, as every capsule is produced and edited by university students working horizontally with their professors, who mentor and monitor their tasks. Cartasvivas has allowed both students of Media Studies (in University of Barcelona) and of Spanish Studies (in University of Exeter) to work in a real scenario project while learning and debating about film production, history and memory studies.

FIS03 - (Re)building cultural memory through cinema: Reception studies in Mozambique and Portugal

PN 106 (Re)building cultural memory through cinema: audience studies in Beira (Mozambique)

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Debates about the 'legacy' of colonialism have been unfolding around the world. Such debates have showed the urgency of decolonising cultural memory, in general, and the school curricula, in particular. Previous studies have brought to light the persistence of Eurocentric practices embedded in institutional cultures, both in former colonizer and former colonized societies. In this paper we present a research that aims at analyzing the meanings, discourses and practices of decolonisation of the field of history and citizenship education in Mozambique, a former Portuguese colony which gained its independence in 1975. Mozambique is a multilingual country, where different African, Asian and European migration flows have been contributed for its rich cultural diversity but also arose huge socioeconomic and cultural divides. The country has inherited an extremely difficult situation from the colonial past, and today it still facing socioeconomic inequalities and huge illiteracy rates, especial in rural areas. How young students think about the Mozambican history and the future of the nation? How they perceive the challenges posed by cultural diversity? How History education at school integrates the oral history, the press and cinema? How the different sources of historical knowledge contribute for the (re)building of a more inclusive and diverse cultural memory? Having in mind these questions we conducted a series of focus groups with secondary school students at Beira, in Sofala province, Mozambique. In these focus groups students were confronted with different stimulus-materials and invited to critically engage in a conversation about the past, the present and the challenges for the future of Mozambique. Four types of stimulus-materials were used in different focus groups: textbooks (a page about the colonial past from a current Mozambican textbook and a page from a Portuguese textbook); press (two short news about how the colonial past is portrayed in Mozambique and in Portugal); and cinema (excerpts of two recent feature films about the colonial past and present-day intercultural relations, a Mozambican and a Portuguese one). The stimulus-materials were presented in a counter-balanced order: in half of the focus groups students are confronted first with Mozambican stimulus-materials ("ingroup vision") and after a discussion of these materials, they are confronted with Portuguese stimulus-materials ("outgroup vision"); and in the other half of the students are first confronted with a vision of the former colony (outgroup) and then a vision of their own ingroup. In this paper, we examine how the students make sense of the colonial past, how they perceive Mozambican history and rebuild cultural memory, and how they envisage the future. The results will be discussed in line with the challenges to achieve the decolonization of the knowledge.

PN 104 Memories of resistance and violence: interpretations of 48 and A memory in three acts

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Within the framework of the Portuguese dictatorship of the twentieth century that spread over 48 years, the political police persecuted their dissidents, both in the mainland and in the empire's African colonies, having in the exercise of torture, one of the most systematically employed methodologies on detainees. Like the many political police in authoritarian regimes, the Portuguese state police imprisoned, tortured, and killed citizens considered ideologically subversive.

48 (2009) by Susana de Sousa Dias and *A memory in three acts* (2016) by Inadelso Cossa are two feature-length documentaries by two award-winning filmmakers. From different generations and different countries (Portugal and Mozambique), with equally distinct styles.

In *48*, the director Susana Sousa Dias starts from archival mugshots of PIDE prisoners, confronting them with these images, thus constructing a cinematic narrative based on dual imagery. Each photograph is a portrait capable of storing feelings and sensations experienced at the moment of their capture.

These films serve as a starting point for reflective journeys and discoveries whose meaning comes from a return movement of the characters. In *48*, the director allows ex-prisoners to rescue the past, through the memory of each actor, while confronting them with their mugshots. Also, on a second level, to turn these photographs into witnesses for the public. *In A memory in three acts*, Inadelso Cossa gives voice to those who were silenced during the regime or who had resisted in the underground. Former political prisoners went back to the places where they use to be tortured, in order to meet their ghosts, and rebuild their memories of torture.

These films overlap ex-political prisoners and their oral testimonies. How can students interpret those narratives and images? The multiple voices, female and male, Portuguese and Mozambican? What references are applied when students talk about the dictatorship and colonial past? What are their sources of information and frames of memory? In this paper, we focus on the phenomena within, between, and around films that have the power to (re)produce and (re)shape cultural memory.

PN 105 Cultural memory and space in "Night Lodgers" and "Grande Hotel" films

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This proposal aims to enlighten the role of film as a mean of cultural and visual memory, and its role in the (re)shaping the relation between human beings and space. Through two films that focus on the Grande Hotel Beira – a hotel built during the colonial period in Mozambique – we aim to analyse the way cinema configures the relation between audience and the filmic imaginary: Night Lodgers (2007) directed by Licinio de Azevedo (a Mozambican filmmaker) and Grande Hotel (2010) directed by Lotte Stoops (a Belgian filmmaker). Both films speak to a post-colonial universe and summon a plurality of sights in the setting of the imaginary: the recollections of the past by characters, their present experience, the way they look at their future. The Grande Hotel Beira, founded in 1955 in the city of Beira, capital of Sofala province, was originally part of a touristic region, and, subsequently, an object of colonial propaganda. The hotel was functional until 1974 and was then used as a military base in the Mozambican Civil War. Currently, it is home to over 3000 squatters.Both Night Lodgers and Grande Hotel are about the residents' daily lives. But how do these films relate themselves with the audience? What memories do they load? The memories from the colonial period? The memories of the Mozambican Civil War? The subsequent forced dislocations?In parallel, we seek to analyse the way the distinct creative and technical aspects of both films intervene in the relation with the audience – for example, there is not a single use of voice-over in Night Lodgers, nor does the film concerns about other people besides its inhabitants; but Grande Hotel makes a considerable use of voice-overs, including the white people that used to live in Mozambique, and that recall with nostalgia the period when the Hotel worked as a symbol of imperial power. It is also important to note that Grande Hotel uses archive footage, in contrast to Night Lodgers, that concerns exclusively with the present-day life of the residents of the hotel.In what way do these creative and technical characteristics interfere in the audience's perception of the films?

PN 107 (Re)building cultural memory through cinema: audience studies in Braga (Portugal)

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History is a central ingredient in the construction and maintenance of the imagined community of a nation. The past, not only the colonial past – but intimately connected to it – collective events considered significant (eg. the "Discoveries") were selectively incorporated into the imagery of Portuguese society, helping to shape identities and visions of the world. These historical charters were used in an instrumental way, determining identity strategies, visions about migrants and, consequently, how the population relate to the 'Other'. Each culture elaborates a repertoire of interrelated symbols and representations that not only constrain the emergence of new representations but also contain agreed facts that can be explored politically. Manifestations of historical deeds can be found in the media, monuments, textbooks, films, and stories that people tell their children and grandchildren, shaping self and hetero-representations. In most European countries, the narrative about its history, which gives meaning to the past, present and future of a cultural community, does not fully consider plural versions, and when students have limited access to what is controversial about history it is difficult to develop a critical perspective. Can cinema play a role in the critical construction of representations about the 'Other'? In fact, cinema has been questioning the colonial past, from different perspectives, and the present of intercultural relations. Conducting focus groups about films allowed to study how student's views are constructed and expressed collectively, as well as defended and sometimes modified in the context of discussion and debate with others. Students were confronted with excerpts of two recent feature films about the colonial past and present-day intercultural relations, a Mozambican and a Portuguese one. In this paper will be analysed the results of these focus groups with students from Portuguese secondary schools, with particular focus on students' representations of the past, present and future of intercultural relations.

PN 103 "Allow me at least to climb the palm trees" and "Tabu" films: past and present-day representations

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Film, like other media, can contribute to the homogenization of certain social representations, but it can also play an important role in the dissemination of controversial representations, promoting social change. Political regimes have tried throughout history to use films to serve their own purposes, and this happens both inside the authoritarian practices and the democratic ones. In the 1960s, in Portugal a new generation of filmmakers questioned, through their films, the authoritarian regime. The New Portuguese Cinema broke up with the prevailing aesthetics of Portuguese cinema of the time. In the Portuguese African colonies, a new generation (of Portuguese) asserted themselves against colonization and against the colonial war. In Mozambique were made films like Catembe - seven days in Lourenço Marques (1965) by Faria de Almeida, or Allow me at least to climb the palm trees (1972) by Lopes Barbosa. These films were censored and therefore did not reach their audiences until 1974, when the coup d'état known as the Carnation Revolution established the democracy in Portugal, allowing the end of the colonial war and the political negotiation that led to the independence of African countries.Since the 1990s, Portuguese cinema has been following an expansion strategy for Africa. This movement to the South has been supported politically through specific funding for co-production projects. A generation of Portuguese filmmakers seeks to rescue traumas related to Oliveira Salazar's authoritarian regime, colonialism and decolonization, directing films such as Costa dos Murmúrios (2006) by Margarida Cardoso, or Tabu (2012) by Miguel Gomes.Allow me at least to climb the palm trees (1972) is a film whose action takes place on a farm in Mozambique. The perspective is of a black man, worker on the same farm, and the dialogues are held mostly in an African language (ronga). Influenced (among others) by the Russian film school, it may have been the first film made in Mozambique for the Mozambican black public, clearly showing the dehumanization of Africans perpetrated by colonialism. Precisely 40 years after Barbosa's film, Miguel Gomes released Tabu, which in its second part recovers an idea of "lost paradise", another approach to the representation of the farm life in the colonial period.In this paper, the two films are analysed, as well as the dialogue young students developed with these films. Those debates aimed at understanding how identity and otherness are being currently (re)built through these films and the students' opinions about their contents and meanings.

GEC01 - Young people, gender and media

PP 015 Perceptions of Italian teenagers about teen dating violence on social media: A gender analysis

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Violence within non-domestic loving relationships occurs both online and offline, especially among adolescents who pervasively use social media in dating rituals (Draucker & Martsolf, 2010; King-Ries, 2011; Stonard et al., 2014). The paper addresses how teenagers perceive dating violence on social media (i.e., "digital abuse") by adopting a gender perspective. As with offline forms of teen dating violence, digital abuse also seems to be gendered. In detail, girls are more likely to perpetrate and tolerate online controlling behaviors (Barter et al., 2009; Girlguiding, 2013). At the same time, they are at greater risk for abusive sexual behaviors whereas boys are more likely to be perpetrators of such behaviors (Temple et al., 2012; Zweig et al., 2013; Dick, et al., 2014; Stonard et al., 2015; Reed et al., 2016). Such online attitudes are often influenced by sexist (self-)stereotypes where girls are the appointees of the couple's care and their monitoring behaviors are conceived as an expression of such caring. Conversely, boys are sexual predators abiding by a stereotyped idea of masculinity as sexuality-oriented (Lucero et al., 2014).

In order to explore how Italian teenagers perceive the different forms of digital abuse, we carried out 7 focus groups in Rome with 40 high school students aged 14-16. The outline of our focus groups considered, on the one hand, participants' opinions about the role of social media in dating relationships and the strategic use of social media affordances in managing love rituals; on the other, participants' perception of online violent behaviors and their seriousness, gender differences and related stereotypes. The thematic analysis (Braun & Clarcke, 2006; Guest, MacQueen & Namey, 2011) revealed that jealousy and the use of social media affordances combine and influence each other, thus giving rise to specific abusive behaviors which are not always differentiated by gender.

When focusing on the narration of the participants, controlling behaviors do vary among boys and girls (e.g., real-time photos or geolocation are mainly demanded by boys; girls are more likely to control the partner's last access). Whereas, snooping around in partners' social media activities (e.g., checking likes and comments, or exchanging log-in credentials) is a common practice among both girls and boys. Despite participants recognize these behaviors as persecutory and harassing, they also provide a narrative that normalizes their occurrence and, hence, diminishes their seriousness. Specifically, girls evaluate these behaviors in very different ways: some of them conceive such behaviors as gestures of love or demonstrations of trust; others recognize the same as real forms of violence caging the victim; others, however, distinguish a threshold of tolerance between jealousy and control. When typifying and evaluating digital abuses occurring in teen dating relationships, participants assign genders and implicitly refer to sexist (self-)stereotypes. Girls tend to be labeled as "stalkers" and strategists in online control since they are coupled with the idea that care and attention are feminine traits, whereas boys tend to be depicted as "starved" for sexually suggestive behaviors because they are associated with the idea that sexuality is a masculine prerogative.

PP 014 Coming out in all of Skam's universes: Exploring representations of gay teenagers in Skam and its European remakes

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When *Skam*—a television drama series produced by Norwegian public broadcasting company NRK—was released in 2015, few could have predicted its sociocultural impact on European television culture (Sundet, 2019). The series, which ran for four seasons, depicted the everyday-lives of Norwegian middle class teens who were busy figuring out their own identities while navigating studies, blooming romances, and fragile friendships. Each season zoomed in on one main character and followed their experiences over the course of approximately 12 weeks. The series' idiosyncratic use of transmedia storytelling techniques particularly appealed to youth audiences (Redvall, 2018). Scenes and sequences were uploaded onto the series' main website, implied to depict events happening in 'real time', while Instagram, YouTube, and screenshots of text messages were used to complete the series' narrative universe. The authentic settings, relatable themes, and creative use of various social media platforms resulted in the formation of a large audience and fan base. Exceeding its initial target audience of 16-year-old girls, *Skam* spoke to audiences in diverse gender and age categories and audiences across Europe and the globe. Despite not mastering Norwegian language, non-Scandinavian audiences were able to follow the series via fan-subbed versions (Bengtsson et al., 2018; Sundet, 2019). Yet, understanding the value of the series' local and relatable context, various broadcasting companies from predominantly European countries decided to buy the format and create local versions, which resulted in seven audiovisual remakes so far.

Scholars highlight that especially the third season and the remakes of this season attracted many viewers and fuelled an international interest (Petersen & Sundet, 2019; Sundet, 2019). In contrast to the first two seasons, the third season focuses on a male character: Isak. The storyline revolves around the teen coming to terms with his sexual desires and identity while falling in love with Even—a boy who turns out to be bipolar. This study is interested in how this particular season has been adapted across Europe. Despite the widespread assumption that European countries are progressive and inclusive spaces for LGBTQ individuals, policies and legislation do differ between countries. Furthermore, since the ideology of heteronormativity remains dominant in shaping norms and values on gender and sexuality across Europe, it is pivotal to acknowledge that popular television fiction too may be using heteronormativity to represent LGBTQ characters. Hence, this paper explores how *Skam* and four of its remakes (i.e. *Skam France*, *Druck* (Germany), *Skam Italia*, and *WTFOCK* (Belgium)) represent gay characters and LGBTQ-related themes (e.g. having sex for the first time, internalized homonegativity, gay bashing). By means of a comparative textual analysis, we examine (a) how and to what extent LGBTQ-related themes are 'localized', (b) to what extent heteronormativity is negotiated in the representation of gay teenagers, and (c) how the format's transmedia storytelling practices affect how LGBTQ-related themes are dealt with. To this end, we analyse all episodes of every third season as well as the additional material posted on the official website of each series (e.g. Instagram posts, texts messages).

PP 017 Becoming men through digital spaces: Italian teens, heterosexual masculinity and digital platforms

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It is well recognised that over the past thirty years, parts of the world have witnessed a great rise in the pervasiveness of digital media. People's everyday lives have been filled with life experiences through social-network sites, instant-messaging platforms and different social-media apps.

Digital media has made ample room for a range of activities related to gender and sexuality (Döring, 2009; Mowlabocus, 2010): researching, seeking out erotic interactions, accessing explicit material and expressing ourselves.

This paper raises questions about how heterosexual young men in Italy construct masculinity through digital platforms. The main goals of this paper are to study Italian young men's engagement with digital media and the implications this might have for masculinities as well as to analyse gender relations more generally.

Through the help of the conceptual instruments of masculinities and of media studies fields, this research focuses on how young men take up or subvert hegemonic masculinity (Connell, 1993) through the main digital platforms of WhatsApp, Telegram, Facebook, Instagram and TikTok. I will concentrate on what Light (2013) has referred to as 'networked masculinities', the masculinities co-produced with the digitally networked public, and the forms of expression made through digital platforms.

This paper is based on ongoing research, and the collection of empirical material will be concluded by July 2020. This research involves thirty-six Italian male teens aged from fourteen to eighteen years old that live in two different regions of Italy (Sardinia and Veneto) and that frequent three kinds of schools (the lyceum, a technical school and a professional school). I used semi-structured interviews that has been analysed using thematic analysis (Clarke & Braun, 2006).

Starting from the research question illustrated above, this research will respond to four specific questions: (a) what are the platforms teens use the most to construct their masculinity? (b) are there digital spaces dedicated exclusively to boys? (c) how do boys shape their gender identity through digital platforms (using humour, offending other men, women or LGBT people, etc)? and (d) which forms of male peer culture are recognisable in digital platforms?

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PP 016 Online gender equity for young people? Analysis of the portrayals of gender identities by Spanish YouTubers

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This study aims to identify the risks and opportunities that young users encounter on social media and through influencers with respect to gender identity. In Spain, 85% of users aged 16 to 30 use social media to follow influencers (IAB Spain, 2018). YouTubers, an integral part of the media ecosystem and digital youth culture, enjoy a wide-reaching influence on young users, who project mechanisms of identification and admiration on their idols (Westenberg, 2016; Pérez-Torres, Pastor Ruiz & Abarrou, 2018). YouTubers, as well as their audiences, tend to belong to Generations Y and Z, both characterized by their highly inclusive attitudes regarding gender diversity and sexual orientation (Howe & Strauss, 2000; Ortega & Vilanova, 2017). These attitudes are evidenced by the success of LGBT-themed videos and channels on YouTube (Lovelock, 2017). Indeed, both the male and female cisgender hegemonies are currently undergoing a process of restructuring. This process closely ties in with the inclusive masculinity phenomenon (Anderson, 2009) as well as the phenomenon of popular feminism (Banet-Weiser, 2018).

Thus, the objective of our research is to analyze the construction of gender identities (including non-binary gender conceptions), their value structures, and the youth stereotypes brought forth by some of the most popular Spanish YouTubers. Using a qualitative approach, we have carried out an exploratory examination of 52 YouTubers, followed by an in-depth analysis of 10 YouTubers. These 10 YouTubers have been chosen according to the greatest diversity within the following criteria: gender, age (18-30), popularity (from 200.000 viewers upwards), and variety of topics on their channel (according to YouTube categories). Our methodological design encompasses multimodal analysis (Jones, 2009), socio-semiotic analysis of the YouTuber as a character (García-Muñoz & Fedele, 2011), textual discourse analysis (Lovelock, 2019), as well as film analysis (Casetti & di Chio, 1997).

From the results of the exploratory phase, we may conclude that the gender variable is the one that provides the strongest clues when trying to detect differences. As for the types of channels, we would like to emphasize that although topics favored by male viewers tend to be more homogeneous, we can glean a certain measure of diversity in the "entertainment" category. We also found that for woman influencers it is a lot easier to identify as bisexual, and much unlike the case of the male influencers, women's popularity does no suffer as a consequence. Lastly, it merits emphasizing that all the YouTubers we analyzed are transmedia celebrities (Hidalgo-Marí y Saavedra, 2017) in that they have accounts and channels in other social media platforms, and they construct their identities across all of them. Despite the persistence of certain inequalities, social media stand out as an environment of change where the younger generations contribute to the construction of a promising future.

GEC02 - Representing gender. Music and digital media

PP 074 When 'up for it' is not for everybody. An intersectional analysis of female and male representations in mainstream music

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Sex representations have been largely analyzed within contemporary cultural and media products. In relation to music, most of the academic works have had focused on feminist issues, such as the portrayal of women -whether objectified or *subjectified*-, while several reception studies have analyzed the impact of these representations in women, particularly in youth. Other studies analyzed feminist discourses and the shift of women's role in music, especially within traditionally misogynistic music genres. Even though female depictions and contra-hegemonic practices are still relevant for analytical purposes, this work moves from two main considerations. In the first place, this study takes into account that most of the music listened and watched in the last years belongs to a giant industry that deploys a variety of representations, most of which are in line with a neoliberal-capitalist vision. Therefore, when talking about mainstream music, we must keep in mind that it is all around us and indeed, no one seems to be aside from being in *touch with* it. And secondly, a gendered perspective study must include depictions of men while trying to make sense of what is happening in the construction of the cultural imaginary.

Therefore, **this study aims to analyze female and male representations within mainstream music** considering some categories of the *sexualization of culture* (Attwood, 2006) and elements of the *postfeminist sensibility* (Gill, 2017). In doing so, the research has developed a content analysis (Krippendorff, 2004) of lyrics and videos for a sample of *N=36 songs*, elaborated from the 2018 Spotify's top charts of Ecuador and Spain. This study has divided the analysis into two main parts: a) the representation of the artist(s) and b) the representation of *others*, while both intersecting with elements of class, race, age and consumerism.

Main results suggest that women depictions coincide with the *knowing, active and desiring sexual subject* if being performed by female artists. Nevertheless, female artists tend to objectify other women and men, mainly by class and race intersections. On the other hand, male artists –particularly when performances are not with other female artists- are still portraying women to please men. Going further, elements of consumerism are present in most of the videos where alcohol and episodic intimacy relationships dominate the discourse.

In conclusion, this study argues that a narcissistic and consumerist gaze representation could be interpreted as an expression of power and pleasure, although these characteristics are not restricted to women. Furthermore, race and class matter when promoting a *neoliberal,* choice-free, fun and empowered subject.

PP 076 Gender representation in Rwandan music videos

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This study analyzed gender representations in a sample of 100 Rwandan music videos following a coding manual, which was developed based on previous literature. While numerous studies have analyzed the representation of gender in music videos, nearly all these studies focused on Western countries, particularly the United States. Thus, we know comparatively little about gender representation in music videos outside the United States. This study focuses on the African country of Rwanda, which is particularly relevant to gender research. While for a long time Rwanda had a male-dominated culture that maintained traditional gender roles, nowadays the nation is generally regarded as one of the most gender-equal societies in the world. Thus, this study will analyze whether this gender equality is reflected in music videos.

Some of our findings were in accordance with those of previous literature focusing on other countries, including the findings that men clearly outnumber women (78% vs. 22%) and that women are sexually objectified in the form of clothing, gaze, partializing, and sexy movements. In 43% of music videos, only women were dressed in sexy clothing. By contrast, in 2% of music videos, only men were dressed in sexy clothing. In addition, we found that men gaze at women in 37% of music videos and that women gaze at men in 5% of music videos. Women were partialized in 30% of music videos, while men were partialized in only 4% of music videos. Finally, we found that both men and women were shown engaging in sexual movements in 67% of music videos. In addition, 17% of music videos showed only women engaging in sexual movements, while 7% of music videos showed only men engaging in sexual movements.

However, in contrast to previous literature on music videos in Western countries, this study found nearly no violence or aggression in music videos and found nearly no age differences between men and women represented in Rwandan music videos. A reason for the former might be the country's history. Rwanda has faced one of the biggest tragedies in human history—the genocide against the Tutsi. A reason for the latter might be that 70% of Rwanda's population is younger than 30 years old.

In conclusion, this study has found some positive representations in accordance with Rwanda's position as one of the most gender-equal societies in the world. However, overall, this study has mostly found problematic gender representations in Rwandan music videos. These representations have possible effects. Men are clearly portrayed as being more important in the videos, and not only in terms of numbers, while women are sexually objectified in multiple ways, through clothing, gaze, and partializing. Thus, the audience might learn from such representations that men are more important than women and that women are more about looks than anything else. In addition, sexualized and objectified images of women might lead to greater objectification of women, gender role stereotypes, and body dissatisfaction. Thus, producers of music videos should be more cautious about the representations they use in the future.

PP 075 Hybridity and digital masculinities: Exploring intergenerational collective narratives on Instagram

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Gender identities and roles do not stand alone but rather intersect with other traits, resulting in hybrid identities (Connell, 2005; Bridges & Pascoe, 2014). Representations of gender and age are no exception and imaginaries and representations of men and masculinities often include, implicitly or explicitly, age-related ideals (Hearn, 1992; Santos et. al, 2020; Amaral et al, 2020). Within patriarchal structures, increasing age has been traditionally perceived as a paramount source of power for men: as men get older, there are several characteristics hegemonically attributed to being a "real man" - such as leadership, rationality, experience, protection - that potentially increase (Hopkins & Noble, 2009). However, in recent decades, notions of masculinity have become increasingly complex as men perform more and more domestic and caregiving roles and show increasing concern and interest in their own physical appearance and health, challenging a linear connection between maleness and agedness (Hearn, 2005). This paper intends to explore the complexity, non-linearity and hybridity of representations of masculinities and age within today's digital realm, turning to Instagram. Digital media environments influence the way one perceives and understand age and gender identities as well as expresses them publicly, while promoting (inter)generational contexts. This paper analyses a dataset of collective narratives on Instagram through a hashtag stream and quantitative content analysis, focusing specifically on representations of masculinities and exploring how different generations interact and represent how to be, behave and express as "a man". Results show that, first, online representations of masculinities tend to perpetuate hegemonic understandings of "being a man", and that these representations work as a digital aggregating element. Second, that most of these hegemonic representations of masculinities coexist with representations of masculinities whose imaginaries are closer to topics that are traditionally associated with femininities, such as fashion, beauty, and soft-porn, making the same (hegemonic) aggregating hashtag to mobilise hybrid ideals of being a man. Given that the use of a hashtag is a form of content indexing and, thus, a statement, we consider that the analysed dataset embodies 'digital network action' (Bennett & Segerberg, 2015) that promote ideologies through collective (intergenerational) narrative processes.

GEC03 - Building intimacy through sexual communication - young people navigating issues of trust, privacy, consent and self-expression

PN 017 Unsolicited sexual communication among youth. Gender differences in patterns of vulnerability

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Although the majority of research on youth's sexual communication online recognise it at not necessarily harmful, sexting as a global phenomenon in which young people are involved is often perceived as a risk or even a public health issue (Van Ouytsel et al., 2019). Moreover, sexting is partially seen as a risk which mostly affects girls (Ševčíková, 2016) due to unequal negative consequences. Most of the times, these communication practices become problematic when linked to issues related to breaking of privacy, pressure or coercion towards engaging in unwanted behaviours, or sexualized bullying. In this context, our presentation will offer an evidence-based overview of sexting practices, their forms and prevalence among European adolescents, with the following research questions in mind: what is the prevalence of adolescents' sexual communication online, how much of this communication is consensual and how much occurs under pressure? How do young people feel about online sexual communication they engage in? What are the links with other problematic experiences, e.g. cyberbullying or face to face bullying, or exposure to negative online user-generated content (e.g. methods to become very thin) and what is the role of 'protective factors', such as family, school and peers?To answer these questions, we rely on survey data collected throughout 2018 in 19 European countries within the EU Kids Online IV project with an average sample of 1,000 children 9 to 17 years old in each participating country. Only adolescents 11 to 17 were asked questions about practices of sending, receiving, being asked and asking for sexual messages. Results show that sexting is far from being a unified, homogeneous phenomenon. Furthermore, several particularities were noticed in how different factors impact girls and boys with regards to receiving unwanted demands for sexual information. For example, cyberbullying was the most significant factor for both boys and girls experiencing unwanted sexual communication. However, other factors, such as family environment and school environment, showed significant gender differences. Finally, we enlarge the discussion with a broader consideration about persisting gender inequalities across different European countries. We hope to enlarge the discussion about young people's sexual communication online, as part of their digital culture and consensual forms of sexual expression and intimate communication (Tsaliki, Chronaki, Ólafsson, 2014). We also intend to show that the extent to which sexual communication between young people stops being consensual, different underlying factors are relevant for adolescent boys and girls, thus requiring tailored preventive and intervention strategies. References: Ševčíková, A. (2016). Girls' and boys' experience with teen sexting in early and late adolescence. Journal of Adolescence, 51, 156-162.Tsaliki, L. & Chronaki, D. & Ólafsson, K. (2014). Experiences with sexual content: What we know from research so far. LSE: EU Kids Online. Available at: http://www.lse.ac.uk/media@lse/research/EUKidsOnline/EU%20Kids%20III/ Reports/SexualContent.pdf. Van Ouytsel, J., Madigan, S., Ponnet, K., Walrave, M., & Temple, J. R. (2019). Adolescent Sexting: Myths, Facts, and Advice. NASN School Nurse, 34(6), 345–350. Available at: http://doi.org/10.1177/1942602X19843113

PN 020 Domesticity and the construction of intimacy: producing the erotic body within 'the love nest'

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Drawing from an analytical context about intimacy and consumption in the domesticity (Wilson-Kovacs 2007), we wish to broaden the scope of sexual communication. In this work we want to depict the personal erotic trajectories of young Greek adults aged between 20-25 in order to make sense of and contextualise an under-researched area in Greece: people's patterns of sexually related consumption, thus offering insights into their sensuous constructions. We have conducted 30 qualitative, open-ended interviews with young adults, men and women regardless their sexual orientation where we tried to shed light into the cultural resources surrounding their creation of intimacy (Giddens 1992) and of intimate citizenship (Plummer 2003). We unpacked people's performative traits and taste cultures while preparing for their erotic routines within the domesticity, by investigating the social and symbolic meaning (Douglas and Isherwood 1979) they ascribe to the material and cultural resources of intimacy – the props, practices and spaces of sexual closeness when at home (Csikszenmihalyi and Rochberg-Halton 1981). In our quest for the cultural repertoires of intimacy and consumption in everyday domesticity, as well as for the sexual stories people actually tell (Plummer 1995), we are also interested in the 'presentation of self' (Goffman 1959) and the constructions of sexual subjectivities in the ways people prepare and beautify themselves and their bodies, especially within a context of 'aestheticization of everyday life' (Featherstone 2007).

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PN 019 Adolescent sexting: The importance of the relationship context to its associations with risk-factors

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Although adolescence is a phase in which individuals normally begin to pursue intimate relationships, adolescent engagement in sexting – i.e. the digital exchange of self-produced sexual text-messages, photos, and videos – is often considered deviant. In line with Problem Behavior Theory (Jessor, 1991), numerous studies have examined whether sexting is associated or shares some underlying factors with other risky behaviors. However, while sexting may have harmful outcomes (e.g. nonconsensual forwarding of sexts), the results from this line of inquiry have been inconsistent (Mori et al., 2019). A possible explanation for this issue could be that most studies have overlooked variations in the relationship context of sexting, despite evidence that links this factor to differences in personal characteristics, motives, experiences, and outcomes (Burkett, 2015; Van Ouytsel et al., 2018).). This study aims to extend research on how the relationship context of sexting matters to questions of risk and harm, including violations of trust, privacy, and consent.This study employed a convergent mixed methods design. The qualitative component consisted of four focus group interviews, in which adolescents (N = 14, ages 13-19) discussed their beliefs and opinions regarding the nature of adolescent sexting. The quantitative component consisted of a cross-sectional survey, in which adolescents (N = 403, ages 16-20) answered questions regarding impulsive personality traits, lifetime sexting engagement across various relationship contexts, and sext dissemination victimization. Focus group participants contended that the nature of a sext – both its purpose and impact – depended on characteristics of the relationship between sender and recipient (e.g. whether or not consent and trust had been established). For instance, female participants discussed how uncomfortable it was for them to be on the receiving end of unsolicited sexts. Yet, regardless of the relationship context, focus group participants argued that adolescents who sent sexts were reckless and likely to be subjected to privacy violations, either due to the false sense of security offered by digital media or the transience of adolescent romantic relationships. On the other hand, the survey results showed that the relationship context of sexting exchanges mattered to both the underlying risk-factors and potential perils involved: Participants who had sent sexts exclusively in romantic relationships were no more impulsive than participants who had never sent sexts, while participants who had sent sexts across various relationship contexts scored higher than both of these groups on measures of impulsivity. Also, participants who had sexted exclusively in romantic relationships were less likely to report sext dissemination victimization, compared to participants who had sexted across various relationship contexts. Findings from this study indicate that sexting exclusively in the context of a romantic relationship is less associated with risk-factors and harmful outcomes than sexting across various relationship contexts, though it is not devoid of dangers. To minimize the potential risks of sexting, without disregarding the sexual agency of adolescents, young people may need guidance in terms of recognizing and navigating issues related to trust, privacy, and consent in digitalized sexual communication.

PN 021 "Whose blame and shame?" What Romanian teens think about non-consensual dissemination of nudes

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Adolescent sexting is a hugely debated topic, often exclusively from a risk-centered perspective. Addressing the risk-prone discourses, Van Ouytsel et al. (2019) showed that sexting has not increased over time (but rather it has stuck around 2.6%); that girls are not more engaged in sexting than boys (although they are more stigmatised for this practice when it goes public) and that sexting practices are not necessarily linked with offline sexual risk behaviours (but they occur as part of the romantic life of adolescents). From an ethical perspective, Albury (2017) switches the focus from the gendered perception of public accountability for approaching the topic from the concept of positive sexual rights, pleading for granting adolescents with (some) sexual (online) rights. From a legal perspective and showing that sexting is about trust, control and privacy, Chatzinikolaou and Lievens (2019) also highlight that the problematic situation starts when that content goes beyond the intended audience, the authors pleading in this case for approaching the adolescent sexting with the same legal tools as adult sexting (i.e. the right to privacy, and the criminalisation of the non-consensual dissemination of sexual images). In this context, we conducted a survey to identify the extent of image-based sexual abuse (when consensual sexting is further disseminated without consent) among adolescents from two major cities in Romania (Bucharest and Cluj-Napoca) and to further understand how adolescents perceive this phenomenon. The data were collected between 2016 and 2017 in the project 'Friends 2.0'. For this study, we rely on a sample of young people 14 to 18. In order to get their perspective on non-consensual sexting, we presented a hypothetical scenario involving a girl as victim who sexted to her boyfriend who further disseminated the content without her consent to some friends, who secondly spread it massively. We asked adolescents about their perception on where the blame lies, their feelings about the victim, how harmful they consider the situation to be and their hypothetical subsequent actions as bystanders. We discuss the extent to which adolescents reproduce victim-blaming discourses and gender differences in their positioning. We further discuss interesting dynamics of "distancing" from what young people perceive as morally reprehensible actions.In order to move away from risk-centered discourses and policy measures, findings from this study indicate that young people (still) need guidance in recognising (sexual) agency, engage more in discussing unhealthy peer dynamics, as well as persisting gender stereotypes and sexual stigma.References:Albury, K. (2017). Just because it's public doesn't mean it's any of your business: Adults' and children's sexual rights in digitally mediated spaces. New Media & Society, 19(5), 713–725. http://doi.org/10.1177/1461444816686322 Chatzinikolaou, A., & Lievens, E. (2019). A legal perspective on trust, control and privacy in the context of sexting among children in Europe. Journal of Children and Media, 00(00), 1–18. Van Ouytsel, J., Madigan, S., Ponnet, K., Walrave, M., & Temple, J. R. (2019). Adolescent Sexting: Myths, Facts, and Advice. NASN School Nurse, 34(6), 345–350.

GEC04 - Beyond the silence. Visibility, invisibility and identities

PP 169 (Re)construction of transgender identity in Pakistan

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Transgender individuals in Pakistan are often called by multiple derogatory names where *khawaja sira* is used with respect. Typically, less respected, they face social exclusion and barriers to claiming human rights and accessing services, such as health care, education, income, and social protection (Khan, 2017; Bhattacharya, 2019). Most transgender individuals engage in sex work (Nanda, 1990) that results in exposure to sexually transmitted diseases. The primary income source of *khawaja sira* in South Asia is from sex work, begging for alms, or singing and dancing at social events (Nanda, 1990). This stereotypical social role has been reinforced by the media in the past (Capuzza & Spencer, 2015).

In this research, I argue that change in media representation transformed the transgender identity in society to some extent. The changed visual representation not only redefined the social roles for transgender individuals but also allowed them to claim space in mainstream society with the changed public perception.

Media can be powerful to construct or de-construct particular ideologies regarding minorities; however, not all media play a positive role in this regard. The negative portrayal of minorities can reinforce negative and biased attitudes within society. This study draws upon r*e-contextualization representational strategies in Critical Discourse Analysis (CDA)*. Discourses are not just a way of representing the world, but discourses are the 'acting' and 're-making of ideas as well. That is the affordance of re-contextualization that helps to understand how discourses in question are embedded into society. This can be seen through the way people, their language, identity, and actions are being represented in society. These representational strategies are helpful in identifying (transgender) people and placing them in a specific position in a society, either to highlight or to hide their position. Given the spotlight shown on transgender movements in the West right now, which is a different context, that might obscure the articulation of transgender identity in other locations like Pakistan, this research will investigate transgender media representation and identity construction.

RQ: How did the newsprint media in Pakistan help transgender individuals to elevate their social status?

Images representing transgender individuals will be collected from the two mainstream Pakistani newspapers, daily *Dawn* (English) and *Nawa-e-Waqt* (Urdu) newspapers. I will examine the transgender discourses in Pakistani print media with the help of CDA resources such as semiotic analysis, transitivity theory, and representational strategies.

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PP 171 Whose freedom, and from what?: The child as cipher for a politics of 'traditional values'

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After decades of gender equality mainstreaming and (albeit to a lesser extent) normalisation of LGBTQ-rights, issues of gender relations, reproduction and sexuality are becoming increasingly contested throughout Europe. A countermovement that questions what is referred to as "gender ideology" is seeking to establish 'traditional family values' as a universal European norm. Within such conservative and nationalist discourses, the child, or the necessity to protect the psychological and physical well being of children, emerges as frequent motivation to advance specific agendas. The Birmingham school protests about inclusivity lessons are just one instance of how child safety is becoming a particularly powerful, contentious issue always at risk of being taken over by ideologues who find ways of 'smuggling' anti-LGBTQ and anti-feminist claims into mainstream media. In fact, resistance to reproductive freedoms and LGBTQ rights can no longer be confined to certain countries or contexts, to the undemocratic or fundamentalist 'other' – evoking the spectre of potential harm to the child makes the questioning of seemingly entrenched rights and freedoms admissible across Europe, and beyond.

In this paper, I intend to **investigate the discursive construction of the child as the ultimate site of vulnerability and innocence**.The irrational, or **affective component** of such discourses calls for an approach capable of accounting for their emotive force or 'grip', both verbalised and disavowed. I analyse discourses by conservative, 'anti-gender' (and 'pro-traditional family values') actors, from politicians to activists, in **Germany and Russia**. These contexts share a surprising number of crucial commonalities that make them susceptive to such arguments. Both countries are concerned with population changes (in Russia: a decreasing birth rate with high net migration; in Germany: an ageing population combined with a large influx of migrants and changes in demographic makeup). Both suffer from high (Russia) or increasing (Germany) economic and social inequalities, and although they have been traditionally multi-ethnic, and/or relied on migrant labour, there are continuous discussions over the need to protect a Christian-yet-secular 'Leitkultur' under threat. Additionally, the legacy of socialism and resulting difficult transition(s) after its collapse have been linked to the presence of right-wing ideas and -movements, with the electoral success of _Alternative für Deutschland_ (AfD) particularly in East Germany as just one example.

PP 168 Communicating miscarriage: Discourses of voice, silence and reproductive rights in health public relations

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Miscarriage, in the UK defined as a spontaneous loss of pregnancy before 24 weeks of gestation, is a pervasive, yet largely silenced health issue, often constituting a cultural taboo. In recent years, the calls to break the silence surrounding this deeply gendered phenomenon directly affecting so many (it is estimated that up to one in four pregnancies ends in a miscarriage) have emerged in public discourses, ranging from the media to public relations of healthcare providers and pregnancy loss organisations. Drawing on critical feminist public relations, feminist and rights-based moral philosophy and philosophical work on testimonial injustice, this paper critically explores representations of miscarriage in health public relations materials, which play an important role in co-shaping socio-cultural conceptualizations, understandings, meanings, attitudes, knowledge and normative standards of experiencing and dealing with pregnancy loss as well as regimes of (in)justice in relation to women's reproductive health.

This paper conducted critical discourse analysis of online communication materials of health providers and major charities active in the area of pregnancy loss in the UK, including the National Health Service (NHS), Miscarriage Association and Tommy's. The results indicate that these organisations heavily focus their communication efforts on breaking the silence surrounding pregnancy loss, mostly by encouraging individuals who have experienced miscarriage to speak up, but without much consideration of protective aspects of silence. The materials are centred on emotional impacts and personal narratives of loss and bereavement with insufficient attention paid to the limited conceptual repertoire available for different actors to voice their experiences and the presuppositions publics bring to that voicing. The current silence-breaking focus on personal stories does not push for greater medical research nor for greater thought on its implications for wider societal and political meanings of miscarriage. The examined texts are heavily charged with pro-life discourse and symbolism, infusing embryo/foetus with personhood by using "baby" nomenclature, equating pregnancy with motherhood and conceptualising grief and sadness as the only rational response to the loss. These discourses are deeply embedded in conservative patriarchal cultural norms in terms of voicing experience of empowered heterosexual couples, gender role expectations, promoting traditional biological nuclear family and parenthood ideals and the purported desirability of babies. As such, they systematically silence non-desired pregnancies, pregnancy hardship and abortions and overlook the complexity of intersections between unwanted and elective loss. These representations of pregnancy loss (perhaps unintentionally) enhance hostility to women's reproductive rights in the current pro-life saturated political climate. Trends in contemporary representations of pregnancy loss—albeit making important progress in breaking the silence and raising social awareness—urgently call for critical reflexivity from a feminist perspective. We argue that such reflexivity is particularity relevant for challenging the politics of language intersecting with women's reproductive rights, validating and generating understanding of a broad range of women's responses to the unborn and illuminating the relationship between idiosyncratic individual experience of miscarriage and questions of cultural norms, politics, societal expectations, medical attention, symbolic violence, and injustice associated with reproductive health.

GEC05 – Activism

PP 203 Analysing trends in digital feminist activism: The #MeToo conversation on Twitter

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As Clark (2016) points out, "the rapidly growing amount of research at the intersection of social movements and digital media has yet to offer a framework that highlights the political nature of the discursive tactics driving online feminism." Much of the literature on online activism has focused on how digital mobilisation can turn into offline political action, effectively viewing the former simply as a training ground for "real" protest. Yet, considering how much in our societies gender inequality and oppression are rooted in discourse, it follows that discursive practices are necessary to challenge sexism and violence.

Indeed, feminist activism has historically resorted to such practices, as in the case of consciousness-raising and speak-outs and circulation of alternative media. Throughout much of history, women were excluded from official public spheres, and thus had to devise their own spaces for discussion, so that they could identify and formalise their interests and needs – this is what Fraser (1990) defines feminist "counter public spheres".

Focusing on the case of #metoo as the most prominent feminist mobilisation in recent years, I analyse how the circulation of alternative discourses finds new ground in digital platforms. I start from the assumption that "discourse, and the question of who can speak and whose words are recognised, is the very basis of the political" (Shaw 2012) to explore how the collective sharing of personal narratives can become a feminist political act. In this sense, these acts are similar to classical feminist practices of collective identifying and consciousness-raising, which now take place on social media. In the digital age, social media has allowed such forms of individualised and emotional activism to have a central role, so that the sharing of personal experiences can be used for mobilising publics and disrupting dominant narratives (Papacharissi 2015, 2016). When these stories are linked together through digital networks, they can turn into collective action and gain political momentum (Bennet & Segerberg 2012). However, digital platforms play a heavy role in shaping and directing online activism; they actively contribute to the individualised, outrage-based and short-term character of online protests that privileges "spikes" in interest and spectacularisation over long-term engagement and community formation (Poell & van Dijck 2015).

In my paper, I explore how these trends characterised the conversation that took place on Twitter with the #metoo hashtag. A complex interplay between the feminist movement and the use of digital media emerges from this analysis. The online campaign proved successful in creating new momentum for the feminism, as #metoo became a reference point for a generational fight against sexism and sexual violence, and different episodes that occurred managed to widen the conversation about consent and gender inequality. At the same time, trends in "neoliberal feminism" (Rottenberg 2014) and the commodifying nature of social media platforms lead to the risk of "mass outrage and grief over sexual violence can be hijacked by 'old' and 'new' media companies" for their own profit (Salter 2019).

PP 204 From the second shift to the digital shift - women and the stakes of relational communication

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The Autonomist Marxist concept of 'immaterial labour' (Lazzarato, 1996) is widely used in scholarship on the economic value of online social interactions (see e.g. Andrejevic, 2002; Fuchs, 2014; Terranova, 2000). While media and communication research has investigated the ways online marketers profit from people's everyday communications, only a few scholars focus on the gendered dimension of digital labour (see Fortunati, 2011; Jarrett, 2014, 2018; Portwood-Stacer, 2013). These studies reinvigorate the critiques posed by Marxist feminists in the 70s (Fortunati, 1981), establishing "women's work" – unpaid social reproductive labour – as crucial to capitalist accumulation (Federici, 2014).

This paper follows Arcy's (2016, p. 366) call for research into how gendered labour – and hereby the expectations of women's supposed expertise in emotion management (Hochschild, 1983) – is extended in the digital media economy. It builds on the long history (e.g. Radway, 1984) of media and communication studies that testify to the unfulfilled prophesy of gender equality in the early days of the internet (Herring, 2003) and the differences in how men and women (use the internet to) communicate (Pew, 2005, 2019). Specifically, relational communication is fundamental to the extensive list of immaterial qualities of social reproduction including "care, love, socialization, information, entertainment, planning [and] coordination" (Fortunati, 2007, p. 144).

The datafication of this communication changes things: Commenting on a Friend's Instagram picture or a status update on Facebook, managing community forums, or organising the Sunday outing via the family's Messenger group may be similar to past acts of relational communication. However, whereas the possibilities for reaching out to people and staying on op top of their lives were once limited to what could be managed through letters, phones, and face-to-face, with e.g. social media, the visibility of everyone's daily life events means that now there is no limit as to what one might pay tribute to through messaging, commenting, or liking (Cirucci, 2018). In other words, relational communication is extended and intensified on digital platforms as new arenas for women's "second shift" (Hochschild & Machung, 2012; Ouellette & Wilson, 2011). Also, given its centrality to the proliferation of digital media platforms, relational communication (even though this was always integral to the maintenance of capitalism) enters the economic circuits of the commercial web directly through the exchange-value of commodified user interactions (Jarrett, 2016, p. 3) sold to the highest bidder on the online ad-exchange.

In the paper, I analyse the co-existence of pleasure and fatigue in how women manage and understand the role of relational communication in their everyday lives. With an outset in months of ethnographic fieldwork in Denmark, the paper maps the meanings that people make when they reach out to and care for others through digital media. These understandings are in turn related to the feminist Marxist concepts of 'exploitation' and 'agency', suggesting how a fundamental part of everyday communication that is profoundly pleasurable – albeit tiresome – can also be exploitative. In doing so, the paper pushes feminist critiques from the outskirts to the centre of critical data studies.

PP 201 Who is #MeToo? Mapping the German-language network of (anti-)feminist activism

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Questions of representation and visibility have a long tradition in the field of gender media studies, and digitization and the structural change of the public sphere have given them fresh momentum. While feminism has become more popular (Banet-Weiser, 2018), so have anti-feminist reactions to it, with both sides competing for visibility. This study sheds light on the networked structure of the German-language #MeToo protest on Twitter in order to reveal who holds _discursive power_ (Jungherr, Posegga & An, 2019) and to show differences in networking practices among those involved. Previous research on social (protest) networks suggests that they consist of a number of heterogeneous actors, e.g. highly connected _hubs_ and peripheral actors that play a crucial role in spreading information (González-Bailón & Wang, 2015; Bennett, Segerberg & Yang, 2018).

We collected all German-language tweets containing '#metoo' from the first tweet on October 16, 2017 to January 28, 2018, the last day before the radical right '120dezibel' campaign was launched that exploited #MeToo for racist purposes. We built a network of Twitter accounts as nodes (N=31,918), and retweet, reply, and @mention relations between them as edges (N=84,341). In order to identify the most central actors, we calculated centrality measures for each node. Using _k_-core decomposition technique, we identified the core and the periphery of the network. Those Twitter accounts with the highest values for each centrality measure, the core and a random sample from the periphery were analyzed and classified as actor types, such as media actors, political actors and individual accounts (N=692).

As expected, the network consists of some highly connected hubs and a majority of nodes with only few connections. From those accounts that were most often a target of interaction, more than half belong to journalists and media outlets (53%), indicating that they play a central role as broadcasters in the German-language #MeToo protest. On the other hand, primarily individual accounts (89%) retweet, mention and reply to others' tweets on very high levels, functioning as amplifiers of #MeToo. Surprisingly, no celebrities and only few political and civil society actors take a central position in the German protest. The core-periphery decomposition revealed that in the very well-connected core of the network we find high numbers of radical right-wing and anti-feminist accounts. They seem to use Twitter's networking affordances more strategically and effectively than feminist activists and can therefore easily 'hashjack' feminist action.

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PP 443 Breakfast of women researchers: Network of experiences and local group at the University of Salamanca in Spain

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In the research career, the representation of women in the highest category continues to be low, with only 21% of women professors at the Spanish public university, according to the "Scientists in Figures" report. Similar figures are maintained at the University of Salamanca, Spain, where 44% of women are incumbents, reducing to 25% when talking about the category of professor, slightly above the national average.

In this context, the "Breakfast of Women Researchers of the University of Salamanca" meeting has been held since the 2017-2018 academic year. It is a round table around a breakfast organized in an informal context, away from the academic field, whose objective is to promote that researchers with different profiles share their reflections regarding the improvement of the situation of women in the field of research.

Through a content analysis the following results have been obtained, in terms of gender, being a woman influences future evolution, and culture influences the conception of certain social stereotypes, which also influences the scientific field. Regarding the researcher career, access to the career is still very challenging and precarious for everyone, but in the case of women and according to the life cycle they are in is more complicated. About the possibilities for improvement, establishing quotas as a way of forcing women to open access to the research career, as the review the merit valuation system taking into account the periods of leave and cases of maternity/paternity. Finally, regarding the barriers to change, age is perceived as a handicap, regardless of gender and the stage of the scientific career.

In this context, the Breakfast of Women Researchers serves as a framework to encourage reflection on women as researchers in a context where the gender gap is clear and requires actions by all the people involved, both legally and individual level.

Although the results obtained cannot be generalized and are framed in a specific and local context, the experience allows us to lay the foundations to continue the investigation and deepen the different points of view on the autonomy and recognition of women at the local level. Likewise, it can be concluded that the context in which the activity takes place facilitates the development of focus groups, so that as future lines, different profiles and new participants should be involved that enrich the conversation and allow complementing the results presented in this work.

PP 202 Twitter activism on femicide: Networking feminist issues and collective actions

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Digital platforms offer unprecedented possibilities for reimagining political engagement, given its potential to be intrinsically participatory (Dahlgren, 2009; Jenkins, 2011) and extend cross-border collaborative associations (Castells, 2000). Women's organisations and feminist activism are also being shaped by digital platforms capacities to change communication strategies and actions (Fotopoulou, 2016; Keller, Mendes, & Ringrose, 2018; Matos, 2019). Innovative forms of transnational mobilisation, based on cross-border networks, have linked local, national, regional and international agendas (Harcourt, 2013). Social media platforms, in particular, have been described as playing important roles in the domain of alternative politics. As the formal system fails, social media-based campaigns on different issues concerning violence, sexism and inequality emerge as a space for groups and individuals protest (Baer, 2016; Tuerly & Fisher, 2016; Turley & Fisher, 2018), as well as for victims share their personal experiences and find alternative forms of justice (Mendes, 2019; Núñez Puente, D'Antonio Maceiras, & Fernández Romero, 2019). Social media platforms thus appear to help to disseminate non-institutionalised gender definitions as users publicly disclose their ideas and everyday knowledge.

While definitions of violence against women and the different forms it takes differ greatly (Whatt & Zimmerman, 2002), a common denominator echoing both academic research and institutional arrangements is that it is rooted in gender inequality and serves to maintain unequal power relations. Yet, the incorporation of this dimension into legal definitions often bumps into juridical rationality. For some activists, to protect women better, we must recognise the crime of femicide. But this specialisation affronts the Western legal and philosophical tradition, which is based on main juridical principals like the extending of gender neutrality to the entire legislative body (see Dahl, 1993).

Power and resources may indeed be redistributed and balanced through social media as new ways of political expression, and news claims for recognition arise. But, how technologies shape activists' actions must be questioned if we want to know to what extent these technologies really "reconfigure feminist politics" (Fotopoulou, 2016, p. 1). Also, even if social networks have made feminism activism more visible, greater visibility may mean new opportunities to scrutinise activists´ agendas and activities (Megarry, 2018).

Taking into account the scholarship on women's movements, feminist research, and social media networking, this piece of research uses Twitter data to analyse social media activism around violence against women. Focusing the hashtag #feminicidio, and drawing from 42.419 tweets, we combine network analysis with quantitative and qualitative content analysis to map discourses about femicide, and their main actors, and to identify the networks and connective action they created as well as the narratives and counter-narratives they carry. Preliminary results show that the main users in the hashtag network are feminist organisations and activists from the Latin-American milieu. Other preliminary findings highlight the content-based nature of the analysed networks, focusing on critical cases rather on mere conversations. This suggests the Twitter high potential to promote feminist issues and collective actions, even though disruptive messages are not absent.

GEC06 - Politics, politicians and gender

PP 283 "As a young woman, they take me less seriously": Women politicians' intersectional experiences with gendered journalist interactions

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Despite the growing normalization of female political presence, literature on women politicians' news coverage in Western Europe illustrates the persistence of gendered notions on political leadership (Campus, 2013). Particularly, quantitative and textual analyses have reported women politicians' lesser news presence as well as gendered news portrayal, for example receiving greater attention to looks and personal life than their male peers (Ross et al., 2013; Lünenborg & Maier, 2014; Hayek & Russmann, 2020). Such representations are problematic, as they maintain and normalize patriarchal structures of power disadvantageous to women (Harp, Loke & Bachmann, 2018).

Increasingly, these analyses have adopted an intersectional perspective, illustrating that approaching gender at the intersection of other identity markers such as race, ethnicity, sexuality and age is important for understanding differences in news output (Gershon, 2012; Smith, 2012). Ward's study (2016) on the UK general election for example found that black, Asian, and minority ethnic female candidates received greater, yet more negative news coverage than white female candidates.

Still, vital voices in these studies are often overlooked as little is known about the ways women politicians view these representations, or interpret their experiences (Sreberny-Mohammadi & Ross, 1996). By talking to politicians and using an intersectional perspective, this study aims to include their insights and uncover the (often more subtle) ways power and identity matter in women's interactions with journalists. Gathering insights on these interactions is relevant, as a lot of recent work has aimed to understand gendered differences in coverage more thoroughly, albeit quantitatively (e.g. by analyzing political factors that may guide coverage, such as political position) (e.g. Rohrbach et al., 2020).

From July to December 2020, I interviewed 21 Belgian women politicians (almost all MP's), accounting for diversity in age, ethnicity, political background and experience. Questions focused on their interactions with journalists, views on gendered news coverage and own experiences with gendered and identity-based coverage. All of the interviews have been transcribed and are at the moment being analyzed using feminist critical discourse analysis (Lazar, 2007).

A preliminary analysis of five interviews illustrates that women politicians acknowledge and/or experience gendered representations, both in the amount and content of coverage. For example, they point out gendered differences in the ways journalists describe male and female politicians' behavior (e.g. assertiveness vs. 'being a bitch'). Using an intersectional approach, age was often brought up as politicians linked 'young, attractive female politicians' to receiving greater news coverage, whilst several of these young politicians addressed that they often felt taken less seriously. Politicians with an ethnic minority background in particular described their interactions with journalists as a regular site of struggle, as journalists tend to highlight diversity issues (even when the politicians aren't active on those topics). At the ECREA conference, I will present an in-depth analyses of the interviews, taking close attention to the discourses women use to talk about their views, experiences and interactions.

PP 284 Passionate hiking fan or loving parent? How personalized self-presentation in the media affects the perception of female and male politicians

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Personalization has become a buzzword in political communication. The concept refers to a focus shift from political parties to political leaders as individuals. It is claimed that personal traits and information about the private life (e.g. marital status, hobbies) have become more important than professional information. Even though personalization has received much scholarly attention, experiments investigating potential effects on the perception and evaluation of politicians are scarce. An exception is a study by Otto & Maier (2016) who find that personalized media coverage negatively affects trust in politicians. Thus, even though personalized (self-)presentation strategies are applied to "humanize" politicians and develop closer relationships with voters (Holtz-Bacha, 2004), this might actually cause harmful effects.

In this context, the gender of politicians may also be important. Due to gender stereotypes which are deeply rooted in our socialization, perceptions and expectations of women and men differ. Thereby, women in the political sector still seem to face disadvantages since common stereotypes consider men to perform better in leadership positions (Eagly & Karau, 2002). Looking at self-presentation strategies, research indicates that emphasizing traits typically associated with men increase perceived competence of women but at cost of sympathy (Bligh et al., 2012). Bringing this research together with reflections of personalization, a solution for women could be to present themselves as ambitious politicians but still share information about their private life. To investigate how female and male politicians might benefit from this kind of self-presentation, the aim of the current study is to experimentally investigate how sharing different kinds of private information affects a) trust in politicians, b) cognitive and c) emotional image as well as voting intentions (RQ1). Since gender in this context has not received much attention so far, we also ask how the gender of politicians affects a) trust, b) cognitive and c) affective image, and d) voting intentions (RQ2). Moreover, we also explore interaction effects of gender and type of private information (RQ3).

For this purpose, we conducted an experiments with a 2(male/female politician) x 3(no private information/hobby/family) between-subjects-design. 472 participants (M_{Age} = 46.9, SD = 16.1; 57% female) took part in the study. They received different versions of a mock interview with either a male or a female mayor who answered the last question either with family insights, a hobby, or no private information depending on the experimental condition.

Results indicate that participants showed higher levels of trust if the mayor was female and no private information was provided. The significant interaction effect reveals that for the female mayor, the level of trust slightly increases if private information was provided while the opposite holds true for the male mayor. For all other depended variables, we only found significant interaction affects which indicate that female politicians have a positive affective image, improve their cognitive image, and slightly improve their chances for voting if their share information about their family. All values decrease for male politicians. Thus, male and female politicians should focus on different self-presentation strategies to improve the outcome of their campaigning.

PP 282 Discourse coalitions in opposition to gender equity – does right-wing antifeminism converge with the political mainstream?

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Antifeminism is central to current right-wing populism not only because it allows the creation of simple friend-or-foe schemes, but also because nationalism itself is inherently gendered. Moreover, antifeminism functions as a common denominator between right-wing and more mainstream political actors and society by drawing on widespread sexist imaginaries and gender stereotypes (Farris, 2017; Nottbohm & Hentges, 2017; Paternotte & Kuhar, 2018). Antifeminism is understood here as a political stance opposing or delegitimizing feminism and gender equity.

These considerations motivate my study, which tackles the following questions: How are feminism and gender equity framed by right-wing, more mainstream and progressive actors, and how does the framing of these issues differ or intersect among these actors with otherwise meaningfully different or even adversarial agendas? Is there overlap between these frames that can be defined as discourse coalitions, and if so, on which particular narratives is this overlap based?

The study assumes that sexism and gender stereotypes are socially shared knowledge in society (Chatillon, Charles, & Bradley, 2018; Eckes, 2009) and thus could be used as linkages between right-wing groups, the wider mainstream, and even rather progressive actors. In conjunction with ideological intersections, they enable an antifeminist convergence that could be manifest in discourse coalitions among actors with otherwise meaningful differences in their agendas. Discourse coalitions are defined as groups of actors drawing on specific storylines and narratives in a specific timeframe and context (Hajer, 2008).

Digital spaces are appropriated by a variety of actors to gain visibility for their antifeminist backlash, which would otherwise not find such a platform to be voiced, among them right-wingers as well as the manosphere and religious fundamentalists. Digital spaces enable synchrony of feminist discourses and antifeminist backlash, which makes them a meaningful object of analysis for this research (Drüeke & Klaus, 2014; Klaus & Lünenborg, 2013).

This study conducts a quantitative content analysis, focusing on 18 German genuine online media, including right-wing and left-wing hyperpartisan, religious, fundamentalist, masculist and feminist medias' websites, but also including legacy medias' online outlets. A random sample of 1.000 articles is drawn from all medias' articles, which are collected for a one year period and filtered for issue-specific keywords. The codebook bases upon prior research on the framing of feminism and women's movements as well as on research on antifeminist narratives.

The study results offer a current overview of the framing of gender and sexual equality in German mainstream and counterpublic media: Discourse on gender equality and LGBTQI rights takes up the most space. The framing of these topics has been less controversial than the highly contested discussion of gender roles and reproductive rights. Right-leaning political actors, as well as the Catholic Church and to some degree the mainstream media use frames against gender and sexual equality, particularly against LGBTQI rights and challenging gender roles. They thereby create discursive opportunities for the the far right and other antiegalitarian counterpublics to latch onto mainstream discourses.

GEC07 - Sexualities, identities and media

PP 335 Media and LGBT Movement: Strategies and repertoires in dispute

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Media culture encompasses a range of elements (formal, aesthetic, imagery, etc.) and discourses that foster the domination of some groups over others. This represents a useful socio-discursive field for the maintenance of hegemonic ideologies, but also for disputes over power and resistance. Thus, it seems important to understand such processes critically and strategically in order to challenge the existing power relations and create fissures for counter discourses that are able to mitigate white cisnormativity. This can provide us with opportune tactics for confronting the symbolic power that suffocates LGBT existences, annihilates their subjectivities and alienates people's dissident sexualities and gender identities.

For this paper, I employ a literature review as my key methodological approach. I wish to analyse the ways in which new members of the LGBT Movement no longer feel represented by their current traditional leaders (Carvalho & Carrara, 2015). These new members believe that adopting new strategies of political incidence are essential for making their agenda visible and for generating stronger impact in terms of public policies. I suggest that generational factors might be the driving force behind this phenomenon, along with the mediatisation of everyday life (Sodré, 2002) and the widespread use of social media, which characterise this "new wave" of the movement (Facchini & Rodrigues, 2017).

My aim here is to establish a dialogue between authors from different fields, such as Social Communication, Philosophy, Anthropology and Sociology. I intent to investigate the role of media environments as privileged territories for discursive arenas of repertoire and power dispute within the Brazilian LGBT Movement. This is based on the observation that other discourse subjects are using these media territories to question political strategies other than those naturalised by what new members of the movement describe as "old school militants".

I also hope to unveil the social markers of difference that are used as arguments for power struggles within the LGBT Movement. I also analyse the ways in which the movements' narratives might evoke the notion of "locus of enunciation" (lugar de fala in Portuguese, Ribeiro, 2017), helping create fissures and "bullshit", as Bulgarelli (2018) puts it. This echoes in extensive debates in social media, creating new spaces for discussion and strategies, and enabling the collective creation of different repertoires. Based on our theoretical analysis, I wish to problematize such disputes, employing the concept of "generative communities" (PAIVA, 2005). My hypothesis is that such fissures end up weakening a movement that intends to be strong and cohesive when facing the various forms of oppressions that the LGBT community is subjected to. Such discussions represent dynamic and complex phenomena. The debates raised here point to fruitful research paths, based on theoretical framework that draw from studies of the institutionalisation and the mediatisation of everyday life that are both linked to power struggles.

PP 336 Chilean gays and lesbians and the televisual representation of homosexuality: "I'm not like them"

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The visibility of gays and lesbians on Chilean television has increased steadily over the last decades. Although, in general, this is an under-researched area of study in the country, a few papers have analysed how TV represents homosexuality. None, however, has paid attention to how these representations have been interpreted and "used" by viewers who self-identify as gays or lesbians. This study aims to cover this area, offering an analysis of the ways in which 28 Chilean gays and lesbians relate to national TV's depiction of homosexuality and the role these images played during their childhood/adolescence in the construction of their sexualised identifications. The respondents participated in semi-structured interviews that were conducted in Santiago in 2019. After transcribing the interviews, a reflexive thematic analysis was conducted.

Through this analysis, it is argued that the images that participants watched while growing up contributed to the production of harmful feelings that fed into and reinforced a ubiquitous sense of shame, having a negative impact over their processes of self-identification. Their self-acceptance as gays/lesbians could only be articulated by disassociating themselves from these images. This process of differentiation took place in a context of involvement within gay/lesbian subcultures, which helped them in understanding that the "ways" of being gay/lesbian that were predominantly present on TV were not the ones that represented them. Only then, participants were capable to lead less conflictive processes of self-acceptance. One of the consequences of the refining of the meaning of these categories was the establishment of "good" and "bad" ways of being gay/lesbian, which implied a process of "shame displacement" in which the need to dissociate from the group took centre stage.

This process was not only lived "internally", but also "externally", since a crucial part of the role that televisual images had in participants' self-identifications is how these representations circulated in their everyday contexts, as participants understood that these images were creating fixed ways of conceiving homosexuality through which they were going to be read as gay/lesbian self-identified individuals. In that sense, for participants, it was not only important to establish _for themselves_ a difference in regard to the images they rejected; equally central was to exteriorise this sense of dissimilarity and make it known by others.

Television, however, did not _single-handedly_ delayed or complicated participants' processes of gay/lesbian identification. The televisual images cohered with the adverse ways in which homosexuality was presented by several other social institutions. Television was part of a broader social order that was producing harmful feelings of insufficiency and unworthiness. TV, however, brought these ideas directly into participants' everyday domestic contexts, giving them the possibility to witness the reactions of those closest to them. TV, likewise, was a continuous and pervasive presence on participants' lives, as almost all of them state that during their childhood and adolescence they were "heavy users". Almost all of them, furthermore, believe that TV was – and still is – extremely powerful, having the capacity to shape public opinion and create fixed cultural meanings.

PP 334 The invisible aged femininities in popular culture: Representational strategies deconstructed.

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Women of age are generally invisible in popular television fiction. However, some scholars (Wheleham and Gwynne 2014) argue that the media industry has recently begun targeting seniors and thus elderly people are being portrayed more often. Another recent discourse on ageing is linked to consumerism and the new identities around ageing bodies and self-care (Mike Featherstone and Mike Hepworth 1995). Nonetheless, ageing is either not represented or is depicted in a very narrow and stereotypical way. Despite this recent change in representations of ageing women, a rather stereotypical discourse on ageing and femininities is present in all sorts of popular media texts. Strong statements on ageing and ageing bodies seem to be ubiquitous in all sorts of media representations. But some scholars argue that the media industry is interested in ageing audiences due to economic factors and the potential of elderly audiences in the future of television programming (Robert Kubey 1980). Such arguments are used to explain the interest in the representation of ageing in, for example, 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. However, as Wheleham and Gwynne (2016) point out, while some of these representations are celebrations of ageing, most are representations of decline and deterioration. In this paper we will take a close look at the representational strategies used in popular media content to represent ageing femininities. More specific we will use a textual analysis of the fiction series Grace and Frankie to study the representational practices used to represent ageing femininities questioning the diversity of representational strategies. This case study will question the duality and paradox in the newly representations of ageing femininities in the contemporary streaming culture and the emerging of ageing audiences as interesting target audiences for television content.

PP 333 "I'm coming out": Patterns and themes of using TikTok as a social platform for coming out

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Coming out represents both an effort to communicate and to identify about one's sexual orientation and/or gender identity but also serves as a metaphor for the LGBTQ+ community and its struggles over time. It was perhaps first with Facebook's _Celebrate Pride_ page that started on June 26, 2015 and the addition of an option to react to a post with a pride flag button, which saw a high volume of individuals using the platform to come out. Incidentally, the date of the Facebook launch coincided with the Obergefell v. Hodges U.S. Supreme Court ruling of the same date (effectively legalizing same-sex marriage). As a consequence of the ruling, the incidence of Facebook users _coming out_ on the social media platform increased alongside demonstrations of support for the ruling and its implications for social and cultural relations.

This contribution examines the seemingly emerging and viral new genre of coming out videos as well as general supportive commentary directed at the larger LGBTQ+ community. Originally launched in September 2016, TikTok has emerged as one of the fastest growing social apps in recent years with approximately 500+ million active monthly users and 1.5 billion downloads into 2019. Its users gravitate toward the younger end of the spectrum with approximately 41% in the range between 16 and 24, with a daily average use of about 52 minutes, and the app's availability in at least 155 countries. Zuo and Wang (2019) note that most users tend to fall into one of three groups of popular culture: producers, disseminators, or consumers. One of TikTok's main advantages over other visually-heavy mediums may be due to its emphasis on "people, highlighting the desire of contemporary young people to express themselves, helping them realize their personal values and enhance their creativity" (Yang, Zhao, & Ma, 2019, p. 341). Through a quantitative content analysis of a sample of TikToks and/or user profiles, this study will examine patterns of coming out on the platform as it appears to be a nascent space for LGBTQ individuals to express their sexuality but also to receive both support and enmity from other TikTok users. Further, this contribution aims to use qualitative discourse analysis to identify themes of solidarity, support, expressions of anxiety, worry, etc. in coming out and related videos collected for the study.

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PP 332 Coming out on youtube: LGBTQ voices about gender identity

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Coming out videos of youtubers revealing their sexual orientation - either as a scoop or as a story - have become a prolific subgenre on YouTube (Alexander and Losh 2010). Most coming out videos follow the same narrative and stylistic pattern: continuous shot of a young person, alone in a domestic setting, speaking into a static camera about their experiences of growing up and coming out. In the case of celebrities, Lovelock has critically pointed out that the coming out video has become particularly lucrative, as mediated coming out narratives fit perfectly within the neoliberal logic of YouTube fame as an economy of self-branding through revelations of the 'authentic self' (Lovelock, 2016). This - apparent or imposed - authenticity is framed in a postfeminist regime where female youtubers coming out as lesbians can be a commercial hit. A clear example of this in Spain is Dulceida's coming out video, where she reveals her sexual orientation - until then markedly hetero - to her fans, and goes through the roof (Caballero, Tortajada & Willem, 2017). As Lovelock has argued, this lucrativity of celebrity coming out videos is problematic for the LGBTQ community at large, as the ways in which YouTube LGBTQ celebrities associate their coming out with enterprising and self-branded models of subjectivity, they actually produce 'homonormative' ideals (Lovelock, 2016). This can ultimately result in the isolation and marginalisation of non-heterosexual people that do not subscribe the ideals of good 'gayness' - who, for example are bi-sexual, or do simply not conform to homonormativity.

Our research will focus on a number of Spanish youtubers who have publicly come out as gay, lesbian or trans, with a double perspective: coming out videos are obviously an important tool of support to closeted gay and trans viewers to come out themselves. Patricia Lange (2007) has argued that the emotional emphasis of LGBTQ youtubers on everyday issues can lead to personal visions that then become collective issues. In this sense, coming out videos clearly tap into a political field of action. But at the same time, coming out videos should be scrutinized against the background of Youtube logics of personal branding, and the straitjacket of 'homonormative' or 'transnormative' narratives (Raun, 2015; Caballero, Tortajada & Willem, 2019; Lovelock, 2016).

We will critically analyse several types of coming out videos with regards to style, gender identity, political content, genre conventions, intention, interaction with followers, and impact on the youtuber's popularity.

GEC08 - Violence against women and anti-gender campaigns

PP 373 Anti-gender campaigns and computational propaganda: Reflections from Romania

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Starting with the mid 1990s, many European countries saw the development of campaigns against **"gender ideology",** a phenomenon that led to the emergence of a specific family of mobilization called anti-gender campaigns. A systematization of literature addressing "gender ideology" highlights that the term has acquired content and significance over the years (Corredor, 2019; Graff, Kapur, Waltes, 2019; Kuhar, Zobec, 2017). "Gender theory" or "gender ideology" include "anything from marriage and gender equality, abortion, reproductive rights, sex education, gender mainstreaming and transgender rights, to antidiscrimination policies and even the notion of gender itself (Kuhar, Zobec, 2017), it is an empty signifier (Mayer, Sauer, 2017) and a "symbolic glue" (Kováts & Poim, 2015) that brings together "right-wing activists from otherwise distant walks of life: believers and nonbelievers, nationalists and universalists, populists who demonize global capital and traditional Reagan/Thatcher-style conservatives with a neocon love for the market" (Graff, Kapur, Waltes, 2019, p. 541). Antigenderism is not a continuation of conservative resistance, but new manifestations of resistance and it is part of a **Global Right rhetoric** (Corredor, 2019; Graff, Kapur, Waltes, 2019).

Opposition to gender equality took the shape of a political project in 2018 when a referendum to change the definition of marriage in the Constitution divided the Romanian society and created a fertile ground that fed antifeminist, anti-gender equality and anti-LGBTQI discourses.

Scholars highlight that anti-gender activists are extremely active on the web and take advantage of the possibilities offered by information and **communication technologies.** Their online activities are multidimensional and go far beyond a mere informative function (Tricou, 2015; Paternotte, Kuhar, 2018), they deploy computational propaganda.

The research subscribes to the logic of **mixed methodological** design. The project will encompass both a **qualitative component** of analysis and interpretation and a **quantitative** one – based on collecting and data analysis. Computational analysis provides the tools to derive high-quality information from text content on a large corpus of articles published between January 2016 and December 2018 on Activenews, one of the main platforms of the anti-gender campaigners in Romania. The research aims to understand the referendum mobilization within a larger antigender international context, identify common and specific features with a particular focus on discursive frames and to explain how an online platform generated propagandistic messages to mobilize readers in favor of the referendum.

The research is interdisciplinary, it advances knowledge in political and communication science, gender studies and computational science, it engages with the manipulation of digital media and computational propaganda to advance anti-gender discourses. The paper also raises awareness to the manipulation of masses through technology/ digital media and draws attention to the perils a democratic society faces when traditional media cannot counter react given its inner vulnerabilities (deprofessionalization, economic and political bias etc.).

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PP 375 Post-feminism and anti-feminism in a transreligious path: Media and female power in the universal church

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The mediatisation of the Brazilian religious field reached a considerable high point during the 1970s, when neo-Pentecostal Churches started emerging over the country (Martino 2017). Inspired by American Prosperity Gospel leaders, institutions preaching the Prosperity Gospel and the divine healing expanded significantly by an intensively use of media, playing a crucial role in the dynamics of entanglements between the Brazilian religious, political and mediatic fields recently (Martino 2020). Apart from that, shifts related to religious practices and authority relationships related to the use of media took place in some Churches (Campos e Souza 2017, Teixeira 2014), boosting the emergence of female leaders who have an ambiguous stance: at the same time that they seem to break with the patriarchal structures that ground those Churches, they also seem to reinforce it.

The roles current played by a female leader's group of the Universal Church of the Kingdom of God (UCKG) exemplify this ambiguity. As pastors' and bishops' wives, these women gained prominence through the UCKG's religious media during the 1990s, expanded their spaces of action by using different media from the 2000s (Machado 1999). In 2010, Cristiane Cardoso, the UCKG founder's first-born daughter, created the Godllywood: a project centred on helping women to become exemplary through a female ideal anchored on Pentecostal values of family, conjugality, and subordination to males (Teixeira, 2015). Also grounding the now so-called 'Godllywood Movement', founded in 2019 and addressed to Christian women, this ideal has been disseminating throughout a complex media ecosystem mainly articulated through Instagram and Youtube.

Explicitly opposing the feminist project of society, this movement taking part in the backlash against the feminist fields in Brazil, which is, in turn, connected to the neoliberalism advances under the de-democratisation process (Biroli, 2020; Correa & Kalil, 2020; Machado, 2020; Payne & Santos, 2020). Thus, aiming to understand how UCKG female leaders have articulated this opposition, this study will seek to analyse the ideal female prescript by Cardoso, focusing on her contents throughout Godllywood's media. Using the Feminist Critical Discourse Analysis (Lazar, 2009) as a method and postfeminism as a helpful concept tool to point out the recognition, rejections, and subversions of feminisms by neoliberal rationality (Banet-Weiser et al. 2020), this study expects to highlight aspects of the anti-feminist rhetoric mobilised by the movement, still shedding lights to the ambiguous relationships between religion, media, and the female power in the UCKG context.

PP 376 The International Women's Day across the world: News agencies and the discursive circulation of the date

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As the International women's day is celebrated across the world, it has become a global media event, providing key reporting opportunities for newsmakers in general and for news agencies in particular. Our research focuses on the discursive implications of this news coverage for the construction of a global and local image of women and their celebration of this date. The analysis concentrates on two online news platforms aimed at female news consumers, which share the same language but are situated in two different continents and cultures - Portugal and Brazil – and the aim is to understand the role of news agencies in the construction of women's social and political engagement as they celebrate this date worldwide, as seen in these two national platforms.

Ever since the nineteenth century, news agencies act as a source of information for news makers, having become important agents for traditional newsrooms on issues and events that are out of their reach. Indeed, research has shown that traditional newsrooms have increasingly depended news agencies or wire services (Paterson 2005; Johnston and Forde 2011; Davies 2008). In the digital era, where a major newspaper crisis has developed, the dependency of news providers on these external newsgatherers has become more evident, not only due to economic cutbacks (Frijters and Velamuri 2010, but also given the acceleration of speed of the online news cycle (Welbers et al, 2018). The gatekeeping consequences of this are clear: as a large part of the news across a wide range of news publishers can be traced back to the same news agencies, diversity of news in the digital age as diminished (Boczkowski and De Santos 2007). But there are also important consequences for the subjects of the news and, in our particular case, for the discourse construction of women themselves and their forms of celebration, organization and protest. Thus, International Women's Day (IWD), a date for the mobilization women's collectives in different socio-cultural and political contexts around the world, the work of these news agencies is a key part of the way in which the circulation of discourses about women's claims leads to certain perceptions about the date and the struggle for women's rights around the world. As online news providers engage with news agencies' texts in discursive operations in republishing, recontextualizing and producing content bricolage of the original news agency discourse, our research study takes a qualitative descriptive-interpretative approach and builds on the analytical framework developed by Mullett (2018) and feminist discourse analysis (Lazar, 2007) to uncover of the online coverage of IWD of 2018, 2019 and 2020 in two digital platforms particularly addressed to women: one aimed at Portuguese women (*Delas*) and the other at Brazilian women (*Universa*). The study identifies how women and their claims are discursively constructed by the transnational and local news agencies and examines how the discursive coverage of these online news platforms addressed to women have promoted or hindered greater understanding of, and solidarity with, the claims of women's movements.

PP 374 Far-away femicides and proximate relationship tragedies: How place and race frame deadly violence against women in German-language media publics

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On October 6, 2019, a 25-year-old local man shot his ex-girlfriend, her new boyfriend and her parents and brother to death in the Austrian tourist town of Kitzbühel. News coverage was extensive, mainly narrating the man's jealousy and his inability to cope with the end of the relationship as motive (Gaigg & Arora, 2019; Willim & Strohmayer, 2019). Critical voices argued that this was more than a tragic, isolated case and hinted especially at femicide as a structural and societal problem (Wiesböck, 2019).

In fact, while femicide – the killing of women on the basis of their gender – has been reported as a severe structural menace against women in countries such as India and Mexico, the phenomenon has hardly been the subject of discussion despite the dramatic increase in instances of deadly (mostly domestic) violence against women, mostly committed by men, in Austria and in high numbers in Germany and Switzerland (Bona & Burba, 2017; deutschlandfunk.de, 2018; news.at, 2019; orf.at, 2019; Wiget & Caracciolo, 2019).

Our study will scrutinise this observation from a perspective that integrates transnational and intersectional feminist concepts (Fernandes, 2013; Gopaldas, 2013), considering media narrations of deadly violence against women as distinctive spaces, practices and discourses beyond the nation-state and closely linked to identity structures of difference. We presume this perspective to be fruitful to an investigation of how place (that is, where violence takes place geographically) and race (of the murder suspect and of the victim) frame not only the news coverage of deadly violence against women but also subsequent user discussions on Facebook and in news media's online forums (Lörcher & Taddicken 2017). Using quantitative content analysis, we will explore linkages and dynamics in German-language texts, including:

(1) perpetrator-victim relationship (such as spousal/family/domestic violence; hierarchy, such as official and citizen or employer and employee; strangers)

(2) crime setting (such as sexual violence/rape, shooting)

(3) published crime motive/explanation (such as jealousy, anger, mental illness, exercising power)

(4) information on victims' and perpetrators' races, cultural backgrounds and origins

(5) information on crime scene in terms of place (country, city/concrete location).

News coverage from the European German-speaking area published over a three-year period (from the beginning of 2017 until the end of 2019) will be collected via the database "WISO Praxis/Presse" using the pre-defined German-language search term combination of "Frau" or "Frauen", "Gewalt" and "Tod" (in English: "woman" or "women", "violence" and "death") to help filter relevant texts. While all relevant news coverage will be analysed, online discussions will only be investigated if they comprise 100 or more user comments on Facebook or in the respective news medium's online forum.

We expect our research to yield valuable results, adding to intersectional and in particular to existing transnational feminist media research on violence against women, the latter so far mostly focusing on sex trafficking cases (Hesford, 2018), organizational communication (Stohr, 2015) and work, exploitation and asylum in gender contexts (D'Enbeau, Villamil & Hellens-Hart, 2015; McKinnon, 2016; Timeto, 2009).

(Note: References list available upon request.)

GEC09 - Gender, technologies and digital media

PP 471 New digital surveillance practices: Making sense of women's menstrual-tracking apps

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How users engagement with mobile apps to self-monitor and improve health and fitness has recently attracted scholarly attention. Conducted from a user and design perspective, much research has been concentrated on women's use of pregnancy and parenting apps, showing at least two positive impacts: on emotional support and access to medical care information (Lupton & Pedersen, 2016; Lupton, 2017; Goetz et al., 2017). Other studies have focused on women's use of menstrual-tracking apps, pointing to their equally positive role in knowing better the body and in birth control (Epstein et al., 2017; Levy & Romo-Avilés, 2019).

Critical research on digital surveillance and self-tracking apps, on the other hand, has been more concerned with how apps impact on the wider socio-cultural context. Research from this perspective has been questioning how these digital tools relate to power relations and reproduce or defy hegemonic normativity (Lupton, 2015; Megarry,2018; Karlsson, 2019).

From a feminist framework, "there is no form of surveillance that is innocent" (Nakamura, 2015, p. 221). As Lisa Nakamura (2015, p. 221) contends, surveillance technologies have always performed two functions: "to regulate, define, and control populations; and to create new gendered, racialized, and abled or disabled bodies through digital means (Nakamura, 2015, p. 221). But the new forms of data monitoring and mining and its implications for corporate and government surveillance poses unprecedented challenges to feminist politics.

Against this backdrop, critical analyses of self-tracking apps have been highlighting how app technologies compromise personal data and users privacy and reify traditional gender roles and hetero-normativity (Lupton, 2015). Even when studies offer a more emancipatory vision of these tools, such as Karlsson (2019) understanding of the role of period trackers as vehicles for "reclaiming the body", they also call for more investigation on the social power (un)balances.

Departing from feminist and critical digital scholarship, this paper is concerned with how period trackers position and transform the body. Using the Flo app – a mobile calendar for menstrual self-monitoring and birth control – as a case study, and sampling its content from July to December 2020, we interrogate how this mobile tool is remaking social actors bodies. To analyse the sample, we combine content and critical discourse analysis.

Preliminary findings show that the analysed content highlights female self-control and self-care by fostering both symbolic and material powers. Texts reproduce patterns of hegemonic values, such as the segregated representation of women, and engage in celebratory ways with the economic interests of the pharmaceutical industry, such as the frequency indications of over-the-counter prophylactic medication.

PP 470 Gender biases in technology: The case of the Self-Assessment Manikin (SAM) in measuring emotions

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The last decades have witnessed a growing interest in multi-sensorial and multimodal aspects of science and technology, integrating the measurement of emotions through the use of sensors as one of the emerging lines of research in communication and related interdisciplinary areas.

The most widely used scientific databases for the study of emotions (such as MAHNOB or DEAP) use the Self-Assessment Manikin (SAM) designed by Lang (1985) as a globally reliable system for measuring emotions in a three-dimensional way: the pleasure, arousal, and dominance (PAD). However, recent researches from Feminist Technoscience Studies (FTS) observed that the digital technologies and IA are biased in terms of gender, sex, labour, class, ethnicity, (dis)ability (Sumartojo et al. 2016; Clarke et al. 2010; Hicks, 2017; Dunbar-Hester, 2019; Noble, 2018). Therefore, the research question poses the following: Is the graphic representation of emotional dimensions proposed by the SAM a neutral representation?

The aim of the study is to analyze the possible gender biases present in the SAM and its application in the measurement of emotions. A mixed methodology has been implemented for this purpose. In order to ensure the reliability of the SAM instrument, it was subjected to a content and form validation by means of a questionnaire to expert judges. The items that did not obtain V Aiken values equal to or higher than 0.80 had to be reviewed and redesigned.

Subsequently, three focus groups were carried out with professionals with training in Gender Studies and specialized in gender violence to obtain qualitative information on the experience and expression of emotions in women, especially those who have been victims of gender violence as they often present an emotional dissociation associated with post-traumatic stress (Jones, L., Hughes, M., & Unterstaller, U.,2001; Romero, 2010). The discussion was transcribed and analysed with ATLAS.ti

The results show the relevance of applying the gender perspective in the validation of tools used for years and qualified as neutral. The evaluation of the graphic representation of the emotional dimensions (pleasure, excitement and dominance) in the SAM obtains scores equal to or less than 0.80 by the experts. They identified gender biases present in the "neutral" representation of the drawings in the SAM, especially in the case of dominance (the degree of control over the emotional reaction to a stimulus), alluding to the fact that the result is very masculine and dominant lines and expressions, something that is harmful when working on emotional identification in women, and more specifically in victims of gender violence.

In conclusion, SAM's graphic proposal is not neutral and presents gender biases in its representation, which implies a change in design according to the indications of the experts (more rounded lines, for example) if we want to pay adequate attention to the measurement of emotions and not exclude them.

PP 467 Digital platforms in Brazilian sex markets

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This paper addresses the recent entry of digital platforms in the Brazilian sex markets, reflecting on how they have affected the moral economy of gender, sexuality, generation and race in the commercial sex. It is part of a large body of work that has investigated new media appropriation in sexual and erotic services, pointing to profound transformations in the sex trades dynamics and moralities (Atwood 2011; Atwood et al. 2017; Sanders et al. 2018, Rand 2019). The analysis sifts through the adult webcam industry in Brazil, the first and principal platform-based sex service in the country. The adult webcam industry is also the first platform-based sex service to advance a domestic platform model suited to the Brazilian market needs. This paper concentrates on the largest Brazilian webcamming platform, Camera Prive. The findings highlight that Camera Prive establishes a platform business model that directly intervenes in the platform-based sex labour conditions, putting forward a series of affordances that select webcamming workforce according to gender, sexuality, race and generation. Accordingly, the platform intermediator acts as a moral and material infrastructure (Van Dijck et al. 2018), instituting forms of stratification and systems of inequality. The stratification of the webcamming workforce results in selecting a preferred workforce profile based on cisgender young white women – echoing other sex services workforce composition (Agustín 2007; Bernstein 2007). The second preferred workforce is transgender young white women. To produce this stratification, Camera Prive employs both an "exclusivity system" and a "stamp system" that rank and order webcamming performers within the platform. The "exclusivity system" is an operation where Camera Prive offers benefits for sex workers in exchange for their loyalty to that platform (performers can only work on Camera Prive so as they gain the best platform spots and facilities in moving their money). Most people engaged in exclusivity are cisgender women, followed by transgender women. The "stamp system" attributes stamps that underscore performers' metrics within the platform; the most stamps performers have, the most visible they are. Overall, cisgender young white women have the largest amount of stamps, again followed by transgender young white women. Cisgender and transgender men, as well as black people, are constantly overlooked by those systems. This reflection develops from a 4-year online ethnographic research comprising extensive fieldwork (2016-2020) and 15 in-depth interviews with webcamming performers.

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PP 468 Discriminating algorithms: Who codes for whom?

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Without software-based technologies, the world would not be as highly connected and information-rich as it is today. Their benefits include personalised search results and sophisticated wayfinding services. The route-planning app of the public transport services in Berlin was used by more than 5 million people in 2020 (BVG Zahlenbericht 2020: 3). Thanks to digitized route-planning products, people are able to move even in unknown surroundings and can plan routes using a diverse set of configuration options within one tool.

However, over the last years, some software-based services proved to be sexist, racist or in some other way discriminatory. The list of potential reasons is diverse: By default, the design of technical artefacts promotes certain interests and impedes others (Winner 1980). Moreover, software itself is created by tech workers who inscribe their own beliefs and opinions into it (Oudshoorn et al. 2004: 31f.). Hence, tech workers (Vu et al. 2019: 1), such as software engineers, significantly shape our infrastructures, society and our perception of the world (Bialski 2019) and bear a great social responsibility.

Therefore, I would like to present the first findings of my dissertation project that is guided by the question:

Which values, ideas and concepts are inscribed into software of local public transport companies and how does this happen within the production process?

Guided by the principles of the Design Justice concept (Costanza-Chock 2020), this goes along with questions of whose interests are considered within the process, whose and which criteria define the quality of the system or software product and who do the tech workers imagine as users?

First data has been collected through semi-structured interviews in which the tech workers gave insight into their workplaces, decision hierarchies and spoke about who collaborates with whom. In a next step, follow-up interviews focus on creating mindmaps capturing values within their work, ideas for future developments and their imaginations about potential users.

First findings confirm that the tech sector is a specifically male-dominated area (Myers West et al. 2019: 5ff.) and indicate that both the work structures and the software designs are highly standardised. There is little room for the evaluation or inclusion of individual values or ideas.

This study contributes to the understanding of governance and accountability in the context of software production. It also aims to find out more about the impact of tech workers in inscribing values, concepts and imaginaries into software.

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PP 469 Cybercrime and victimization from a gender-sensitive perspective

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The already finalized contract research project on behalf of the Austrian Road Safety Board's Department of Property Protection and in cooperation with the market research institute IFES deals with the phenomenon of cybercrime from a (potential) victims and victimization perspective. It thereby adds to a research area which has had a strong focus on perpetrators' characteristics and motives (Bundeskriminalamt Deutschland, 2015; der Standard, 2019). The project is based on a broad understanding of cybercrime, including cyberattacks on people as well as on computer systems both with and without offender-victim interaction (Moura & Sadre, 2014).

The main research interest was to investigate which characteristics and conditions can influence victimization, drawing particular attention to role gender in the cybercrime victimization context and the question how and to what extent the category of gender represents a respective explanatory framework. While previous studies suggest different online behaviors of women and men in general (Danoglidis, 2015; Fallows, 2005), we considered it important not to isolate gender in our study but apply an intersectional approach when considering linkages to other characteristics such as age as well as internet usage patterns and habits. In terms of structure and methodology, the project consisted of three steps:

(1) Desk research: Extraction and condensation of media content, academic publications and publicly available information to identify archetypal and risk patterns in the cybercrime victims and victimization context.

(2) Expert interviews: Critical discussion and validation of the identified patterns with five experts from various disciplines concerned with cybersecurity and cybercrime.

(3) Representative survey of the Austrian population (n=1,000): Elaboration of Internet usage patterns and corresponding risk tendencies.

The results show, as expected, that gender and other socio-demographic characteristics can largely not be used as sole criteria for predicting a particular risk to become a cybercrime victim. They demonstrate, however, that different groups of people, categorized by age and gender, are more likely to be affected by different types of cybercrime. We think that those insights can contribute to more targeted public information, prevention and awareness-raising measures in the cybercrime and cybersecurity context.

(Note: References list available upon request.)

GEC10 - Representing women in media and popular culture

PP 553 Gender (in)equality in the Portuguese media: 25 years after Beijing

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The 1995 United Nations Fourth World Conference on Women in Beijing was a milestone for the field of media and gender. The resulting Declaration and Action Platform identified, for the first time, the media among the critical areas of concern for women. From that moment on, and from the clear definition of two strategic objectives: "to increase women's participation and access to the expression of their ideas and decision making in the media and new communication technologies"; and "to foster a balanced and non-stereotypical image of women" several tangible actions have been undertaken, and there has been a clear attempt to incorporate this concern into the public policies of the various countries. A policy assessment has been carried out every five years, with the purpose of encompassing new dimensions that are continually emerging in the field of communication and the media, namely related to information and communication technologies (ICT).

At the time of celebration of the 25th anniversary of the Declaration and Action Platform resulting from the Beijing Conference, it is important to look back and examine the path taken in the field of communication and the media in each country. The present study aims to reflect on the Portuguese situation in what concerns the following areas: Freedom of Expression (which includes safety of women journalists offline and online); Gender Media Policy (which includes laws, regulatory frameworks, policies); Media Content (which includes representation of women in news, sexist stereotypes); ICT Content (which includes cyber-violence against women, sexist hate speech, #MeToo and other social media movements); Women in Community Media (which includes women's access and attacks against them); Gender and Media and ICT Conglomeration (which includes women's access and participation in media and ICT industries, labor rights, etc.); Gender in Media and ICT Education (which includes gender in the curriculum of Journalism and Communication schools, in media and information literacy, etc.); Gender and Digital Rights (which includes universal access to ICTs, women and girls in STEM); and Access to Information.

We start off with research and analysis of various documents (legislation, reports and scientific articles), and proceed with contacts with various specialists in the field of gender and media studies, media and professional organizations and civil society organizations operating in the field of gender equality and women's rights.

We present some recommendations derived from our analysis, which aim at the coalescence of the central actors in this field: researchers, media institutions and professionals, civil society organizations and policy makers.

PP 550 When innovation and beauty meet: A case study of L'oreal

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According to the Market Research .Com (2019), the growth of global skincare market is going to reach $135 billion by 2021. The major drivers for the growth in market size include anti-aging, sun protection, body lotion and multi-functional skin cream. More consumers are seeking specific product innovations, synthetic ingredients and advancements in technology to achieve a flawless skin. Such products have mostly been advertised as 'clinically proven' technologies developed to help reduce outward signs of ageing or prevent premature ageing. With a reference to science, a particular skin property, such as wrinkles, redness, sun damage, and pore quality would be able to be decongested or controlled. The trend is affecting the market and the companies such as L'oreal, P&G and Beiersdorf. The scientific or pseudo-scientific claims have been increasingly deployed by advertising campaigns. Phrases such as' clinically proven' or 'dermatologist approved' have certain meaning to consumers because they desperately want the product to do for them what is claimed. However, these results are not produced by independent researchers, but by the proponents of the product. Therefore, this study examines the way in which science that is promoted in L'oréal's website, the world's largest cosmetics company, and how L'oreal adopts innovative differentiated positioning marketing in its website as a rhetorical strategy to reinforce a connection between women, beauty and science. This article explores the hyperlink of 'Research and Innovation' web pages of L'oréal through pragmatic presupposition. The findings show that there are some discursive metaphors related to science that L'oréal uses such as lexical terminologies, endorsements by expertise as contemporary ideology to commodify the contemporary woman's appearance. Drawing on the analysis of the findings, it is argued that the contemporary ideology of science literally 're-frames' the issue of women's body, particularly face, and encourages women to take an active role in the obsession with and wish for perfect faces in a gendered society.

PP 551 The discourse of beauty standard in fashion advertising language on Facebook: The C&A brand and its relationship with female beauty in Brazil and Portugal

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This paper comprehends a study that compares and analyzes the manner forms of feminine beauty are approached in the spring / summer 2018 advertisement campaigns on Facebook pages of the C&A clothing retailer in Brazil and Portugal. Over the years, changes in paradigms and stereotypes related to female beauty standards have been unfolding. The influence of feminism that challenges the mediatization of stereotyped representations of femininity or "contingents of female reality" (Martins, 2016: 1), the appreciation of identity and forms of personal expression are revealing that society creates new forms to interpret, relate and express yourself constantly. The representation of "body and beauty" (Kuipers, 2009) and also the recognition that the female audiences go far beyond cisgender women (those who identify with the gender in which they were born) but also include other forms of female identities and expressions (Butler, 1993). Therefore, the main purpose of the present paper is the understanding of how the brand C&A approached female beauty to female audiences (defined as people who identify themselves as female) in both countries.
It is argued that present day fashion brands and aesthetic products advertisement campaigns are influenced by social disputes concerning the "media aesthetic and fashionable aesthetic standard of female beauty" (Anzai, 2000; Martins, 2016). Therefore, it is relevant to examine if the feminist challenge to traditional forms of representation of what is "feminine beauty" is enabling change, or not, in the ways brands deal with and relate to their female audiences. This is an exploratory study that followed a mixed methods methodological approach, divided in two stages. First, a semiotic analysis of the image content of the spring / summer 2018 campaigns of the brand C&A Brazil and Portugal on Facebook, that included the categorization of elements and comparison between campaigns. Second, an online survey, where data was collected on the physical characteristics of the respondents in order to establish a comparative relation with the perceived physical characteristics of the professional female models in the campaign images. Next, these characteristics were compared between the female population resident in Brazil and Portugal, using as basis the categories discussed in the first stage of this methodology. In addition, responses concerning the interviewees' representations and attitudes towards the images of the analyzed campaigns were also collected. The results of this paper show that the brand subtly sought to represent different forms of feminine beauty, albeit in conservative parameters. It also reveals that interviewed women in both countries, for the most part, have a critical reaction towards the analyzed campaigns, stating, in many cases, that the portrait of feminine beauty in the images of the campaigns are not adequate.

PP 552 The representation of menstruation in Libresse/Bodyform advertisements on YouTube between 2015 and 2019

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Menstruation is a physiological phenomenon that is not of free choice. Even so, in many Western and non-Western cultures, menstruation is accompanied by a strong stigma that, at times, is translated into practices that violate human rights (Human Rights Watch, 2017) and pose a risk to both, the sexual and the reproductive health of menstruating bodies (Women's Voices for the Earth, 2013) and the environment (City to sea, n.d,). In the field of communication, how brands of tampons and disposable pads have represented menstruation in their advertisements has perpetuated gender stereotypes and stigmatized menstrual experience (Tarzibachi, 2017, Przybylo and Fahs, 2020). However, in recent years, there has been an increase in social conversation around menstruation and a resignification of the menstrual experience both in offline countercultural spaces (Guillo, 2014), and in social networks. The purpose of this research is to analyze how this resignification of the menstrual experience has influenced the discourse of the campaigns of Libresse / BodyForm, one of international biggest brands of disposable pads and tampons. This brand has been the first one to use red liquid to refer to menstruation, rather than the common blue liquid, among other important resignifications that are analyzed in this research. In this sense, this study has two main objectives: on the one hand, to analyze the representation of menstruation in the Libresse / Bodyform campaigns published on YouTube between 2015 and 2020 through content analysis. The analysis includes the campaigns: "No blood should hold us back", "Blood Normal", "Viva la Vulva", and "Womb Stories". On the other hand, the second objective aims to study the effects that these discourses have on the menstrual experience of girls and women, from menarche to climacteric. For this purpose, we analyze the content derived from various focus groups held in Barcelona, segmented by age, class, and ethnicity, to have a generational and intersectional perspective of menstrual experience. The analysis delves into the ecofeminist (Mies and Shiva, 2014) and menstrual activism (Bobel, 2010) perspective and pays special attention to the myth of "Mother Goddess" in the representation of the female body suggested by Anne Baring and Jules Cashford (2019).
Keywords: Advertising, menstruation, femvertising, gender, and communication

GEC11 - Feminist discourses and representations

PP 650 Media, (mis)trust and everyday feminism in Russia

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This paper problematizes the cultural politics of everyday feminism in light of rapidly changing media environment, using the overlooked case of Russia. By investigating the mediated processes of (re)appropriation and (re)translation of global feminist ideas in a Russian context, it provides a novel perspective on the challenges and potential of feminist politics in re-centralising states. The case of Russia is especially productive, as it combines the Soviet legacy of egalitarianism with contemporary infiltrations of neo-liberal celebrity culture and (western) mediated feminisms producing unique feminist positions in popular Russian imagination.

A number of studies suggest that global circulation of feminist campaigns, such as #MeToo, has significantly contributed to an increased awareness of sexual violence and gender discrimination (Gill & Orgad 2018; Williams 2016; Clark 2016; Scharff et al. 2016). However, scholars tend to overlook the fact that they reverberate very differently in various societies. For instance, #MeToo, in turn, was not joined by any significant numbers of Russian social media users but was criticized in state media by anti-western and anti-feminist commentators. However, it was widely discussed in different spheres of Russian society (esp. online networks and media) and brought several cases of sexual harassment by high-profile actors (e.g. Deputy of State Duma, Editor-in-Chief of a leading news outlet) into public realm.

This paper questions (1) what feminist ideas and discourses are made accessible to popular audiences outside expert and activist circles via multiple media channels and with the help of various celebrities and (2) how these ideas are perceived on the grassroots level by people of different age, class, and ethnic backgrounds. It creatively combines methods from media, cultural studies and sociology using 'collaborative ethnography' (Gillespie 2010). It generates an inclusive typology of mediated feminist positionality starting with the prominent female figures such as Ksenia Sobchak (Miazhevich, 2018) to online grassroot influencers. The study is particularly vital in the context of growing mistrust with the establishment in Russia and growing role of the grassroots communities enabled and made sustainable by the hyperlocal (Ratilainen, 2019) and regional media.

PP 646 Labeling feminism: culture, entertainment and social media campaigns in Spanish American digital media

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In December 2017, the Merriam-Webster dictionary chose feminism as the word of the year. The editors valued the total number of queries that the term had obtained in the online version of their dictionary, and the increase of more than 70% in the searches they had experienced compared to the previous year (Merriam-Webster, 2017). The dictionary defines feminism from a double perspective, either as a social doctrine or elaborate system of thought, and as a social movement that incorporates the collective expression of women, in their will for overcoming situations of political, social and cultural discrimination (Nash, 2004). Feminism refers to a reality that has varied over time and whose properties have been established with little difficulty due to its complexity and theoretical diversity. Sociological studies on the interdependence of social movements and the media (Gamson & Wolfsfeld, 1993; Downing, Villarreal, Gil & Stein, 2001; Fentress & Wickman, 2003) acknowledge that the interpretation of phenomena such as feminism is directly related to their mode of transmission to society from media discourses.

This study analyzes the presence and characterization of feminism in ten of the main Spanish American online media, based on the analysis of 2,712 terms included in the tags corresponding to the keywords that appear in the metadata of the information. The sample used to carry out the study has been created with the leading general information online media in ten Spanish-speaking countries on both sides of the ocean. The web traffic data prepared by Alexa (2017) and SimilarWeb (2017) have been used to identify them. Therefore, these are the analyzed media classified in order of highest to lowest number of visitors on the Internet: El País (Spain), Clarín (Argentina), Folha de S.Paulo (Brazil), El Tiempo (Colombia), El Universal (Mexico), El Comercio (Peru), La Tercera (Chile), El Nacional (Venezuela). Commerce (Ecuador) and Public (Portugal). The analyzed online media exceed 460 million monthly visits all together, which underlines their potential influence on public opinion. Through the technique of content analysis, all journalistic texts that included the term feminism within the field of keywords or tag of metadata (Baños, Felipe, Pastor, Lima, & Martínez, 2017) have been analysed.

The results indicate the important association that takes place between feminism and the personalities of the world of culture and entertainment, in the face of a less direct impact of the campaigns developed in social networks and activists. The research also concludes that among the themes associated with feminism, unfortunately the victimization discourses of women continue to be dominant.

PP 649 Feminist horizons and collective modes of documentary film production in contemporary Spain

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The increasing popularity of the documentary macrogenre (Araüna & Quílez, 2018) has coincided with a spread of social movements for gender equality in Spain (Campillo 2018). This coincidence, and the broad engagement of women in documentary film production, hint at the possibilities of non-fiction genres as sites for raising awareness against gender inequalities. Documentaries emerge from the intersubjective relationship between filmmakers, audiences and the subjects represented, and thus may promote processes of empathy and solidarity (Van de Peer, 2017) with regards to "know about" and "transform" society. The formal and narrative strategies have been a concern for many women documentary filmmakers, who challenge gender inequalities through the use of an audiovisual language which transcends the patriarchal authority inscribed in documentary's authority codes. This, in turn, facilitates the visibility of topics which had been excluded from the screens (i.e. women's intimate issues which were considered uninteresting or not serious enough in the past, or a clear-cut denounce of male chauvinism). However, this paper is not going to focus in the documentaries and their formal strategies themselves, but in the ways in which the most radical strands of these films are produced (beyond conventional and mainstream modes of production and articulations of authority) and its feminist potentialities.

In a context of great difficulty for raising funds for film production in Spain, organisations such as Dones Visuals/Visual Women (recently created) and LaBonne (a name honouring the pioneer promoter of women's education Francesca Bonnemaison) have launched projects such as Acció Viver/Breeding Ground Action or LabFemDoc. Overall, these projects support the production, co-creation and dissemination of women-directed films, ensuring a space for networking, learning and materializing ideas. Both projects rethink the conventional modes of production, and aim at strengthening collaborative activity and mutual support networks in order to increase the chances of women to take decisions in filmmaking-related activities. This presentation analyzes the above mentioned pioneer projects in order to observe how they strive to highlight the possibilities offered by alternative modes of production, but also its capacity to change the overall processes in film production.

The presentation will be based on semi-structured interviews to the women who have devised and coordinated these projects of mentoring and support. Specifically, we have selected the documentary filmmakers Mercedes Álvarez, Diana Toucedo, Laia Manresa, Neus Ballús and Ingrid Guardiola; the editors Ana Pfaff and Alejandra Molina; and the film writers and professors Marta Selva, Anna Solà and Inma Merino. Moreover, documentary films produced within this framework will be critically assessed. The four films which will be at the centre of the research are the collective works La hipocresía del deseo/Hypocrisy of Desire (López, Gas, et al, 2006), 1a Pers, fem, pl/1st Ps, Fem, Pl (Pingel, Moreno, et. al., 2008), Dones que donen/Women who give (Donario, Villar, et al., 2011), and D-construyendo-parte de mí/Deconstructing a Part of Myself (Louro, Pecararo, et al., 2012).

PP 648 Feminist discourse and self-representation: Young women on Instagram

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This communication analyzes how young women between 18 and 25 years in Catalonia (Spain) use social media to build individual identity and the impact that feminist positions and discourses can have on these representations. Therefore, the main objective of the communication is to analyze the discourse of the young women regarding Instagram and see if it corresponds to what they show in their self-representations. The analysis specifically focuses on the publications of young women participating in two cultural youth groups without an explicit feminist orientation: 1) A cultural group of "castellers", young people that construct human towers, a Catalan tradition; and 2) A youth percussion orchestra in Barcelona. Triangulation of methods has been applied consisting on a survey of 40 young men and women from the two different groups studied. In addition, semi-structured interviews have been conducted with eight young women of these groups. Finally, a qualitative content analysis of the personal profiles of the eight interviewed girls has been carried out between January 2018 and June 2019, and also of the public Instagram, Facebook, YouTube and Twitter profiles of the two groups.
Results show a contradiction between their discourse during the interviews and their self-representation in social media: interviewees explain that, although they want to be free and show themselves as they want on Instagram, they don't do it because they know they can be affected by sexist criticism. However, contrary to these affirmations, from the qualitative content analysis of their social media profiles, it is observed that their self-representations in their personal profiles match with the representation patterns described by the post-feminist sensibility. That is, self-representations are made from an alleged empowerment and freedom of choice but, in fact, women pictures on social media continue to refer to the hegemony of patriarchy, where young women are objectified and sexualized by themselves. Finally, the publications made by the groups do not show a clear identification with feminism. In fact, with one exception, there is no explicit mention of feminism in any of the group's publications, even on March 8th. The study ultimately shows the complexity of young women's self-representation in relation to their daily practice of feminism.

GEC12 - Representing gender in popular culture

PP 722 Are we really making progress on representation? A comparative analysis between the original and the reboot version of "The L Word"

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This research presents a comparative analysis between the original "The L Word" (2004-2009) and the first season of the reboot version, "The L Word: Generation Q" (2019), that premiered a decade after the original series finale. It aims to uncover what changed and what remained the same regarding the representation of LGBTQ characters in the series after a ten-year gap marked by a diversification of offers in addition to an increase of LGBTQ characters in fictional series.

The period in which "The L Word" originally aired was quite different from nowadays in terms of LGBTQ representation in fictional series. GLAAD's report on the 2005-2006 television season estimated that LGBT characters represented less than 2% of all characters on the broadcast networks while in GLAADS' 2019 report they represent 10.2% of the characters.

Back in 2004, the series was groundbreaking for focusing mainly on lesbian and bisexual women in a time when these characters were rarely found in the main cast of other fictional TV series, but now there is a proliferation of LGBTQ characters on broadcast. In addition to that, there is an increase of these characters on cable TV and there are streaming services, which were not available ten years ago, where many LGBTQ characters can also be found.

The increase on the percentage of characters found in fictional series does not automatically translate to a progress on representation and there are LGBTQ characters presented with negative narrative clichés and with stereotyped representations (Raley & Lucas, 2006). This includes the "Bury Your Gays" trope used during 2016 in the television series "The 100" (2014), that caused an intense reaction from fans and the birth of a movement that demanded better LGBTQ representation on television.

The mass media contribute to the formation of thought and act in the reproduction of social structures (Giroux, 1996; Hall, 1997; Hooks, 1996) that influence all aspects of daily life. Therefore, the constant consumption of media messages leads the viewers, especially the heavy viewers (Gerbner, Gross, Morgan, & Signorielli, 1994), to develop beliefs about LGBTQ people that coincide with those portrayed in the media.

Cultivation Theory (Gerbner et al., 1994; Shanahan & Morgan, 1999) and Content Analysis (Krippendorff, 2005; Krippendorff & Bock, 2009; Riffe, Lacy, & Fico, 1998) were chosen to conduct this investigation taking into consideration, among others, characteristics such as gender, sexual orientation, class, ethnicity, age, origin, personality traits, socio-economic status, profession and educational background.

Preliminary results indicate that the original series used tropes such as the "Bury Your Gays", that transgender characters were depicted stereotypically and that bisexuality was negatively portrayed, with the usage of words such as "dirty" to refer to a bisexual character, and/or frequently erased. Furthermore, it prioritized cis, white and wealthy lesbians. However, the series as "Generation Q" presents a more diversified portrayal of the LGBTQ community.

This study has been carried out within the Research Group on Image, Sound and Synthesis (GRISS) of the Department of Audiovisual Communication and Advertising at the Universitat Autònoma de Barcelona (Spain).

PP 721 "Cut. It. Out": Gender representation, postfeminist irony and the family in 'Full House' and 'Fuller House'

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Media productions are a key agent in communicating and expressing cultural issues, which nowadays cannot be understood without the use of contemporary new media (Navarro-Beltrá & Llaguno). One of these cultural expressions is the representation of societies. Representing societies implies documenting attitudes and social and cultural habits, and reflect them in television products such as sitcoms (Bignell, 2014).

The main goal of this project is to analyse gender representation of two societies: the one depicted in the sitcom 'Full House' (1987) and the one presented in the reboot of the series, 'Fuller House' (2016). This is a case of particular interest due to two main factors. On one hand, this sitcom is based around an unsual family structure in both cases, firstly starring a group of three men leading the family, and the same role being performed by a group of three women in the case of the reboot, which allows for a comparative analysis of how fatherhood and motherhood are addressed. On the other hand, the fact that the reboot follows the same plot but with a considerable time difference (almost 30 years later) allows for a comparison between gender stereotypes and their evolution in time, in case there is any.

In order to analyse these two aspects, fatherhood and motherhood, as well as traditional gender stereotypes being perpetrated or rejected, the first season of each one of the series is analysed using content analysis as a methodological tool. In both cases, the first season presents the situation and the characters, highlighting their main defining characteristics, aspirations and personalities, as well as the dynamics defining the relationship between the adults and the children starring the show. Content analysis for this study focuses on the role and characteristics of the main characters individually, their role within the family and how often they use humour to assess any differences regarding gender.

Results show that the reboot of the series tries to replicate the same family structure as the original, having a responsible lead of the family, a funny friend, and a carefree relative as the main group. In spite of this paralelism, there are traditional gender stereotypes being addressed. Besides, there are traces of postfeminist irony that can be identified (Arthurs, 2003; Lotz, 2001; McRobbie, 2009), such as the carefree relative evolving from rejecting the will to have kids to finally feeling fulfilled when deciding to find a surrogate.

This study is of particular interest for the study of gender representation because in spite of aiming to present the exact case scenario, gender plays a key role in changing the main roles of characters. Also, despite of the time gap between the two productions, traditional stereotypes seem to be perpetrated in both of them. Gender representation follows a traditional approach, in which men are represented as the 'breadwinner', more focused on their professional life, and being more sexually active subjects (J. A. Brown, 2016), while women are depicted as more focused on family and personal relations (Berberick, 2010).

PP 719 Grace and Frankie: Gender and age are not their problems

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Our paper analyses narratively the *Grace and Frankie* series from the streaming channel Netflix, which was premiered in 2015. Featuring Jane Fonda and Lily Tomlin, the series balances humorous moments and dramatic scenes in short episodes of about 30 minutes. In our analysis, we identify the main mechanisms of deconstructing stereotypes related to femininity, gender, beauty and age, using different feminist film studies, as well as their potential concerning the effects in the broad audiences reached (Laura Mulvey, Teresa de Lauretis, Christine Gledhill, Iris Young, Guita Gui Debert).

The assessment of the gender gap applied to the representation of the leading female roles of the series, has been the fundamental basis of this research. To this end, it has been analyzed whether the presence of them was due only to their link with the male characters or to the relevance of them per se. The purpose is the identification of gender stereotypes and their disruption on the series *Grace and Frankie*, where protagonists are over 70 years old and keep on overcome the psychological barrier of the 70 years showing continuously vital expectations, on an active and intense way. The chosen methodology was based on the application of the Bechdel test, to differentiate the presence and the dialogical issue between the two female protagonists, and on the Rydel Inclusion, to evaluate the gender representation on the artistic-technical teams. Also, the symbolism of the 5 seasons (excluding the sixth premiered today), will be interpreted according the diverse theoretical references, but the study of Hans Gumbrecht - historian and literary theorist and critic, that reflects and underlines some Heideggerian principles- constitutes one of our main motivations. In accordance with his perspective, the Cartesian heritage of Modernity will have led, remember, to a metaphysical spirituality and to a "loss of the world" (Gumbrecht: 2010, p. 43), therefore the author seeks to enunciate epistemological alternatives to what he considers to be the unjustified domain of Hermeneutics (as interpretation and search for a dream) in the Social and Human Sciences. In *Against interpretation* and in *The limits of Interpretation*, Sontag (1966) and Eco (2004), respectively, had already outlined the primacy of the search for meaning in the analysis of works of art, anticipating the necessity of a contact and a more direct look over the objects. From this analysis, we stand that there is a paradigm change of the traditional stereotypes presentation so that senior protagonists continue to have important vital principles, accepting weaknesses as an age result, or as something natural and existential. The results offered surprising data on Rydel's test.

PP 720 "But first coffee" – Representing authenticity and success on YouTube's "girlboss" channels

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Today, thousands of millennial woman want to become self-made entrepreneurs on social media. Some of them call themselves "girlbosses", who in their YouTube channels create an image of empowered and free women. On the other hand, the same women depict an idea of hegemonic femininity that is promoted and sold through consumption (e.g. Banet-Weiser, 2012). Carefully constructed videos show a world filled with brands and lifestyle that only few can afford. And although in the era of social media publicity is open for all, it makes one wonder, how open it really is, when the platforms are shaped by the algorithmic architecture of digital media (Bishop, 2018; Carah and Angus, 2018).

This paper explores YouTube's lifestyle channels in shaping understanding of female entrepreneurship in the digital age. Following the idea of "circuit of culture" (du Gay et al., 1997), the paper focuses on two important processes of the circuit, namely representation and identity, and how they are related to authenticity, success – and coffee. Through a netnographic (Kozinets, 2010) approach, analysis of 23 "girlboss" channels and some complementary in-depth interviews, unveil the ways "girlbosses" and "girlbossness" are represented on social media platforms, and especially on YouTube.

The participant-observational data shows, that the idea of "self-made success" is represented over and over again on YouTube's lifestyle channels. The paper argues, that one of the most signifying practices in being a "girlboss" is the pursuit of success through authenticity, which is often articulated through coffee-related representations, such as images and viedos of coffee, coffee mugs, coffee related inspirational quotes, coffee drinking and cafeterias. According to the data, "girlbosses" use coffee imagery, on the one hand, to signal productivity which, furthermore, is connected to the idea of 'passion' that enables content creators to make up a notion of work that doesn't seem like work. This is particularly evident in 'Instagrammable' images and video-clips of aesthetically pleasing cafeterias and special coffees that represent the luxury and freedom of being one's own boss, who works outside the office and indulges themselves while doing so. On the other hand, coffee imagery and one-on-one styled "Coffee talk"-videos, for example, are ways for "girlbosses" to articulate their 'authenticity' in the YouTube-world, where, according to "girlbosses" glamour and opportunities also mean a great deal of anxiety, doubt, and confusion – the process behind this 'openness', though, is often left unspoken.

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HCO01 - Health Communication

PP 501 Exposure to risk self-efficacy information (RSEI) in news coverage of anorexia increases self-efficacy to perform risky behaviors

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This study applies core constructs from social cognitive theory (Bandura, 2001) to test whether exposure to information about Risk Information Detail (RID) in news media coverage of anorexia leads to unintended negative effects among young women. The study uses an online randomized experiment with 419 Israeli women ages 18 to 25 (using two rounds of data collected at a two week interval) to test immediate and lagged effects of exposure to RID on women's reported self-efficacy to perform behaviors associated with disordered eating.

These six behaviors included "not eating breakfast" 'not eating food during the school/work day", "avoiding meals with family/friends", "cutting food up into very small pieces", "hiding food to give the impression of having eaten", and "using diuretics." We hypothesized that exposure to information about risky behaviors related to weight loss will be associated with perceptions that these behaviors are effective (overall) for weight loss (response efficacy), which will increase self-efficacy to perform these behaviors in order to lose weight.

Participants provided informed consent and viewed a (2-3 minute) video about anorexia (or a control video about vaccination). Video messages were edited from extant news media coverage. The original news items were in English. The sound was muted and videos were overlaid with Hebrew narration and subtitles to enhance comprehension. The videos were edited to be informationally equivalent, but videos with high RID (both episodic and thematic) provided specific detail regarding the behaviors that are performed by women with anorexia in order to lose weight. Messages in the low RID conditions described weight loss behaviors in more general terms, without providing information about specific behaviors.

Results of mediation analysis using PROCESS show a significant indirect effect of exposure to RID on self-efficacy through response efficacy, both immediately after exposure and at two-week follow up. Results of moderated mediation analysis show that the indirect effects of RID were not moderated by participants' risk of developing an eating disorder, or by their level of identification with the protagonist (for messages with an episodic format).

This study addresses the need for more rigorous controlled tests of the social learning processes as conceptualized in social cognitive theory, and of media message components that may influence self-efficacy beliefs (Pajares et al., 2009). The results also raise important questions about possible unintended adverse effects of media coverage of eating disorders. The news media play an important role in informing the public about health, and may promote public adherence to recommended health behaviors through positive effects on response efficacy and self-efficacy. However, for some topics, exposure to media coverage may inadvertently increase response efficacy and self-efficacy to perform behaviors that may lead to adverse health outcomes, such as disordered eating behaviors.

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PP 499 Health information – where do teens get it?

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Currently, the constant and widespread accessibility and variety of sources of health information available to youth have reached unprecedented levels. Within this scenario, although research has highlighted the relevance and importance of understanding where youths search for and obtain health information, there is still a lack of studies focused on this subject up to date. The study behind this communication intends to analyze where young people seek and obtain health information, as well as understand the potential effects of gender and grade level on these processes. For this purpose, a sample of 743 adolescents, aged between 11 and 19 years old (M = 14.14) enrolled in the 7th, 9th, and 11th grades from schools in the North of Portugal completed a questionnaire including demographic data, media use, and health information sources. Preliminary results suggested that adolescents primarily seek and obtain health information from their parents. Even when discriminating the health issue (tobacco, alcohol, social relationships, nutrition, and physical exercise), parents were reported as the primary source. Additionally, significant differences were found for gender, suggesting that girls are more likely to obtain information through both interpersonal (parents, siblings, friends, health professionals, teachers) and media agents (television, books, newspapers and magazines, brochures/pamphlets, internet, radio programs), in comparison to boys. Conversely, boys reported obtaining health information more frequently through video games. The majority of the participants reported parents to be the most reliable source and the Internet the most accessible one. The ubiquitous presence of media has to be taken into consideration when analyzing adolescents' health. Indeed, the influence of the media on adolescents' health is widely acknowledged, particularly the use of the Internet when searching for health concerns and intimate issues. However, it seems that the media have not yet completely replaced the role of parental communication when it comes to health. Teenagers apparently rely on their parents because they trust them, despite all the other information opportunities. In fact, parents were described as the primary source of health, regardless of gender or grade level. These findings may suggest a growing conscience in western societies about the relevance of the parenting role and communication with their children. With these preliminary results and conclusions, we expect to trigger a discussion around the teenagers' preferences and trends regarding the complexity of communication and search for information about health in view of their well-being.

PP 500 Moral emotions in prosocial campaigns for bone marrow donation – the impact of admiration, gratitude, compassion and pride on prosocial behavior

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Prosocial behaviour is the basis for (health related) helping behaviour as it is in the case of bone marrow donation. People suffering from leukaemia are dependent of others when waiting for a matching donation (Hansen et al., 1998). Organisation such as the DKMS in Germany aim therefore to motivate people to register as donor even if they are not affected personally by blood cancer.

To do so moral emotions show promise. Instead of being linked to interests of the self, moral emotions focus on the welfare of others or society and may therefore be easily triggered when somebody else needs help or received help (Haidt, 2003). However, empirical research investigating the effect of moral emotions on prosocial behaviour is nearly exclusively focussed on empathy or negative moral emotions, such as guilt. Like all emotions, moral emotions as well are followed by action tendencies motivating actions, as it is stated by supporters of appraisal theories (Arnold, 1960; Lazarus, 1968; Ellsworth, 1991, Scherer, 1999). Whether or not moral emotions encourage people to act in favour of bone marrow donation organisations is investigated by this experimental research. In particular, we focus on the moral emotions admiration, gratitude, compassion and pride given that research has already revealed their motivating character for prosocial behaviour (Algoe & Haidt, 2009; Bartlett & DeSteno, 2006; Batson & Shaw, 1991; Michie, 2009; Oveis et al., 2010).

To investigate the influence of moral emotions, a quantitative experiment was conducted in Germany. Each of the 217 participants was randomly assigned to one of the four stimulus conditions consisting of a newspaper report including a personal story about bone marrow donation. Two of those reports were written from a patient's perspective implying either admiration or gratitude for the donator. The other two reports presented a donator's view implying either compassion or pride. To enhance identification and/or self-referencing first-person narratives were used. For each condition, identification, self-referencing, responsibility, moral emotions, cost-reward considerations and norms as well as intention to act prosocial were measured.

First data analysis reveals that in contrast to empathy and admiration especially pride and gratitude can influence participants intention for prosocial behaviour positively when it comes to bone marrow donation and registration. The effect on intentions is mediated by self-referencing. Further mediation effects of responsibility perceptions, social norms and cost-reward considerations will be analysed. To our knowledge, this is the first study comparing the persuasive effect of four different positive moral emotions. In particular our results shed some new insights into the specific effects of pride and gratitude that were hardly empirically investigated. Furthermore, the results clarify the role of different positive moral emotions in prosocial decision processes. Implications for prosocial campaign and message development are discussed.

ICS01 - Social Interacion with (ro)Bots and Virtual Agents

PP 431 Developing a pedagogical chatbot for an online course on presentation skills. A design-based research approach

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Digital learning solutions and the development of artificial intelligence (AI) affect our communication reality and learning solutions. In this presentation, we describe the development of a new pedagogical chatbot developed for exploiting AI in teaching communication at Helsinki University Language Centre.

Human computer interaction (HCI) has been researched virtually since the dawn of technology. However, the prominent field of communication literature on HCI and AI, especially from the point of view of human experience, is yet to emerge. We have used a design-based research (DBR) method to develop student-chatbot communication in an online course on presentation skills. DBR provides a frame of scientific practice where new educational ideas can be formulated and adjusted during the empirical testing (Bakker & Van Eerde 2014).

In our presentation, we illuminate the designing process of a pedagogical chatbot in the context of teaching communication to undergraduate students. This process is based on theory development through continuous cycles of design, enactment, analysis, and redesign (Design-Based Research Collective, 2003). Currently, we collect and analyze qualitative data on student expectations of communication with a pedagogical chatbot. The students describe their insights in thematic pair interviews (N=12) and in a survey with open questions (N= 151). The data are analyzed by data-driven content analysis method.

Our design of chatbot-student communication is based on data-driven findings and current research. The chatbot will be created and implemented with researchers, teachers and information technology specialists. Students will be engaged in the process: they will teach the chatbot to support them in their presentation skills acquirement.

So far, specific limiting and liberating features of student-chatbot communication have already been found (Hollanti & Niinivaara 2020) and will be used for further development of the chatbot. The limiting features were described as assumed coldness of the interaction or meaningfulness of chatbot's positive feedback. Building trust with the chatbot would also be gradual because it would lack the contextual reliability of a human. The liberating features were described as lack of shame or embarrassment, unnecessary of face work or worrying about the teacher's coping or tiredness. Discussing with a pedagogical chatbot could also be more private and equate it with a meaningful discussion or reflection with oneself.

Establishing a student-chatbot communication relationship requires mutual learning, which as a key phenomenon between humans may have different meanings with the chatbot. Therefore, the research on human experience in HCI is essential and the communicational relationship between a humanlike chatbot and man unique. To understand HCI, we may also need to renegotiate some basic paradigms in the branch of communication science.

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PP 433 Dinner with Muhammed: Perceptions of interaction and parasocial relationship with an immigrant in 2D and immersive virtual environment

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Intergroup interaction has proven effective in decreasing anxiety against outgroup members. In parasocial relationships, negative feelings are reduced through characters' self-disclosure. However, these effects have been demonstrated in mainly quantitative measures, and the actual voices of the viewers who experience parasocial interaction are less often heard.

Recently, immersive technologies (e.g., virtual reality) have provided new methods of experiencing parasocial interaction. So far little is known about the viewers' self-reported perceptions of parasocial interaction through immersive representations versus traditional 2D-formats. This qualitative study sought to explore whether positive feelings that previous studies have found connected with immersive virtual environments (IVE) convert to perceptions of willingness to interact and form a relationship with an immigrant.

A documentary called DinnerTime360 was used. In DinnerTime360, the viewer is able to "sit" at a dinner table with Muhammed, a Palestinian immigrant to Finland. Muhammed discloses that he is a widowed single-parent in a foreign country and works as a taxi driver. We compared viewers' perceptions of what it would be like to interact with Muhammed, and what it would be like to be acquainted with him. The data was gathered on a Finnish university campus in the end of 2019. Participants (N=50) were randomly assigned into two groups to watch either the IVE or the 2D documentary and answer three open-ended questions before and after watching the documentary. The data was analysed inductively with ATLAS.ti.

The tentative results show that almost all participants perceived Muhammed favourably before the documentary based on his picture. Muhammed was described as well-educated and middle-aged. The participants predicted it would be interesting to have a conversation or to be acquainted with Muhammed. Yet, the participants anticipated age and cultural differences to challenge their interaction with Muhammed.

The results after the IVE and 2D documentaries showed that Muhammed was most often perceived as fatherly and family-oriented, caring and loving, calm, and hardworking. The perceptions reflect the breadth and depth of his self-disclosure. Interaction and interpersonal relationship with Muhammed was perceived as enriching and rewarding. Interestingly, many participants predicted they would be emotionally supported by Muhammed if they were his acquaintance. Those who viewed him favourably in the picture did so also after viewing either the IVE or the 2D documentary. The differences in life circumstances and age were a greater determiner than Muhammed's immigrant status in predicted challenges of an interpersonal relationship with him.

The study concludes that both IVE and 2D documentaries change perceptions of, here, a Palestinian immigrant man. However, in contrast to quantitative findings on IVE's stronger effects, the participants' changed perceptions were accounted for by Muhammed's self-disclosure instead of the level of immersiveness in our study. Qualitative studies have the capacity to reveal explicit perceptions whereas quantitative measures capture the more implicit attitudes of participants. The results accentuate the importance of including participant voices when scrutinising the mechanisms in immersive technologies that generate the effects. The final results available at the time of the presentation will be discussed thoroughly.

PP 429 Studying apart together: Examining the effects of telepresence robots on between-student interaction

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Introduction

To foster student inclusion, schools can now make use of telepresence robots in the classroom. These robots allow students with prolonged sickness to interact with other students and their teacher as if they are present in the classroom. The assumption is that students remain connected, so they do not become isolated from their peers and fall behind in their group work.

However, most research on telepresence robots is conceptual, usually providing only proof-of-concepts or small-size case studies. It is not known whether these robots can actually stimulate group identification and interaction in comparison with other technologies such as videoconferencing. Therefore, the goal of this study is to experimentally compare mediated student interaction supported by a telepresence robot with mediated student interaction supported by videoconferencing.

As telepresence robot, we use AV1, a robot specifically designed for in-classroom use. From a sender perspective (i.e., the user controlling the robot), the audiovisual channels afforded by AV1 provide a rich form of interaction that may stimulate perceived social presence of the receivers. From a receiver perspective, the channels that the robot affords are less rich, as only audio is transmitted to the receivers.

In all, we expect that the robot-mediated human interaction through AV1 leads to more positive evaluations of group interaction compared to audiovisual interaction, because of increased sense of copresence. By examining the underlying processes that explain the effects of mediated robot-interactions, this study contributes to the developing field of human-mediated robot interaction.

Method

We tested our expectation in a one-factor experimental design, in which 61 groups of two students (N=126, 63.1% female; Mage = 20.66, SD = 2.59) either used videoconferencing or AV1 to work on a decision-making task. In this task, students had to read an article about artificial intelligence and come up with a solution, followed by a questionnaire. We measured the following outcome variables: identification, perceived capability and perceived warmth. To investigate the underlying mechanisms, we measured transportation (copresence, distraction, and social presence).

Results and conclusion

An independent t-test showed that copresence was higher in the AVI condition than the videoconferencing condition, t(120) = -2.59, p= .011. People who were controlling AVI experienced higher copresence than people talking with AVI, t(56) = 2.19, p= .033. To examine the direct effects of the use of AV1 on between-student interaction and the indirect effects of transportation, a mediation analysis was conducted. The results showed no direct effect. However, there is a mediating effect of the use of AV1 on identification, warmth and competence via copresence, since copresence is positively related to identification (p < .001). [.043, .364], warmth (p < .001). [.055, .375], and competence (p = .003). [.031, .229]. In other words, students in the AVI condition identified more with each other and were more positive of the communication process in terms of warmth and competence than teams in the videoconferencing condition, due to the increased copresence experienced when communicating with AVI.

PP 432 "OK, Google, make me coffee": Trust and privacy attitudes towards interacting with Intelligent Personal Assistants and smart speakers in the Netherlands

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Intelligent Personal Assistants (IPAs) are available on most smartphones and on smart speakers, or household devices, such as the Amazon Echo and Google Home. Whereas phone IPAs have been available for a longer time, household IPAs have emerged on US markets since 2014 and more recently on Western European markets. Phone and household IPAs are becoming part of everyday life in households around the world and can make life more convenient. Yet, the integration of IPAs also brings privacy and surveillance concerns in relation to the assistants and devices 'listening in', the 'platformisation' of home life, and security. IPAs are used in intimate (home) contexts and users interact with these services on a daily basis. The voice-activated affordances of IPAs are connected to (social) media services, household appliances, GPS, and personal accounts. The situatedness of these emerging practices and interactions, the ongoing algorithmically driven changes to the technology, and the possibilities for data collection across platforms and devices make IPA use a fascinating case for research about interactions, technology use, privacy, and trust.

Our mixed methods study focuses on the Netherlands where, in anticipation of the introduction of the Google Home, we conducted a survey *(N=291)* and focus groups *(N=35)* in the Spring of 2018. Our research is guided by the questions: 1) Which factors influence household IPA privacy concerns in the context of surveillance, security and platforms? And RQ2: What role do affordances play in household IPA privacy concerns in the context of surveillance, security and platforms? We build upon quantitative survey findings as well as qualitative focus group results in order to provide a comprehensive and nuanced view of user perceptions. We aim to understand different types of privacy concerns around household IPAs. Our quantitative findings show how factors such as internet familiarity, digital literacy, and perceptions of digital communication risks affect privacy concerns about household IPAs. The focus group discussion data illustrates how these concerns revolve around household IPA affordances conversation, recordability, localization, control-ability, and assistance. An analysis of focus group results emphasises the importance of context and a differentiation of privacy concerns.

Before the use of IPAs will be fully normalised, it is important to develop a nuanced understanding of potential user perceptions in order to raise critical questions about platformisation of the household, privacy issues, and situated interactions.

PP 430 Bots as storytellers: An analysis of the use of Facebook messenger chatbots by non-profit organizations and their added value for advocacy purposes

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Standing out in the Internet's noisy environment is a challenge for non-profit organizations to spread their message and engage audiences on a space dominated by commercially driven big platforms (Allmer, 2014, Goldkind, 2015; Krueger & Haytko, 2015). Following a trend by for-profit institutions, some organizations invested in a new tool: Facebook messenger chatbots.

To study the advocacy possibilities of the chatbots, we analyzed their capacity to tell stories, have an engaging conversation and their levels of interactivity (Crawford, 2013), immersion and agency (Murray, 2016). To answer our research question — *What are the opportunities (as well as threats) storytelling Facebook messenger chatbots offer to enhance the engagement of citizens with non-profit organizations?* — we conducted two case studies and used a triangulation of methods — content analysis of chatbots' texts, semi-structured expert interviews and thematic analysis.

We found that investing in chatbots is an attempt to stand out in the crowd by enabling a different kind of interaction with content. Those chatbots do not have a high degree of interactivity, since agency is still an issue and users do not have much power to make changes and there is a lack of personalized answers.

Furthermore, the main objective was not engagement in terms of likes or number of comments, but to make the audience aware of a problem and to create empathy. The biggest opportunity was the creation of a "safe space". The chatbot, when constructed as a character the audience can identify with, is able to open a dialog in which the user might feel free to talk without being judged, which is useful for keeping the user engaged, thus sharing more information. Another high point is the mix of story and conversation that makes the interaction an exchange of ideas and not a "lecture".

One of the biggest threats is that the audience expects some kind of personalized experience chatbots cannot give yet. Regarding empathy, we see that parts of the audience will struggle in seeing the chatbot as a representation of real people. Another problem is that people need to allocate much more time to interact with a chatbot than to watch a video or read a post.

Another important thing to have in mind is the use of chatbots for sensible topics. While they can be a safe space for talking, it is fundamental to make clear that they are not there to substitute a real person, especially in cases where people seek help and guidance - regarding suicide, for instance, as in one of our cases. And, as much as they have the advantage to enable conversations that would be hard to reproduce in real life (with a victim of revenge porn, for instance), they cannot process all the information, especially in dealing with sensitive topics, to give an appropriate answer in extreme cases.

In conclusion, bots can be a useful tool to talk about a topic in a superficial level, but if we go to a deeper and more individual level, we would still rely on humans.

ICS02 - Social Interaction in Professional and Organizational Contexts

PP 532 Professional listening competence as an operational tool in court mediations

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In Finland, parties of a civil dispute may seek reconciliation in court-led mediations implemented by using facilitative, evaluative, or transformative mediation models. In mediations, the goals of interaction are achieving trust, enabling and facilitating interaction between parties, helping them to understand each other and the dispute, suggesting new ways of thinking, evaluating reconciliation opportunities, and obtaining the approval of the parties regarding the settlement (Ervasti, 2018). This is conducted through encouragement, discussions, negotiations, and clarifications (Ervasti & Nylund, 2013). However, none of this can be done if the mediator judge does not listen to the parties or cannot get them to listen to each other.

Listening can create support and trust through person-centered behavior (Burleson, 1987), empathy, and assertiveness (Sims, 2017). Overall, listening is considered to create a supportive atmosphere. However, sometimes listening that is intended to be supportive fails to do so due to the low person-centeredness of supportive messages and failed orientation of the listener (Ala-Kortesmaa, 2018). This may be problematic in court mediations when parties voluntarily put themselves in vulnerable positions. Therefore, this research examines how professional listening competence can be successfully used as an operational tool in court mediations.

This research objective is approached by three research questions:
1. What kind of the listening competence do different mediation models require?
2. What kind of professional listening competence do mediator judges have?
3. How can these models and listening competence of mediator judges be combined in the most useful manner?

The data collection utilized mixed methods. The mediation model data were collected by conducting a literature review. The data regarding professional listening competence of mediator judges (N=42) were collected with quantitative and qualitative surveys. The responses were analyzed using quantitative analyses and thematic content analysis.

The results suggest that mediation models call for different types of listening as the premises for listening and the role of the mediator vary. The professional listening competence of the mediator judges also varies a lot, as well as do their level of person-centeredness and listening orientations. Thus, the facilitative mediations are most suitable for mediator judges with high people-orientation, person-centeredness, and high ability to interpret and understand. Evaluative mediations are most suitable for content and action-oriented judges who send mostly low person-centered messages. The transformative mediation model is most suitable for highly experienced mediator judges as it requires extremely high person-centeredness and high emphasis on recognizing emotions.

The scientific contribution of the research is theoretical and methodological. The study combines conceptualizations of communication and expands the theory base used in listening research. By using mixed methods in data collection and analysis, the study strengthens the foothold of qualitative research in listening research that has been dominated by quantitative research methods. The societal contribution is in the development of utilizing listening competence and strategies: when relations between professional listening competence and profession-related communication requirements are understood better, the legal system will be better prepared to meet the needs of clients as well as to increase the meaningfulness of the legal profession.

PP 536 Effective sales pitch - Ice-cold Nordic approach

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Background: Entrepreneurs' communication skills play a major role when they aim to attract investors' interest, build trust and convince investors' on their business idea. Therefore, delivering an effective sales pitch is a crucial skill for entrepreneurs. Previous research has investigated structural, linguistic and rhetorical aspects of sales pitches, as well as passion and entrepreneurs' motivational cues (Clark, 2008; Daly & Davy, 2016; Lucas et al., 2016). However, pitching competitions have not been extensively studied in Nordic countries, and previous research has not investigated sales pitches that are presented in a battle format. Furthermore, previous studies have not explored how Monroe's motivated sequence (the ANSVA-model) is suitable for organizing persuasive sales pitches (Ehninger et al., 1978). The ANSVA-model refers to structuring the speech by **a**ttention, **n**eed, **s**atisfaction, **v**isualization and **a**ction.

Method: The aim of this research is to identify the key characteristics of effective sales pitches in a pitching competition. We investigate how effective sales pitches are structured and how entrepreneurs apply ethos, pathos and logos in effective sales pitches in a pitching competition. Data was collected from the Tahko Ski Lift Pitch Competition, in which two entrepreneurs at a time presented their oral pitches while sitting in a ski lift and competing with each other. The judge was sitting in the middle, and he/she evaluated the effectiveness of the sales pitch immediately after hearing the two pitches. Duration of each sales pitch was three minutes. Data consists of twenty videotaped sales pitches from which 12 were successful and 8 were unsuccessful pitches. Data analysis consists of structural, rhetorical and delivery analysis.

Findings: Findings suggest that there are five structural elements in an effective sales pitch. These are **a**ttention, **n**eed, **s**atisfaction and benefits, **t**arget market, and f**u**ture plans and funding. We contribute to ANSVA-model and present an ANSTU-model, which describes the structure of an effective sales pitch in Tahko Ski Lift Pitch Competition. Furthermore, rhetorical analysis revealed that entrepreneurs should be able to use all rhetorical strategies of _ethos, pathos_ and _logos_ in their sales pitches. Results help entrepreneurs to plan the structure, rhetorical strategies and effective delivery mode as they deliver short sales pitches.

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PP 535 Listening in supervisor-employee communication relationships

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In my doctoral dissertation I study listening as a work community skill in a supervisor-employee relationship. My research reveals what factors bring the listening experience to life, what role listening plays as part of the work community skills, and how one's own listening is understood as part of the interaction within the work community. The purpose of this study is to conceptualize listening and to provide a comprehensive understanding of the listening process. The research material I have collected through interviews and questionnaires from supervisors and subordinates who participated in the performance discussions of Tampere city departments. City of Tampere has 16,000 employees in 2,000 different units. For example, the informants for this study are from recruitment, public relations, and building units, libraries, and the department of exercise. In analyzing the data, I use the Grounded Theory analysis method (Strauss, & Corbin 1994). In addition to the qualitative nature of my research, I also used the SPSS analysis software to analyze the quantitative forms.

By understanding how conceptualization of listening occurs, one can become aware of the concept of listening and thus influence the listening behavior of superiors, among other things. In a professional setting and in a vertical communication relationship, listening has not been extensively conceptualized in terms of managerial or work community skills. Widening the scientific definition of listening will provide additional tools, for example, for training managerial interpersonal skills and understanding managerial relationships. This is a research topic of interest regardless of many work community, as listening is not an innate skill, as my research shows. Therefore, more attention should be paid to the development of listening skills in working life.

Researchers have defined listening in many different ways, such as activity that requires concentration and where information is processed and remembered. The results of my doctoral dissertation show how personal listening and demonstration of listening are expressed in work communities, how listening is conceptualized, and how the listening process is understood. Unlike previous studies, my research involves not only supervisors' perceptions, but this research also has employees' perceptions of their own listening, as well as their perceived listening and interaction in the work community.

PP 533 Microchipped employees - a "strictly voluntary practice". Reflections and experiences of Estonian employees with microchip implants

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Research indicates that during the last decade employers around the world (e.g. USA, Mexico, Sweden, Belgium, Estonia) have started to implant employees with microchips (Esfola, 2018; Petersen 2019).

Although, scholars (Gauttier, 2019) have referred to potential new benefits microchips provide, e.g. paying for purchasing, triggering computers and printers, opening doors, etc.; many different problems have also been identified; e.g. a persons' privacy may severely be infringed upon (Smith, 2008). Thus, regardless the fact that some scholars (Pierce et al. 2013) have argued, that in the workplace context employee surveillance and monitoring could actually lead to beneficially effects for the workplace in case the employees are aware of the surveillance; more recent studies (Mousa 2015) suggest monitoring can lead to the increase of stressors for the employees and thereby decrease workplace morale.

Even though scholars have theorized upon different ethical and legal concerns (Rodriguez, 2019; Ogriseg, 2017) regarding employee microchipping, empirical scholarship which would reflect upon the experiences and opinions of microchipped employees themselves is still currently lacking Petersen, 2019). In order to fill this gap in literature, in autumn 2019, we decided to carry out semi-structured individual interviews with microchipped employees (n=14) from five different organizations in Estonia so as to explore their reasoning for accepting microchip implants from their employers and the potential benefits and problems they associate with the technology. Furthermore, we aimed to investigate how the microchipped employees reflect upon their employers framing of the microchipping practice and how this technology was viewed by their colleagues who had decided against implanting a chip.

Our preliminary findings indicate that there are four main reasons for getting a microchip implant: 1) practical reason – the chips facilitate everyday life; 2) existential reason - the chipped people experience the feeling of being at the edge of technologic development; 3) the chip as an identity marker „a cool fact"; and 4) a manifestation of the chipped people's beliefs. Similar to Petersen (2019), our findings suggest that the chip is also a PR tool, i.e. organisations who offer employees the option to chip themselves use this practice for branding their organization, as an innovation-oriented, progressive and modern workplace. All of our interviewees are content with their choice, and did not see any problems (e.g. privacy, health) connected with the microchip implant.

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PP 534 Driven by fear: An analysis of fear factors predicting enterprise social media use

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Organizations increasingly implement enterprise social media (ESM) in anticipation of its potential benefits including improved communication and collaboration, increased productivity, innovation, and problem-solving capabilities (Chui et al., 2012; Treem and Leonardi, 2013). Despite the widespread implementation of ESM, it is predicted that as much as 80% of these ESM will fail to materialize their intended benefits (Mann et al., 2012). Indeed, practitioners and scholars alike report low usage level of ESM among employees (Ashton, et al., 2011; Denyer, Parry, and Flowers, 2011), which stifles the opportunities for ESM to redeem their potential benefits (Chin, Evans, Choo, 2015). Hence, it is important to deepen our understanding of the barriers preventing employees from using ESM. Specifically, we investigate the fear of accountability, the fear of losing uniqueness, and as a counteracting factor the fear of missing out. Building on Suchman's (1994) concept of 'technologies of accountability', we investigate the extent to which workers may feel reluctant to adopt ESM out of a fear to be held accountable for what they communicate on their accounts (see also Treem, 2015). Second, in organizational settings, giving away ones knowledge in a network may eventually cause the initial possessor of knowledge to lose his or her unique value and benefit all others but the contributor (Wasko & Faraj, 2005). This may be especially profound when employees' fear that making all their knowledge and know-how available to others in the organization may at some point make them redundant, thus, we label this the fear of losing uniqueness. Finally, in contrast to the 'paralyzing' fear factors, the fear of missing out may yield opposite effects and actually lead to increased platform use (Blackwell, et al., 2017; Przybylski, Murayama, deHaan, & Gladwell, 2013). Hence, this study proposes a framework of fear factors and investigates whether and how they relate to active and passive uses of ESM.

The hypothesized framework is tested using survey data collected among 753 employees (response rate 24.5%) of a large natural resources company. The research site had recently implemented an ESM to facilitate collaboration and communication within their global workforce. The results indicate the fear of losing uniqueness and the fear of accountability are indirectly and negatively related to ESM use, through increased codification efforts and reduced knowledge sharing intentions. These findings suggest that employees feel they need to expand more resources to codifying their knowledge and know-how, which ultimately may lead them to abandon the use of ESM altogether. Similarly, these fear factors are reducing the intentions to share knowledge, suggesting a lower willingness to contribute to a collective knowledge base through ESM. Finally, the fear of missing out does not yield any indirect effects on ESM use but is directly and positively related to passive platform use. This suggests that employees who have a stronger feeling of missing out on important social or professional information are more inclined to keep track of what their colleagues are posting on ESM.

ICS03 - Possibilities and Perils of Online Social Interaction

PP 612 The logic of disconnective action: Unfriending as a participatory boundary-management in response to explosions in social heterogeneity

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Understanding the participatory affordances of digital platforms and, specifically, following the logic of connective action (Bennet & Segerberg, 2013) contributes to thinking about how to design new types of safe communicative environments. This, however, requires a nuanced understanding of the socio-cultural mechanisms that contribute to the erosion of trust in a digitally mediated environment. The purpose of this study is to contribute to understanding how the _logic of disconnective action_ shapes specific segments of socio-cultural, digitally mediated spaces of social interaction.

An increasing attention has been dedicated to the phenomenon of disconnectivity (Light, 2014). This has included exploring Facebook unfriending as a mechanism of disconnectivity (Sibona, 2014) in the context of conflicts (John & Dvir-Gvirsman, 2015) and of political confrontation (Bode, 2016). Unfriending has been addressed as "a form of boundary management for the self" and as "exercising sovereignty over one's personal public sphere" (John & Gal, 2018, p. 2971). Schwarz and Shani (2016) view this type of situation as the collapse of an "imagined homogeneity" where people believe they are surrounded by like-minded friends and as the explosion of a "hidden political heterogeneity" (p. 416). The question is, what is the repertoire of responses in a situation where a user is exposed to the different opinions of his/her friends about a specific issue, and consequently what factors shape the legitimacy of unfriending?

Unfriending is considered, due to the architecture of Facebook, as a concealed practice. Therefore, research on unfriending has so far focused, relying on interviews and surveys, mostly on personal unfriending decisions. A phenomenon neglected as an object of systematic investigation has been the public announcement of cases of unfriending. This paper examines the public dimension of unfriending. Relying on a thematic and discursive analysis of 227 announced events of unfriending from the Russian-speaking segment of Facebook, the paper explores the function of publicized acts of disconnection. It analyses when unfriending is considered a legitimate response to a difference in opinions, and presents a classification of events considered as legitimate reasons for unfriending.

The analysis suggests that we see unfriending as a discursive practice that sets social boundaries, markers and structures of classification of others in the context of political and social controversies, and as depending on the position of users with reference to a specific issue or event. These practices shape the logic of disconnective action in the context of specific events and within specific segments of online networks. Accordingly, drawing on an analysis of unfriending events in the Russian-speaking segment of Facebook, the paper argues that the logic of disconnective action can be considered as a socially constructed property of a social networking space in a specific socio-political environment. The discussion contributes to conceptualizing the vulnerability of social structures in the face of political and social controversies. It also allows us to suggest that different socio-cultural segments of the Internet have different regimes of disconnectivity that are shaped by users.

PP 611 Sad boys and girls: A new form of humor and social sharing through online meme culture

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It's not common for everyone to deal with depression or suicide in their daily life (Hegerl, Pfeiffer-Gerschel, Seidscheck & Niedermeier, 2005); however, there's a new trend concerning these topics in popular culture, e.g. the show _13 Reasons Why_, which is based on a high school girl's suicide, or the rap duo _Suicideboys_ whose lyrics focus on suicide and depression. More observably, online-phenomena like memes are being used to relate frequently with issues of these issues, as indicated by the increasing search results for "depression memes" on google between 2013 and 2019. Although these memes are mostly humorous, they still have emotional connotations

Internet Memes can be considered pictures, videos or texts, which are propagated online by individuals. They are continuously modified while still retaining certain patterns, as well as an evident element of humor (Nooney & Portwood-Stacer, 2014). Meme culture itself can be divided into a variety of subcultures and thus; many online communities (Literat & van den Berg, 2017; Nissenbaum & Shifman, 2017; Elmezeny & Wimmer, 2018; Schonig, 2019). Suicide and depression meme culture serves as one example. This subculture provides an outlet for individuals, with its own specific language, habits and symbols, which they use to express and enjoy themselves, albeit in a morbid manner (Williams, 2019: Owens, 2019).

Depression and suicide memes tend to be an exaggeration of humor and certain topics. In order to sustain their user activity, these communities use hyperbole as a stylistic device to prevent stagnation in humor (Taecharungroj & Nueangjamnong, 2015). Therefore, suicide and depression is utilized comedically, as an exaggeration of sadness or frustration. Within communities of this sort, memes are methods of emotional support for everyday life (Owens, 2019; Tucker et al., 2013).

In this study, we attempt to analyze how individuals use memes to convey different types of humor. Through a qualitative content analysis, following Mayring's (2014) approach, memes from the past 12 months from the website reddit were collected. The sample was taken from the subreddits (sub-forums focused on specific issues) „r/2meirl4meirl" and „r/2meirl42meirl4meirl", which focus on morbid memes. The coding agenda drafted focuses on two distinct aspects: content and context. Content deals with the meme itself, including image, text, and message. While context deals with the popular culture context of the meme (e.g. origin of a character); as well as additional contexts such as how the meme is received in the community, which is coded through user comments and the number of upvotes/downvotes.

By analyzing humor, meme traits and community reactions, we can draw a conclusion about interpersonal communication and everyday mediatized life (Taecharungroj & Nueangjamnong, 2015; Schonig, 2019). Through our analysis, we observed a change in meme communication, with images or language fluctuating, and humor being conveyed through exaggeration, irony or sarcasm. Moreover, our content analysis shows a harshening of language over time, which indicates a negotiation of humor, imagery and language in these communities. This negotiation could possibly relate to the amount of time individuals spend online, in these meme cultures, and their mediatized lives.

PP 615 How risky are meetings with online strangers? The role of information sources in adolescent's risk perception

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Adolescents commonly make new social connections online that sometimes result in face-to-face meetings with people they know only from the internet. According to the EU Kids Online 2020, 44% of Czech adolescents aged 9-16 had online contact with someone they have not met previously, and 20% have met such a person offline (Smahel et al., 2020). Such social interactions are typically viewed as risky for adolescents (Holmes, 2009; Smahel et al., 2020). However, little is known about how adolescents themselves perceive meetings with people from the internet and what affects their risk perception. We aim to fill this gap, focusing specifically on sources of information about face-to-face meetings. We also investigate the link between risk perception and engagement in these meetings.

Although such social interactions are often beneficial for adolescents (Borca et al., 2015; Livingstone & Helsper, 2007), public debates primarily focus on their potential risks (boyd et al., 2009; Holmes, 2009). This creates a risk-focused discourse, which centers around cases of online predators and cybergrooming and often misrepresents and exaggerates the risks (Dedkova, 2015; Wolak et al., 2004; Wolak & Finkelhor, 2013). The risk-focused discourse influences social agents, who are likely sources of information about face-to-face meetings (peers, parents, teachers; Mascheroni et al., 2014; Pew Research Center, 2020), and institutional sources of information (news media, preventive programs; Jones et al., 2014; Marwick, 2008). Therefore, we expected that gaining information about face-to-face meetings from these sources would increase adolescents' risk perception and consequently decrease their engagement in such meetings. Notably, the risk-focused discourse is more pointed at female adolescents (Mascheroni et al., 2014). Hence, their risk perception should be more influenced by different information sources, and they should perceive face-to-face meetings as riskier.

It is important to note that face-to-face meetings with people from the internet only rarely lead to harm (Livingstone et al., 2011). Quite the opposite, most adolescents report feeling happy after such a meeting (Smahel et al., 2020). Thus, we expected that hearing about face-to-face meetings from peers who have prior experience with such meetings lowers adolescents' risk perception, increasing their likelihood of going to such meetings.

We tested our hypotheses on survey data from 707 Czech adolescents (ages 11-16, 46% male) collected in schools in 2019. In line with our expectations, female adolescents perceived face-to-face meetings with people they know only from the internet as riskier than male adolescents. Multigroup SEM models showed that the risk perception of male adolescents was not affected by information from any source. In contrast, female adolescents perceived face-to-face meetings as less risky when they received information from peers with prior experience. Yet, similar to male adolescents, hearing about meetings from other sources had no effect. Our results imply that adolescents, especially male ones, discount the messaging rooted in the risk-focused discourse – perhaps as not credible, patronizing, repetitive, or irrelevant. Furthermore, risk perception seems to play an essential role in explaining why some adolescents engage in this behavior while others do not, regardless of gender.

PP 614 Investigating the interacting role of need to belong and specific Internet-use expectancies in the disclosure of personal information online

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By using social media applications such as Facebook, WhatsApp, or Instagram, users can communicate with others, strengthen their social connections, and express themselves. As part of individuals' interpersonal communication, information can, for instance, be disclosed via text, photos, or videos. Further, research showed that such applications serve as possibility to fulfill specific needs as they can, for example, enhance individual's sense of belonging. Accordingly, individual's need to belong (NTB) could increase one's self-disclosing behavior in order to feel socially connected. Moreover, this relation could be moderated by specific expectancies an individual has regarding the use of social media applications. On the one hand, reward expectancies may moderate the effect of NTB on the disclosure of personal information, meaning that expecting positive feelings and gratification can additionally impact individual's self-disclosure. On the other hand, avoidance expectancies may as well interact with NTB, since individuals may also expect to avoid negative feelings (e.g., feelings of social isolation) when using social media applications. Thus, this work examines whether individuals experiencing NTB tend to disclose personal information in a more avoidance-oriented or in a more reward-oriented manner.

Participants (N=193, 106 females, 86 males) between 16 and 66 years (M=25.79, SD=9.52) answered questionnaires assessing NTB, Internet-use expectancies specified for online communication (covering positive reward and avoidance expectancies), and self-disclosure on Facebook. Moderated regression analyses revealed the following results: When taking reward expectancies as moderator, we found significant main effects for NTB and expectancies in the prediction of online self-disclosure. The interaction effect was significant as well, whereby the lowest self-disclosure evaluation was on the one hand found for individuals with low reward expectancies (independent of their NTB level), and on the other hand for individuals having high reward expectancies, but a low NTB level at the same time. Accordingly, individuals with both high NTB and high reward expectancies evaluated their Facebook profile most strongly as being detailed, thus showing the highest self-disclosure evaluation. In other words, when having high NTB, high reward expectancies are needed to significantly increase online self-disclosure and vice versa. When including avoidance expectancies as moderator, we found no further main or interaction effect beyond the main effect of NTB in the prediction of self-disclosure.

In conclusion, NTB is an important factor for sharing and disclosing personal information online. Additionally, specific expectancies, here reward expectancies, play an important role for sharing personal information. Thus, the prospect of gratification and positive reinforcement due to the use of social media applications seems to amplify the relation between NTB and self-disclosure rather than the expectation to compensate for problems or negative feelings. However, when expecting and anticipating more and more gratification, individuals may also be at risk of experiencing undesired and negative consequences in the long-run due to their increasing self-disclosures. Negative consequences include, for example, cyberbullying or sexual solicitation. In order to prevent such possible consequences, a competent dealing with the Internet and specific applications is necessary. Thus, future studies could also address, for instance, the role of self-control or self-regulative competences in this context.

PP 613 Helsinki-based embassies and ambassadors on Twitter: An analysis of communication goals and rhetorical ethos in diplomatic Twitter practice

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Public diplomacy refers to communication between state actors and foreign publics. With over 350 million users worldwide, Twitter provides a convenient platform for the practitioners of public diplomacy to engage the global publics.

The focus of this study in on Twitter communication of foreign embassies and ambassadors in Helsinki, Finland. Despite of resident embassies' long history and continuing presence in international relations, their duties have recently transformed: public relations practices and promoting democratic values along with human rights now accompany the traditional representation, negotiation, observation, economic, cultural and military duties. Indeed, public diplomacy has been related to many different concepts, such as public relations, propaganda, marketing, nation branding, lobbying, and partnership building. This study aims at better understanding of embassies' and ambassadors' Twitter practice, and their place in the public diplomacy realm.

This study examines what types of communication goals are pursued in embassies' and ambassadors' tweets, and how rhetorical ethos is constructed in ambassadors' Twitter use. Theoretical framework is inspired by an interdisciplinary focus stemming from both public diplomacy theory and the rhetorical tradition of communication research. A basic assumption is that human individuals communicate in order to achieve their personal goals. Similarly, diplomatic communication is based on the idea that sovereign countries can achieve their goals by communicating with each other. Because of the immense speed at which the new communication technologies lead people to process complex information, the significance of ethos is intensified. Therefore, establishing ethos that is appealing to the public might increase ambassadors' chances to conduct successful public diplomacy.

Analyzed data consists of 8033 tweets – including quotes but no retweets – sent from 27 embassy and 13 ambassador accounts during 2018. Data collection was performed in February 2019 by utilizing GetOldTweets3 Python library. Theory-based content analysis was performed to determine which communication goals were pursued. In addition to qualitative analysis of rhetorical ethos, the composition of communication goal categories was also analyzed.

The findings suggest that embassies send more self-presentational tweets compared to ambassadors. Self-presentational tweets relate mainly to country promotion. Correspondingly, ambassadors send more tweets with relational goals. Relational tweets concern building and maintaining relations between the diplomats and their foreign publics, but they can also include representations of relations between states. Roughly 15 % of the tweets were considered as instrumental by their nature, ranging from straightforward statements to casual job advertisements. Regarding rhetorical ethos, all ambassadors seemed to act as agents of goodwill. Only few disagreements were manifested. However, it is worth to note that the ambassadors seem to act as advocates for their own countries only, which was represented by the lack of heroic statements that would honestly demonstrate the support provided from one state to another.

In summary, diplomatic actors pursue various goals inside the three categories – self-presentational, relational, instrumental – as they communicate with foreign publics. The findings also suggest that ambassadors might confront challenges as they try to establish ethos that is appealing to the public and simultaneously appropriate regarding their profession.

ICS04 - Family & Health Communication

PP 697 The effects of phubbing behaviour and phubbing irritation on parent-child relationship satisfaction: A dyadic study

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The smartphone allows users to simultaneously manage multiple roles, belonging to parenting, professional and social spheres (Radesky et al., 2016). In spite of all its advantages, the smartphone has also considerably reshaped social behavior and the nature of social interactions (Sbarra et al., 2018). More precisely, it contributes to an increased use of smartphones by young parents in the presence of children (Kildare & Middlemiss, 2017). Parents have all of their attention claimed by this absorbing technology (Vanden Abeele et al., 2019) and they are thus distracted, even while the children are around (McDaniel, 2019). As a result, the 'absent present' parents have no attentional resources left to be responsive to their children. This phenomenon has come to be known as 'phubbing', i.e. ignoring other persons in favour of one's smartphone (Chotpitayasunondh & Douglas, 2016). Detrimental consequences have been found, for example a decrease in parent-child satisfaction (Kildare & Middlemiss, 2017; McDaniel, 2019).

In spite of the results that have already been obtained, the scope and methodology of parent-child phubbing research can still be considerably improved: (1) Until now research has mostly focused on the effects on the development of young children who are not themselves using a smartphone. However, as adolescents start using a smartphone, they probably also start phubbing their parents. It is therefore on an improper basis that research (2) has hitherto mostly categorized the child as the phubbee. So (3), besides the parental point of view, the examination of the children as assessor is also important. Lastly (4), research so far has mostly examined phubbing behaviour, while it is probable that detrimental effects on relationship satisfaction will arise when someone is irritated about the phubbing behaviour.

To counter these recommendations, a dyadic survey was developed and must be filled out by 300 dyads of a mother and a child between 12 and 17 years old. First of all, the phubbing behaviour and phubbing irritation of each member are examined in a dyadic way. Both are also asked to rate their parent-child relationship satisfaction. In this way, it will be examined in a dyadic way whether phubbing behaviour has direct influences on parent-child satisfaction, showing a decrease. It is also possible that phubbing behaviour indirectly influences the parent-child satisfaction, via phubbing irritation. To gain insights into various aspect of phubbing, measures have been chosen whenever possible that have sound conceptual underpinnings and robust psychometric properties.

PP 696 Collaboration and communication between patient and health care professional in the context of type 2 diabetes care

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Within the field of health communication, functional collaboration between health care professionals and patients is widely recognized as crucial in the management of chronic illnesses. Collaboration has been defined in interpersonal communication research as goal-oriented communication wherein interlocutors construct meanings related to collaboration and its objectives as well as meanings associated with themselves and their relationship. Previous studies have focused on clarifying the collaboration-related communication expectations, responsibilities, and successful communication behaviors of single interlocutors. By contrast, far less is known about how professional–patient communication has facilitated or impeded collaboration in practical care situations, especially as evaluated by chronically ill patients whose well-being enhancement is the core aim of collaboration.

This qualitative study was conducted in Finland to clarify the promotional and inhibitory significance of professional–patient communication in diabetes management-related collaboration. The investigation was oriented toward the perspectives of type 2 diabetic patients (N=41) and examined their experiences (N=63) with doctors and nurses that the patients found to facilitate or impede diabetes management. Data were collected through an open survey and semi-structured interviews during the years 2014 and 2015, and the data were analyzed using qualitative content analysis. The critical incident technique was utilized in both data collection and analysis.

Results showed that the promotional and inhibitory importance of professional–patient communication in diabetes management-related collaboration was especially emphasized in three sub-areas: sharing information, showing and receiving social support, and defining collaboration-related roles. Through the sub-areas in question, professional–patient communication was related to the planning and implementation of diabetes management. An essential element in the promotional and inhibitory importance of professional–patient communication was whether interlocutors managed to cultivate a common interaction style. The findings can be used to underscore, plan, produce, and evaluate collaboration in the field of diabetes care. They can also serve as reference in building a safe, sustainable, and promising future in diabetes care for both patients and health care professionals.

Keywords: collaboration, professional-patient communication, interpersonal communication, type 2 diabetes, qualitative research

PP 698 Addressing loneliness by means of enacted co-presence in XR

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The very nature of the human species is social. Loneliness correlates with mental and physical ill-being within, for instance, the elderly, or people with disabilities or other conditions causing reduced life-environment. Simultaneously, an increasing trend in the European lifestyle is to outsource taking care of such members of family into the hands of professional social and medical care. Yet, in the light of recent studies, loneliness can be considered a fatal condition. Loneliness reduces the ability to improve one's life-conditions, motivation of taking care of one's health, and affects negatively the functions of society. As an indication of the urgency of the matter, UK has even appointed a Minister of Loneliness. The issue dictates the need to figure out all plausible ways to fight loneliness. While human company must be the primary solution, other solutions must be considered to provide socio-emotional comfort to those who suffer of the lack of human accompaniment.

We propose storytelling and narratives as the key component of satisfactory social interaction. Stories told provide supportive structures for maintaining one's identity and connectivity as part of the world. This talk takes a look at the intriguing question, whether advanced audiovisual technologies which allow immersive interactive experiences within virtual narratives, in some form, might contribute to relieve this sore issue. To emphasize, immersive technologies, here, VR/AR/XR, cannot as such provide fully satisfactory solutions for complex human issue of loneliness. However, as a range of solutions for socially assistive robot technologies have already been proposed by others, it may be appropriate to balance the so far technology-dominated discussion with the deeply human approach of storytelling. The talk outlines efforts to combine the art of interactive audiovisual storytelling with already existing advanced technologies to explore the interconnections between loneliness and technology. It discusses empowering solutions to loneliness, while being mindful of technological determinism.

PP 694 Of mothers and friends: The role of interpersonal communication, social relationships, and media in Advance Care Planning

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End-of-life care, terminal illness and questions of "good deaths" or "bad deaths" (Carr, 2012) are prevalent matters within contemporary societies. To prepare for potential situations of dependency and care "patients in consultation with healthcare professionals, family members, and other loved ones, make individual decisions about their future healthcare" (Houben et al., 2014, p. 477) in the process of _Advance Care Planning_ (ACP). Since ACP is highly "relationship-centered" (Beach et al., 2006), its success depends on interpersonal communication with health professionals and loved ones. Studies show that people experience difficulties in talking about these sensitive topics (Scott & Caughlin, 2015; Sudore et al., 2010). However, little is known about _how_ people communicate about ACP within their personal networks and which aspects impact their communication. We do know, however, that in mediatized societies, conversations surrounding end-of-life decisions do not only take place in the form of face-to-face communication but also through media and within online environments (Denecke et al., 2015). We hence explored, 1) how people communicate about the sensitive topic of ACP within their personal networks, and 2) which role media play for this interpersonal communication.

In our study, we conducted seven semi-structured focus group discussions with three to six people participating in each discussion. The groups were compiled with respect to gender, age and possession of advance directives, as well as religious/ cultural background. Participants were asked about their interpersonal communication on ACP, and the respective relationships in which ACP is discussed. To gain insight into participants' communicative relationships and media channels, they were additionally asked to sketch their ACP communication networks. Data was analyzed using a grounded theory-based approach (open, axial, and selective coding).

Findings show that ACP is perceived a highly sensitive "taboo topic" (Marlene, 21 years), and communication partners are carefully selected among relatives, spouses, and friends but also healthcare and legal professionals. If a relationship is close and trusted, interpersonal face-to-face communication is the preferred mode of communication and even sensitive topics such as resuscitation are discussed. When face-to-face communication is uncomfortable, participants either resort to rhetoric strategies (_ridiculing the serious topic_, _discussing it superficially_ or _changing the subject_)_,_ or to mediated communication. Overall, media serve three different functions: First, in close and trusted relationships, media are predominantly used to bridge spatial distances, and enable conversations that would otherwise have taken place face-to-face. Second, media are used to enable conversations that would not have taken place in face-to-face situations because emotional topics are commonly not discussed within these relationships resulting in "endless messages they would not want to talk about in person" (Anne, 25 years). Third, media – especially social networks and forums – are used as a means to compensate for a lack of communication and/or difficulties in the communication with loved ones. To conclude, face-to-face communication plays a crucial role in ACP communication. Media are _carriers_ and _enablers_ of communication, but also _expedients_ and _compensators_ for unsuccessful communication. Our presentation discusses the implications of our findings for Advance Care Planning in general.

PP 695 Speaking into an APP or not: Exploring the relationship between WeChat use and intergenerational communication in urban ageing China

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When an ageing society encounters mobile media age, communication across generations can become more and more complicated. Mobile media can either improve intergenerational communication despite the geographical separation of generations or it can hamper intergenerational communication partly because of elderly people's technical literacy barriers. Guided by Intergenerational Solidarity Theory, the thesis explores the relationship between WhatsApp use and intergenerational communication among the aged in Singapore through the use of qualitative interview methods. The study focuses on how elderly people in Singapore perceive the role of WhatsApp in the communication with their adult children, how elderly people's usage of WhatsApp eventually leads to emotional bonding between generations, and how the use of WhatsApp contributes to the six different dimensions of intergenerational solidarity, both positively and negatively. This study also provides some suggestions regarding intergenerational communication in the context of an ageing society. The focus is on improving the elderlies' subjective well-being. Meanwhile, the current situation of COVID-19 in the world has inserted itself into the research situation. Because of this unique global pandemic, the government in Singapore has encouraged people to communicate with each other through mobile media. This is a strategy with which to reduce face-to-face contact to avoid the spread of virus. After interviewing elderly people in Singapore, it has been found that they regard WhatsApp as a communication link between themselves and their children. Convenience and flexibility are two main reasons for using WhatsApp according to the interviewees. The usage of WhatsApp by elderly people and their children in Singapore has created more opportunities for emotional bonding between generations. The analysis shows that WhatsApp usage is able to contribute to different dimensions of intergenerational solidarity in Singapore, especially associational solidarity, affectual solidarity, and functional solidarity. This can contribute to further research focusing on how to improve intergenerational relations.

IIC01 - Representing us and others

PP 589 European film as catalyst to reintegrate solidarity and trust

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Agnieszka Holland (2019) recently stated that "film was a catalyst for change in post-war Europe. It can be again". In 2020 European citizens face insecure times and lean towards egoistic individualism (https://www.theguardian.com/profile/agnieszka-holland). One pressing issue for Europeans is how a political community is constructed. Without solidarity, social life in Europe would not be possible and solidarity is linked to concepts that bond together society, such as trust. For such a community to have a future, citizens must have a commitment to each other, which make take the form of solidarity (Delanty, 2018a).

Approaches from the social sciences realm are useful to study the potential significance of cultural forms, such as cinema, to be catalyst for change in the above-mentioned direction. Delanty's critical cosmopolitanism work (2008, 2006) and his recent research on the transnational aspects of European cultural heritage (2018b) are examples of such social sciences sphere of thought. In addition, cosmopolitan cinema has been theorised by the work of Rovisco (2013) amongst others.

This paper will explore how European cinema, as a cultural heritage form may contribute to reintegrate solidarity within the European community along the critical cosmopolitanism lines. The methodology will consist of content analysis, applying Delanty's cosmopolitan dimensions (2006) to a sample of feature films. The sample consists of two sets: one comprises films having won the European Parliament Lux Prize (awarded by politicians); the second comprises films winners of the European Film Awards in three specific categories awarded by the public (People's Choice Award, Young Audience Award and European University Film Award). The sample should be representative of European citizens' consensus, thus not determined by a priori market motives. Time period covered starts in 2016 (first year The University Film Award was organised) until 2019.

The paper will argue that European cinema may be a primary vehicle to reintroduce solidarity and trust within the European community, a context in which the states cannot any longer impose a normative order.

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PP 590 A realm of fiction? – Press reviews in chinese mainstream media

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The paper focuses on reviews of European and US press within Chinese mainstream media. I use case studies about reporting on the Belt and Road Initiative, a major Chinese infrastructural project that has turned out to be divisive among the potential international partners. The case studies (textual analyses) reveal how much Chinese reviews of European and US press distort the original reporting. By „Chinese reviews" I mean Chinese language articles intended for domestic audiences in online editions of major mainstream news outlets. My research has demonstrated this far, that the citation behaviour and the selection bias that can be spotted in the Chinese reviews impair severely the integrity of the original texts. By doing so the Chinese media convey a false message to their domestic audiences about China's image in the European and US press. As Chinese audiences are unlikely to read (or to have access to) the original reports, this leads to systemic disinformation.

I'll briefly mention the practice on the „other side", i.e. reviews of the Chinese press in European and US mainstream media. The approach we see there is very different, but is also distortional and does not facilitate dialogue. They tend to hush the voice of the Chinese media in the fear that offering space to them would legitimize the autocratic regime, and in the end would cast a bad light upon the given media outlet. What we witness is a creation of parallel narratives, leading to a further solidification of the border between China and the so-called „West", and on the long run blocking meaningful communication. In the era when global challenges increasingly demand a global Öffentlichkeit, the practice is not sustainable, and risks the creation of a global public sphere.

I work only with original texts, focusing of course on a selection of Chinese excerpts, comparing them with their English, German and occasionally Russian sources.

PP 591 Tourism as a tool for national image improvement: The case of Bulgaria

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In the era of Information and Communication Technologies (inter)national tourism requires an understanding of the relation between national image, country image and destination image which is complex, inseparable and constructed by a range of long-term processes. Distinction for the respective areas should be led only on a formal level as their complicity results in the inseparable integrity among them. The main purpose of this study is to investigate the process between perception of visiting a particular destination and its respective effects for national image improvement. Conceptualization of national image is a multilevel process – from diachronic and synchronic point of view. The case of Bulgaria is purposefully chosen – the country is located on Europe`s periphery but also is in the center of the Balkan peninsula which gives it distinctively different roles in both tourism markets. These two different contexts have always been significant for the country`s historical, economic, political and socio-cultural development. The study applies an interdisciplinary approach based on different disciplines in the social sciences – a structural model of national image configuration (encoding and decoding) is proposed. As tourism is a global economic sector the communications are integrated part of every process – from interpersonal and national to intercultural and international levels which propose an appropriate context for national image evaluation. The methodology consists of an empirical analysis among industry professionals and their perception of the country and national image of Bulgaria. The data collected through standardized open questionnaire is analyzed and the results will disclose a better perspective for the destination image. In addition, it will describe the current conditions and professionals` opinion about Bulgaria as a tourist destination which is meaningful for all stakeholders. Based on the study findings the last part includes interpretations, discussion and recommendations for future research. Thus, the current paper is a first step for configuring a model for successful destination branding in the national tourism sector.
Key words: _destination image, tourism, national image, country image, Bulgaria, tourism communication_

PP 588 The mediated constructive engagement of Switzerland with BRI: Conflicts and resolution

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The Belt and Road Initiative (BRI) was unveiled by Beijing in 2013 as one of the most ambitious pro-globalization projects to reconnect China with Asia, Middle East, Europe, and Africa through improved regional cooperation. Europe, as the destination of this new silk road, has been framed into such massive initiative from the beginning, however, a general European attitude towards this initiative up till now is still fragmented, confused, and uncertain. This is evidenced by the fact that when Italy announced its declaration to sign the MOU on BRI cooperation as the first G-7 members in 2019, it caused significant tensions within the European Union. Switzerland also signed a MOU with China on BRI cooperation in 2019 focusing on third markets, however, as a non-EU country that maintains neutrality by staying out of the NATO bloc and the economic union, the Swiss strategic move of engaging with the BRI did not cause any storm of international attention, and the Swiss stakeholders applied (and still applies) a much more low-profile and practical approach in working with China.

Studies of BRI in Europe focused heavily on the economic and political challenges, opportunities, and impact that the initiative would bring for the EU and its member states (e.g. van der Putten, 2015; Ciurtin, 2017; De Vergeron, 2018; Konings, 2018), Much less attention has been paid from a media and communication perspectives. There is a significant lack of media analysis from a European national perspective on the BRI, and especially on countries that are outside the EU. This paper is thus designed to look at the Swiss case, for not only the testing of Swiss-standard in working with Chinese companies, industries and authorities could be valuable for the formation of a general 'European-standard' concerning the EU's engagement with the BRI, but also for the recent relocation of Chinese resources and investment from key EU member states to Switzerland in the context of an escalated Sino-US trade war and rising waves of protectionism and populism followed by Brexit within the EU.

This paper offers a mix of quantitative content analysis and qualitative discourse analysis of selected legacy media (*Neue Zürcher Zeitung*, *20 minuten*, SRF) in Switzerland to identify news frames, corpus, and key discursive actors about BRI in the year of 2017 and 2019 (when the two BRI forums were taking place). The author tries to map out elements that contribute to the mediated construction of Swiss engagement with the BRI from the media analysis. Interviews with different Swiss stakeholders who are practically involved in BRI related projects are then followed to testify whether identified elements from the media had an impact on their practical engagement and public awareness. The paper questions the limits of mainstream Swiss legacy media in representing the many complexities of the BRI as an evolving and engaging concept and discusses the information gap, linkages & disconnections and hidden conflicts between the mediated reality and the social reality in-making.

IIC02 - Renewing Intercultural Communication: novel approaches and method

PP 624 Trust in intercultural medical consultations between foreign physicians and their Swedish patients: An exploratory qualitative study

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Objective: Trust is an essential element in physician-patient relationship. Patients' trust in their physicians is important for quality of health care as it often leads to better treatment adherence and consequently to better health outcomes. Trust is even more important in intercultural consultations, when language problems and cultural differences might play a negative role.

This study analyzes the factors that influence Swedish patients' trust in interactions with foreign physicians. Further, the strategies the physicians use for building and enhancing trust in consultations with their patients are presented and discussed.

\Methods: Using the triangulation method in the research and combining data from semi-structured, in-depth interviews and video recordings of authentic interactions has contributed to a better understanding of how the challenges in relation to trust are perceived and managed by the physicians and their patients.

Thirty-four video-recorded foreign physician-Swedish patient consultations and 35 semi-structured interviews (25 with physicians and 10 with the Swedish patients) are used. The analysis of recordings is triangulated with the themes from the interviews. The interviews explore such general themes as the participants' views on communication, experienced problems and positive aspects, with a special focus on trust building, problems related to it and the strategies the physicians use to overcome these problems.

The physicians who got medical training and some work experience in home countries and working in Sweden at the time of the study were invited to participate. The physicians come from Hungary, Iran, Germany, Colombia, former USSR (Russia), former Yugoslavia, Finland and Iraq. Time spent in Sweden vary between 1-22 years. The specialties of the physicians include geriatrics, rehabilitation, orthopedics, surgery, ophthalmology, gynecology and primary care.

The interviews were transcribed verbatim and the video-recordings of consultations were transcribed using Conversation Analysis (CA) conventions. Thematic Content Analysis was applied for analysis of the transcribed interviews. The themes emerging in the interviews were triangulated with the analysis of the transcribed recordings to get a complete picture of communication and the participants' experiences related to trust.

Results: Patients' uncertainty related to the quality of medical training and language competence of physicians, difference in perspectives on hierarchy and discrepancies in views of health and illness are the factors that negatively influence patients' trust in foreign physicians. Such strategies as physicians' self-disclosure, showing concern, being an active listener and being meticulous are reported to increase patient trust. Collaboration between foreign physicians and their Swedish colleagues is also positive for developing patient trust in intercultural medical encounters.

Practice implications: Challenges experienced and strategies used by foreign physicians and their Swedish patients related to building trust in medical consultations presented at training courses for foreign physicians could reduce stress and anxiety in medical consultations and consequently lead to a better patient care.

PP 620 Critical approaches to cultural identities in the public sphere: Assessing and reducing the gap between academic and public discourses

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In today's globalised and cosmopolitan societies, perceived cultural boundaries linked to national, religious and ethnic identities, often rooted in migration, are commonly used to stigmatise and divide. Much (populist) political discourse, whether extreme or mainstream, is grounded in majority or minority identity claims, by various groups defending or promoting national/nationalist, regional/regionalist, postcolonial, religious or other agendas, and resorting to "culture speak" (Hannerz, 1999). However, mainstream media discourse (Sommier, 2019), public relations (Frame & Ihlen, 2018) and indeed much everyday public discussion (Baumann, 1996) are just as likely to resort to "cultural identities" in order to designate groups and associated "cultural" behaviours, in an essentialising way. Although this is frequently denounced by intercultural communication scholars (Dervin & Machart, 2015) and critical academic discourse leaning towards "liquid" (Bauman, 2011) approaches to culture, in a context of intense mediatisation where the trends of fact-checking, "fake news" and the fragmentation of the digital public sphere frequently lead to the legitimacy of academic discourse and that of other "experts" being challenged and discredited, the protests of critical scholars may appear particularly inaudible. This leads to many critical voices simply dismissing public discourses about cultural identities as oversimplified, rather than engaging with them, which in turn only contributes to widening the gap between scholarly discourse and the social reality it sets out to observe.

Drawing on and giving examples from studies in the field of intercultural communication, this presentation will (i) reflect on the relationship and distance between intercultural communication scholarship and the liquid and solid dimensions of the constructed social reality it seeks to analyse, and (ii) propose ways to reconcile academic and public discourse about cultural identities. Aligned with the theme of this conference, this presentation will therefore "diagnose, discuss and rethink" the posture of intercultural communication as a discipline when dealing with everyday essentialising discourse about cultures, and its role and responsibility to communicate with individuals in society at large, about the cultural and social realities that shape their experiences, aiming to reduce the gap between research and practice. Sharpening the theoretical and methodological tools available to intercultural scholars (e.g. research activities, awareness-raising, training tools) is an essential step which can be further enhanced through interdisciplinary collaborations. Possible areas of convergence and synergies between intercultural communication and critical cultural studies and postcolonial studies (e.g. Gilroy, 1987; Hall & Du Gay, 1996) will be discussed as the latter have long been interested in the (de)construction and repression of identity discourse notably within minority groups.

PP 621 Dinner at immersive virtual environment: Virtual storytelling as a method to decrease intergroup anxiety

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People often experience anxiety towards people that are different from them, i.e., the outgroup, particularly when interaction opportunities with outgroup members are scarce. Sharing an everyday, human experience, a meal, could be a powerful way of decreasing anxiety towards outgroup members. However, this kind of direct contact over dinner is not possible for everyone. Fascinatingly, previous studies show that not only direct contact but also mediated (parasocial) contact can reduce anxiety experienced in similar situations.

Moreover, immersive virtual environments (IVE) have provided new ways to experience parasocial contact with outgroup. However, little is known whether parasocial contact through IVE can also decrease intergroup anxiety and if it does, how does it compare to 2D-format. This study focuses on immersive virtual documentary, Dinnertime360, in which the viewer can sit at the same dinner table with an outgroup member. We scrutinize the effects of immersiveness by comparing the same documentary in IVE- and in 2D-format.

We hypothesized that watching both documentaries would reduce intergroup anxiety. Related to this, we also ask how does watching the IVE documentary differ from watching the 2D-version in terms of intergroup anxiety? In addition, we hypothesized that the change in intergroup anxiety is connected to elements important in intergroup contact as well as relationship initiation: interpersonal attraction, perceived homophily, and nonverbal and general immediacy. The data was collected 12/2019 with 50 Finnish participants assigned randomly to watch either the IVE- or the 2D-documentary. They all answered pre- and post-test questionnaires.

The preliminary results show that both versions of the documentary evoked a decrease in intergroup anxiety. However, the average decrease in anxiety was significantly greater in the IVE-group (32.9%) than the 2D-group (22.3%) ($p < .05$). Additionally, there was a moderate positive correlation between the decrease in anxiety and generalized immediacy ($r=.55$, $p < .001$) in both groups. Within the IVE-group there was a positive correlation between perceived attitude homophily and the decrease in anxiety ($r=.42$, $p < .05$), while within the 2D group there was a positive correlation between task attraction and the decrease in anxiety ($r=.41$, $p < .05$). These results suggest that something in the IVE-format decreased intergroup anxiety more strongly than the 2D-format. However, it appears not to be nonverbal immediacy but instead more general perceptions of immediacy that matter. Moreover, the results align with previous studies, which indicate that in 2D-representations the path to (parasocial) relationship evolves through task attraction. However, the results of this study also show that in IVE-documentary attitude homophily instead of task attraction might be more relevant in terms of desire to develop a relationship with the document character.

Based on the final results available at the time of the presentation, these differences in IVE- and 2D-documentary in decreasing intergroup anxiety are further discussed. Additionally, the meaning of perceived immediacy as a possible mediator for these effects will be observed. The potential of IVE in improving outgroup attitudes will also be addressed.

PP 623 Cultural value orientation as antecedents of family involvement in health communication: A cross-national survey study of European countries and the United States

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Studies in interpersonal health communication have primarily focused on patient-physician relationships. Far less attention has been given to family members, although their involvement influences information exchange and decision making (Laidsaar-Powell et al. 2013). Thus, little is known about its antecedents. Research in the Asia-Pacific region suggests that preferences for family involvement also depend on culture value orientations such as independence (i.e., uniqueness, individuallism and personal empowerment) and interdependence (i.e., belongingness and relationships) (Alden et al. 2018). However, an study in European countries and the US, where cultural values differ significantly from the Asian-Pacific region (Coulter et al. 2015), is missing.

Acknowledging this gap, our study analyzes predictors of family involvement in the United States and four European countries, which score rather low (Austria, Germany) vs very high (Belgium, Netherlands) on Hofstede's cultural dimension of individualism/collectivism, but have comparable health systems and economic wealth (Minkov & Hofstede 2013).

We hypothesized that the cultural value orientation independence would be negatively associated with preferences for family involvement, while the value interdependence would be related positively.

Using commercial pools of survey samples with adults between the ages of 35 and 65 and quotas for gender, we collected cross-sectional data. Respondents who failed an attention test, with lots of missings, or short answer times were excluded, resulting in a total sample of $N = 2,760$ with samples of $n = 459$ (Belgium) to $n = 624$ (United States) per country.

Previously validated antecedent and dependent variable scales measured:
- cultural value orientations (independence, and relational interdependence)
- demographics (age, gender, partnership status, and income),
- personal attitudes (health locus of control, desire for medical information, and prevalence of shared decision making),
- outcome: preference for family involvement.

To refine the scale items, principal component analysis was undertaken. Only items that correlated with the first component at 0.500 or higher were retained. All scales exhibited strong reliabilities (Cronbach's alphas all > 0.78). Hierarchical multiple regression models with demographics entered in the first block and culture value orientation and attitudes in the second and third blocks were all significant (p < 0.001) and explained > 15.8 % of the variance (adjusted R^2).

Results varied by demographic indicator and country: age was negatively associated with preference for family involvement in AT and BE; having a partner was positively associated in all countries; and income was positively associated in AT and NL.

As hypothesized, cultural value orientations predicted preferences for family involvement in all countries in that higher cultural independence was consistently associated with less preference for family involvement, a higher cultural interdependence on the other hand came with a stronger preference for family involvement. Personal attitudes were associated with stronger preference for family involvement in DE and NL.

In all five countries more independent participants as well as singles were less likely to prefer family involvement, while other demographics and personal attitudes appeared to be less relevant. High interdependents want more family involvement. These results stress the importance of considering cultural values and national context when issues of family involvement arise in health communication.

PP 622 An ethnographic approach to "racial landscapes" in the city of Bordeaux

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This study examines "racial landscapes" in the city centre of Bordeaux (France), that is the way discourses about race and racism materialize in every day surroundings. Racial landscapes capture the contradictory nature of discourses of race and racism in Europe. On the one hand, Europe's racist past, particularly in relation to slavery and colonialism, is embedded in "the archite(x)ture of European space" (Goldberg, 2006, p.340). Yet, this past, and its translation into today's urban landscapes, is often dismissed. Investigating racial landscapes is therefore key to make the invisible visible and question "[d]ominant discourses [which] miss historical explanations and dismiss the connection between present ethnic humiliations and the brutality of colonization, slavery, and antisemitism." (Essed & Hoving, 2014, p.7). This study therefore asks the following questions: _Which discourses about race and racism are (re)produced and contested?_

France is a relevant context to explore racial landscapes because of the complex relations between race and the country's colonial past and universalist republican framework (Fila-Bakabadio 2011; Mbembe 2005). This context resonates particularly well with the city of Bordeaux which was a major actor of slave trade but started to acknowledge this past only recently. Focusing on this city therefore offers insights into the way local and national discourses, as well as past and present are interwoven.

An ethnographic approach was used to collect data during Winter 2019-2020. The researcher immersed herself in Bordeaux, a place of which she used to be a local. The researcher took photographs of places she perceived to signify race and whiteness based on the operationalization of these concepts as addressed in literature about racial landscapes (e.g. Redclift, 2014) and discourses of race and racism in France (e.g. Fila-Bakabadio, 2011) and Europe (e.g. Essed & Trieniekens, 2008). Additional materials from the city's portal, associations, and news websites about discourses of race and racism in Bordeaux were collected to supplement the analysis. Visual analysis was used to access the city as a "semiotic environment" (Amin & Thrift, 2002) examining the denotation, connotation, and intertextuality of the signs present in the photographs.

The findings reveal ways in which race is made visible in specific areas of the city while being taken-for-granted in others. The racialization of certain places therefore mirrors the whiteness of others. The findings point to the way discourses of _race_, _diversity_, and _culture_ intersect with each other as well as with representations of the city, nation, and globalization. The findings reveal the connection between discourses of race and neoliberalism as areas of the city centre abound of shops and restaurants using carefully marketed markers of exotic otherness. Furthermore, two competing discourses of diversity (diversity as _cosmopolitanism_ and diversity as _lived plurality_) were identified in specific areas of the city centre which further revealed the intersection between race and class and the interplay with larger or older discourses.

IIC03 - Media Studies in a Nordic Context: What is the regional component?

PN 153 Is there a Nordic news media system? A comparative, descriptive analysis of Nordic news audiences

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In a global, interconnected world of rapidly changing media landscapes and user patterns, the Nordic countries have often been found to constitute one specific media system (Hallin & Mancini 2004; Brüggemann et al. 2014; Syvertsen et al. 2014; Peruško et al. 2015; Sjøvaag 2019). As media systems are defined by both political system variables and media system variables, the Nordic countries have been characterized by for instance strong public service media, political parallelism and the professionalization of journalism. Without speaking specifically about a possible Nordic media system, the authoritative annual Reuters Institute Digital News Report has consistently reported since 2013 that the Nordic countries collectively stand out with a clear news use profile in such areas as the rapid adoption of digital devices for news, high levels of trust in the news media, willingness to pay for online news, and loyalty to familiar news brands. In this paper, inspired by the few previous studies of the audience dimension of media systems (Hölig et al. 2016; Peruško et al. 2015, Van Damme et al. 2017), we undertake a descriptive empirical analysis of the 2019 data of this 38-country study (Newman et al. 2019), comparing selected news audience practices in the Nordic countries with those of countries that belong to other supranational media systems: the Central system (Germany, United Kingdom) and the Southern system (Spain, France). In contrast to Sjøvaag (2019), who excluded Finland from the Nordic system, and to Moe (2019), who excluded Sweden, we include all four Nordic countries.The findings enable us to conclude that when seen from the audience perspective, the Nordic media system does stand out in significant ways from the other two systems compared with here: there are salient news consumption commonalities that are specific to the Nordic countries, such as preferred sources of news, pathways to news, paying for online news, and trust in the news. In some respects, however, differences exist within the Nordic system, sometimes between Finland on the one hand and Denmark, Norway and Sweden on the other, at other times between Norway and the three others. Finally, we briefly discuss the possible causes underlying the intra-systemic difference between the Nordics, pointing to historical trajectories that are in some respects dissimilar; their different geographical conditions; and the different linguistic-communicative anchorage of Finland versus the other three countries.

PN 156 The Nordic in Nordic Media Studies

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This paper draws some general conclusions based on research reviews on the question "What is Nordic about Nordic Media Studies", written for a special issue on the same question for Journal of Nordic Media Studies. The paper summarises the various arguments, accounts and historical overviews presented in the articles. It argues, firstly, that the "Nordicness" of Nordic Media Research has some specific historical theoretical legacies in the combination of Anglo-American with continental European traditions (e.g. a higher influx of German theory historically), but also in the way in which the Nordic media have been organised (strong public service institutions, but also a range of alternative forms of organising communication). Secondly, "Nordicness" may also mean that there has historically been a rather strong focus on the Nordic dimension in media studies and there has been a no less strong comparative dimension in Nordic media research. On the one hand, studies depart from presupposing a range of similarities which together create regional uniqueness and at some points in the history of for example media production studies distinguish the Nordic countries significantly (for example the Nordic Noir wave and its embeddedness in Nordic culture and a Nordic "atmosphere"). On the other hand, Nordic media research looks into differences between for example systems, programming, gender distributions in production and representations within the Nordic countries in order to also oppose regionalism and scholarly "Nordicness". Thirdly, the self-reflexive character of Nordic media research could also be attributed to encouragement through funding from the Nordic Council of Ministers, and thus part of the wider Nordic cooperation since long. Important institutional arrangements such as Nordicom, and its documentation of Nordic Media Research including databases, and the NordMedia conferences date back to the early 1970s and have contributed to the Nordic Research community. Explanations for the Nordic specificities can thus be found in geopolitical positioning as, organisational principles as well as institutional back-up. The paper details these three roots of the Nordicness in Nordic media research.

PN 152 Media studies the Nordic way: The welfarist connection

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The presentation will document two key claims. First that there is a correlation between Nordic welfarist ideals and the formation of media studies in the Nordic countries in the 1970s and 1980s. Second that is it worth holding on to this normative, welfarist connection if media studies is to play a constitutive role both theoretically and empirically in a globalized, connected and deeply capitalistized media culture. Such a role can make media studies an overarching approach to understanding current trends of communication and hence make media studies an overarching research paradigm relative to communication studies.The claims are set against repeated forebodings of an imminent crisis or, indeed, demise of media and communication studies as a critical interpretive research field – from various special issues of ferment in the field, or should one say cement in the field (Gerbner, 1983; Levy & Gurevitch, 1993; Pfau, 2008, Fuchs & Qiu, 2018) on to the recent death blow leveled by Joseph Turow and Nick Couldry (Turow & Couldry, 2017).My documentation departs from institutional and discursive analyses of the development of Nordic media studies (Nordenstreng, 2004, Malmberg, 2018), but is also includes cross-pollinations beyond media studies itself to, for example, anthropology, education studies and history. On those grounds, the presentation presents key characteristics of Nordic media studies, and it relates these characteristics to contemporary welfarist trends. ReferencesFuchs, C., & Qiu, J.L. (2018b). Ferments in the field: Introductory reflections on the past, present and future of communication studies. Journal of Communication, 68, 219–232.Gerbner, G. (1983). Introduction. Journal of Communication, 33(3), 4–5.Levy, M., & Gurevitch, M. (Eds.). (1993). The disciplinary status of communication research. Journal of Communication, 43(3-4).Malmberg, T. (2018). Media studies in the Nordic countries: Notes for a comparative history of cognitive styles. Nordicom Information, 40(2), 15-28.Nordenstreng, K. (2004). Ferment in the field: Notes on the evolution of communication studies and its disciplinary nature, Javnost: The Public, 11:3, 5-17.Pfau, M. (Ed.). (2008). Epistemological and disciplinary intersections. Journal of Communication, 58(4).Turow, J., & Couldry, N. (2018). Media as data extraction: Towards a new map of a transformed communications field. Journal of Communication, 68 (2), 267-277.

PN 154 Swedish media research in the service of the psychological defence during the Cold War?

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This presentation addresses the history of Nordic media research, through a case-study of the formation of media research in Sweden in the 1950s and 60s. We present an analysis of the role that Swedish defence interests played in funding and providing a context for theoretical and methodological development of media research during this period. More specifically we describe the Swedish development of capabilities within the area of information and psychological warfare – what was then labelled psychological defence – as one space where research about the media and its influence on society were in demand. Previous historical research has highlighted the role of the state and the politically motivated investigations in to the "problem" of the mass media in the 1960s as key for spurring a field of Swedish media research (Hyvönen m fl 2017). The psychological defence and the Cold war context have however received little attention in previous research (Cronqvist 2019 is an exception).The Board for Psychological Defence was created in 1954 and consisted of politicians, bureaucrats, militaries and researchers, as well as members from the media industries. Their role was to strengthen the resistance towards propaganda and foreign influence on the Swedish public debate and on the "hearts and minds" of Swedish citizens. Furthermore, in the event of war, their role was to facilitate for and organize the distribution of correct information, and information that enhanced morale and will to defend the nation, to the public. One of the main tasks for this public authority was to finance, coordinate and collect research on the effect and impact of media, and of media use and (mis)use. For some years in the 1960s and 70s it was among the largest subsidiaries for media research in Sweden. Through archival research we seek to provide a picture of this activity and analyse the role of The Board for Psychological Defence for the formation of Swedish academic media research during the cold-war era. Our findings suggest that BN was one of the first institutions that systematically and with longevity carried out and commissioned media research in Sweden. They were one of the main sources for introducing and translating, mainly American, mass communications theory into Swedish. However, we also argue that defense related interests have played only a peripheral role in the development of Swedish media and communications research and that its impact has been geographically limited within the landscape of Swedish media and communications research. Defense related interests were not enough, during the 1950's, to establish media & communications as a research area at Swedish universities, nor did the interests of the psychological defense have major impact on the continued development of media and communication research in Sweden.

PN 155 The Media Welfare State: Why such a concept, what is it used for and does it have a future?

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The Nordic countries have been subject to great international interest in later years, but it is quite recent that this interest has extended to media systems. In 2014, Enli and Syvertsen co-authored The Media Welfare State: Nordic media in a Digital Era (Syvertsen, Enli, Mjøs, & Moe, 2014) to explore the specificities of Nordic media systems and the analogy between welfare state and media structures, policies and norms. The study of the media welfare stands in the tradition of comparative and typology-generating media scholarship (Hallin & Mancini, 2004) and uses mixed methods, drawing on comparative statistics, historical features and studies of media structure and institutions.This paper reviews the use of the media welfare state concept and has three parts.Part 1: The Media welfare state – Why such a concept?We outline the background for the concept and its defining characteristic. Moreover, we sketch parallels and differences with two works emerging at the same time as Syvertsen et al: One arguing that Nordic media systems were losing their distinct characteristics (Ohlsson, 2015) and one arguing that the Nordic systems were distinct enough to be defined as a separate type (Brüggemann, Engesser, Büchel, Humprecht, & Castro, 2014).Part 2: The media welfare state – what is it used for?In this part of the paper we review the use of the concept of the media welfare state. According to Google Scholar, around 170 works have cited the concept over the last five years. We discuss the various contexts in which the concept is referred to and ask what this body of scholarship says about the current state of Nordic media.Part 3: The media welfare state – does it have a future?Finally, we draw on examples from our own research on old and new media in Norway and abroad to discuss – more speculatively – the future of Nordic welfare state characteristics.ReferencesBrüggemann, M., Engesser, S., Büchel, F., Humprecht, E., & Castro, L. (2014). Hallin and Mancini Revisited: Four Empirical Types of Western Media Systems. Journal of Communication 64, 1037–1065. Hallin, D. C., & Mancini, P. (2004). Comparing Media Systems: Three Models of Media and Politics. Cambridge: Cambridge University Press. .Ohlsson, J. (2015). The Nordic Media Market 2015. Gothenburg: Nordicom.Syvertsen, T., Enli, G., Mjøs, O., & Moe, H. (2014). The Media Welfare State. Nordic Media in the Digital Era. Michigan: University of Michigan Press.

IIC04 - (Social) Media discourses and developments

PP 760 International media development: Modelling the practices of funders, intermediary organisations and local partners based on structuration theory

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International efforts aimed at developing a specific region's or country's media sector commonly involve both local actors (usually from the Global South) and external actors (usually from the Global North). From a theoretical point of view, such "media development" efforts are said to have transitioned from mostly reflecting linear-effect theories such as modernization theory or dependency theory to increasingly being informed by the so-called "participatory paradigm" which highlights the value of local knowledge and local ownership. Yet, even with a participatory paradigm at play, power imbalances can never be completely dissolved in settings where one is the donor and the other one is the beneficiary. Therefore, the author of this paper suggests to make use of structuration theory to get a clearer picture of the structures that frame contemporary media development practice and to disclose what role these structures play in terms of hindering or fostering a truly participatory approach. Structuration theory acts on the assumption that social practice is produced and reproduced as part of a dynamic interplay between agency and structure. Applied to media development practice, it allows to analyse the intentions and motivations of the agents involved, the conscious or subconscious rules they act upon and also the allocative and authorative resources at their disposal. Based on a literature review of empirical findings on (media) development cooperation this paper traces reflections of agency and structure in media development practice and comes up with a comprehensive model to analyze interrelations and dynamics between the agents (funders, intermediary organizations and local partners) who enact media development practice. In a next step, the model is applied and refined in the field as part of an interview study with local partners of media development ventures from Eastern Europe, Africa, and Asia. The preliminary results of this study are shared and discussed at the conference with the overall aim to advance theory-building in research on international media development.

PP 761 Can media coverage of far-right parties contribute to the strengthening of the European public sphere? Comparative study of Spain, Portugal, France and Italy

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The rise of extreme right-wing parties is a fact shared by several European countries. With or without parliamentary representation, the discourse of these parties receives media attention and is disseminated throughout the European Union. Regarding European integration, although their opinions vary, in general the extreme right-wing parties advocate abandoning the Union or a Eurosceptic reconceptualization. Thus, the article aims to answer the following research question: can media coverage of far-right parties contribute to the strengthening of the European public sphere? The starting hypothesis is that media coverage of Eurosceptic positions defended by these parties leads to the inclusion of more EU-related issues in the media analysed.

The analysis focuses on four European Union countries (Spain, Portugal, France and Italy), which have extreme right-wing forces in their parliaments. The research aims to characterize the media coverage that 4 extreme right-wing parties have received just after entering their respective national parliaments in the last elections (at state level) of each country. The period of analysis is 4 weeks: two weeks before the elections and two weeks after them, periods in which the parties' proposals are more visible. In each country, the information collected in two media of opposite ideology and national circulation is studied. The analysis focuses especially on the media coverage of the positions on Europe of these parties to see to what extent they are present in the media coverage made in each case. At the same time, during the same period, the contents appeared in each media related to Europe in a general way (not linked to the extreme right parties) are counted, with the aim of checking the increase of the conversation about Europe and with it the strengthening of the European public sphere. The study also analyses a one-month period of media coverage in the same media, before and after the elections held before the Great Recession, a period in which the rise of the extreme right ideology did not exist. This is in order to be able to compare whether the media coverage of European issues was similar and to help clarify the starting hypothesis.

To complement the research, historical data is collected on citizens' opinions about the European Union in each country analysed and its evolution is characterised as a reference for the level of support for the European Union from each state's public opinion.

The research offers a comparison between countries and media that allows us to observe the media treatment given to extreme right-wing party discourses in relation to the European Union. The study is carried out within the research group Laboratory of Prospective and Research in Communication, Culture and Cooperation (Laprec) of the Autonomous University of Barcelona.

PP 763 "A shameless ideology of shameless women": Positioning the other in social media discourse surrounding a women's right movement in Pakistan

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This study analyses the dynamics of positioning and framing the self and the other in the context of discourses related to sensitive issues in social media. More specifically, the study explores the narratives through which the other is formed, and explicates how hate and prejudice are propagated in online spaces. Online users have been shown to engage in producing hateful material (Rohlfing & Sonnenberg, 2016), and the point worth studying here is how everyday users get involved in and respond to such material.

We focus on the discourse surrounding a particular case of feminist activist movement "Aurat March", held in Pakistan. This march took place on March 08th, 2019, the International Women's Day, in various cities of Pakistan simultaneously. The participants advocated their right of freedom, equality and basic human rights through the display of placards and banners.

Our analysis centers on a Youtube video about the 2019 march that has almost 200,000 views, and approximately 1700 comments. The video is representative of the public discourse surrounding the march, and comments section gives an in-depth view into how people felt about the march and how they positioned the participants. Due to the fact that discourse in social media, and Youtube specifically, tend to be multimodal (utilising several semiotic modalities), we use multimodal discourse analysis as our method of choice (e.g. Kress & van Leeuwen, 2006; Zhang, 2009).

This study draws on the concepts of positioning and framing in building its analysis. The basic idea of positioning theory is to explain how people use discourses for placing themselves and the others into social categories (Moghaddam & Harré, 2010). We also use framing theory to explore how the cultural other is framed in the context of social media. Entman (1993) highlighted that when a message is framed it promotes some aspects of perceived reality which are thereby made more salient. Finally, the study builds around the concept of otherness and othering. Staszak (2008) posits that otherness is characterised by polarisation with clear distinction between us and them, insider and outside, normal and deviant. Our study will contribute to our understanding of the public discourse that is taking place in social media, and the different phenomena emerging in and through that discourse.

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PP 762 Cultural journalism in Brazil and Portugal: A cross-country content analysis (2012-2018)

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This study aims to present a Content Analysis (Neuendorf, 2002) focused on cultural Journalism from two countries that have a relationship since the Colonial Period: Brazil and Portugal. It is the first step of a larger multimethod project that will draw a panoramic view of digital cultural coverage about Brazil in a Portuguese newspaper (Público) and about Portugal in a Brazilian newspaper (Folha). It is hypothesized that colonial heritage is a driver of social memory and stereotypes that may be present in digital Journalism.

We define Journalism as a social construction (Alsina, 2009), based on the concept of social construction of reality (Berger & Luckmann, 2010), which means that news analysis allows the identification of maps of meaning or supposed consensuses about society in specific periods and territories (Hall, Chritcher, Jefferson, Clarke & Roberts, 1999). We recognize that cultural coverage differs from general news coverage (Golin & Cardoso, 2009; Kersten & Janssen, 2016; Hovden & Kristensen, 2018) and that the digital environment adds some specificities and possibilities (Santos Silva, 2016). We also considered concepts such as social representations (Moscovici, 1988), stereotypes (Tajfel, 1982), social memory (Assmann, 2008; Erll, 2011) and press as a technology of memory (Van Dick, 2007).

Our sample is composed of articles from cultural sections of digital editions. In other words, articles indicated by the two newspapers as Cultural, in the same way they usually do with other themes, like Politics and Economy. We used keywords (e.g. Portugal and Portuguese for Folha) to select articles that mention the two countries of interest. This resulted in the collection of 1118 articles published in 2012 and 2018, coded as 16 variables. Intercoder reliability tests have been performed as proposed by Lacy and Riffe (1996).

Preliminary findings indicate that 24% of the selected articles indeed have a cross-country focus (27% in Público and 19% in Folha). The most prominent sub-sectors in both newspapers are Books, Music and Film. Some sub-sectors are present only in one of the newspapers, such as Design, Photography and Performance, which are only covered by Público.

Regarding origin of sources, both newspapers applied only national sources in a significant amount of articles focused on the other country: 9% in case of Folha and 20% for Público, especially in articles about language and cultural heritage, revealing a potential colonial trace to be investigated in further research. Third country sources were utilized only by Folha (18% of cross-country subtotal).

The majority of articles with clear protagonists had men presented in central positions (63% in Folha and 70% in Público), although the number of women grew between 2012 and 2018. Transexual and non binary people were identified only in Público and represent less than 3% of all protagonists. Gender aspects are also emphasized in literature as colonial elements. These results will be discussed taking into account the role of Journalism in cultural transformation.

JCE01 - Journalism and Communication Education

PP 093 What about basics? News interest, news media use, news preferences and social engagement of the new generation of journalism students

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Being a professional journalist has become a rather uncertain venture. Editorial staffs are shrinking and permanent jobs are scarce (Deuze & Witschge, 2018). The number of freelance journalists is growing (Kivits, 2019), while earnings for many freelancers are going down. Despite the uncertain position of journalists, there is still considerable interest in journalism education in most European countries. In the Netherlands the number of registrations has even gone up again in 2019, after several years of decline.

Journalism students, and thus the schools of journalism, play an important role in the future of journalism. Due to technological, economical and socio-cultural changes the demands for future professional journalists expand in number and rise in level. Next to that, characteristics as a strong news interest, an intensive news media use, and a high level of socio-political engagement and participation will remain crucial for journalism students (Andersson, 2016).

However, many of today's journalism students are born after the millennium change and are part of a generation that is often pictured as being focused on social media and less interested in professional news (generation "Z"). It is not clear to what extend this picture applies to journalism students. There is very little research on this new generation of journalism students and their news interest, media preferences and social engagement. Therefore in our research on journalism education in the Netherlands, we focused on these characteristics. Our research questions have been:

RQ1: What is the level of news interest, news media use and social engagement of Dutch journalism students in comparison to a control group of peers from the same age range?

RQ2: How do these levels develop during the four years of journalism study, and how does this compare to the development of these levels in the control group in the same time period?

The research has used an online questionnaire as the major tool. The questionnaire was completed by 341 Dutch journalism students aged 17 to 23 years from all four universities of applied sciences in the Netherlands,. The outcomes are compared with the results from a general research on various aspects of news media behavior of Dutch youth (Drok, Hermans & Kats, 2017).

First results indicate that - compared to their peers - journalism students show a higher level of news interest, a more intensive use of news media, and a stronger social engagement. Next to that they have different ideas about the role of journalism in society. However, during the study the various levels do not change much, whereas their peers in general show clear upward trends. It seems that the real added value of four years of journalism study is limited with regard to news interest, news media use and socio-political engagement. In our presentation and paper we will go into these outcomes in more detail and discuss their meaning for journalism education in the Netherlands and beyond.

PP 092 Outlining the interpersonal communication competence necessary in journalistic work

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This study explores the type of interpersonal communication competence necessary in current journalistic work, especially in the context of conflict-sensitive topics. In face-to-face or mediated work practices, journalists engage in interpersonal communication with various interviewees, working with people from diverse cultural backgrounds. Moreover, digitization has brought journalists new tasks, such as generating, supporting and guiding public discussion, which has increasingly exposed them to conflict-prone topics, hate speech and even threats. The digital environment has also challenged journalists to become more reachable, increasing the emotional nature of their work and the demand for more personal relationships with audiences.

This study's theoretical framework draws on models of communication competence, particularly descriptions of interpersonal communication competence (Rubin & Martin 1993) and communication competencies in negotiations (Putnam & Power, 2018). In this study, communication competence is viewed as a dynamic and relationship-dependent process that is perceived as effective, appropriate and ethical in a given cultural, professional and relational context. In addition to behavioural and cognitive dimensions, including metacognitive processes, communication competence includes affective and ethical factors.

The data were gathered in journalism workshops held during an action research project, 'The Conciliatory Journalism Project', which took place in Finland between 2016 and 2018. The workshops aimed to develop and test a means of handling conflict-sensitive issues in a way that would manage social tensions. While discussing journalistic practices and relationships in the workshops, journalists also described communication competence needed in their work, thus, providing data for the perspective of this study.

The data include field notes from 14 workshop discussions. Two observers recorded the discussions' content. Pauses, stresses and other nonverbal features were not included. Atlas.ti was used to carry out a computer-aided, thematic, qualitative analysis of the data.

According to the results, the cognitive dimension of competence involved the need for understanding and knowing more about communication relationships. It included the awareness of social interaction dynamics, recognition of communication patterns and their effects and how to act in various relationships, as well as a contextual awareness of social, political, cultural and gender context. Competence's affective dimension was identified as the ability to recognize and consider one's own position and emotions, and the willingness to enter communication relationships. As communication skills were described the ability to communicate critical and constructive orientation and to direct the communication process by guiding discussions and finding ways to redirect them if necessary. The coordination of differences can be defined as skilful behaviour in embracing opposing realities and holding differences together (Putnam & Powers 2015). In the journalists' discussion, coordination was described as constructive ways of listening, posing questions and expressing, interpreting and using emotions in communication relationships.

This study offers new knowledge about interpersonal communication competence in the rapidly changing field of journalism. In addition, it demonstrates the relevance of journalists' interpersonal communication competence in enhancing relationships with their audiences based on mutual trust. The study's findings are also discussed in relation to journalistic education and training.

PP 096 The literary construction of journalism education: A review of the course literature in Nordic academic journalism programmes

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A great extent of international academic debate on journalism education and its curriculum development is focused on changing the prevailing structures of the curriculum (see e.g. Adam, 2001; MacDonald, 2006; Drok, 2012; Mensing & Ryfe, 2013; Robinson, 2013). However, we less often ask how these structures look like, in particular in comparison between similar countries, with similar journalism cultures and educational systems. This article makes a comparison of journalism schools' teaching content and analyses the course literature in the curricula of 12 major journalism schools at Nordic universities. The analysis of the course literature listed in documentation of bachelor programmes in Finland, Norway and Sweden traces how journalism education institutions constitute their curricula – what journalism students are expected to read during their studies. The research questions read as follows: 1) From where does the course literature originate: from which countries and publishers in which form and written by whom? 2) In which language is the course literature published? Is there a Nordic exchange? 3) How old is the course literature currently used? It is found that undergraduate academic journalism programmes are professionally oriented, and professional literature by non-scientific publishers occupies a major place in the course literature. A strong emphasis is placed on professional books written in the domestic language, with an average age of seven years. Students are required to read almost four books per study credit on average. Though the Scandinavian languages show high degrees of similarities with each other, there is very little circulation of literature across the countries within the Nordic area. The analysis points to a relatively homogeneous educational culture with small differences and raises questions about the qualitative dimensions of instructional design. The paper concludes with some recommendations for future curriculum development.
Keywords: journalism education, Bachelor's degree, curriculum, curriculum development, course syllabi, course literature, Nordic countries

PP 095 New professional profiles in Journalism. Analysis of the skills and functions demanded by the Spanish labour market

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The communication sector is undergoing an intense transformation in the developed countries driven by the digital revolution and economic globalization. In the specific field of journalism, this situation has already caused profound changes in the ways in which news are produced, distributed and consumed, altering the professional practices and routines, business models and relationships between journalists and audiences (Alexander, Butler Breese & Luengo, 2016).

This digital context is radically altering the conditions for the employability of journalists. The labour market demands new profiles and professional skills and functions preferably linked to the digital environment and to the convergence and hybridization of traditional media (data journalism, social network management, multiscreen formats, multimedia journalism, information visualization, web analytics, verification, etc.) (Siapera & Veglis, 2012; Marques, Roca & Singla, 2016).

In this work, we study the new professional profiles that the labour market of the journalism sector in Spain demands. We analysed job offers published in three internet portals specialised in job offers –Linkedin, Infojobs and Infoempleo– between February and March, 2021. These are the platforms that currently have the highest traffic of both those seeking employment and the bidding companies in the communication field (Álvarez, Nuñez & Olivares, 2018).

The search for the offers incorporated into the sample was carried out using the keywords "Journalism" and "Journalism studies". The final sample contained 153 job offers, selected after eliminating those job advertisements which were duplicated between internet portals. The content variables were the position offered, the level of experience required, the geographical location of the offer, the requirements demanded (knowledge, skills and/or expertise) and the functions that would be performed in the job.

The results indicate, first, an evident job "digitalization", with companies having a special interest in the digital competences of the workers they are aiming to recruit. Secondly, the organisations have a special interest in roles that go beyond the traditional formative profiles in Spanish universities, such as social media editor, community manager, and multimedia reporter, among others.

Based on the empirical evidence provided, our results contribute to the discussion on the adequacy of the new degrees adapted to the EHEA to meet the training needs required by the journalism labour market in Spain (López-García, Rodríguez-Vázquez & Pereira, 2017).

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PP 094 It will be journalism? Journalism students' perceptions of the journalistic field in today's and future world

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This proposal is based on the analysis and interpretation of the results of a survey, in the 2019-2020 school year, to undergraduate and master's students in Journalism at the academic institutions of Lisbon, about their perceptions of the journalistic field and its role in a democratic society.

Journalism is meant to place the public good above all else and is still based on ethical values, such as truth, balance, accuracy, objectivity - journalists must report the news in the public interest, striving not to let their preconceptions interfere with their stories. However, "the big picture" has changed in many ways. Framed by this new media ecology, instead of having time to fact check, journalists are urged to be the first to break the story, because the audience must have the news in mere seconds. As we know, this pressure often leads to misinformation being published, causing significant damages into the public opinion and, consequently, in their behavior. Are the future journalists aware of this impact? How do they perceive their responsibility as agents of change?

Also, in a scenario often drawn "in black" either by journalists and media researchers, mainly referring to reconfigurations of newsrooms, the precariousness of job contracts, the power economic interests, the shortening of time and space to gather and treat information, what do the future journalists think about these topics and how intend to deal with these constraints?

Four decades after the birth of the first graduation on media studies in Portugal, at Universidade Nova de Lisboa, most of the Portuguese journalists have an academic degree (in Journalism or other scientific field), which means a remarkable change, not only in the way of entering the profession but also in the way of thinking and practicing "the" journalism.

The survey is structured in tree parts, each one referring to the different dimensions of the analysis: diagnosis, intentions and expectations. In the first one, the questions focus on student's self-perceptions about what journalism is nowadays and its role in society. In the second one, students answer about how they perceive their intervention in the public debate as future journalists and/or academic researchers. The third one challenges students to point out expectations about what journalism(s) will emerge from the disorder of the political and civic public space.

The answers of around 200 respondents to these questions led us to identify the self-perceptions of journalism students as candidates to a challenging mission and to purpose new paths to academic research and education.

JOS01 - News audiences and trust

PP 005 The irrelevance of news in everyday life: Attitudes that predict distrust and avoidance of news across 38 countries

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The watchdog role has been one of the most widely discussed normative functions of the press. The watchdog role has been one of the most widely discussed normative functions of the press. This "long-established liberal conception of the news media as the fourth estate," as Norris (2014) describes it, conceives of the press as "an independent guardian located in civil society" that serves as a counterbalance to powerful institutions in the executive, legislative, and judicial branches in government but also those in the private sector as well.In this study we examine the public's attitudes towards the news media's watchdog performance and what role it plays in predicting trust in news and news avoidance, two important phenomena for democracy and the health of the public sphere. Based on data from the 2019 Reuters Institute Digital News Report, and controlling for a range of factors, we find that a) watchdog performance evaluations are positively associated with trust in news but that they are also positively associated with higher levels of news avoidance, b) evaluations of media in other functions like helping citizens understand the most important topics of the day and choosing relevant topics were stronger than watchdog performance evaluations in predicting trust in news and lower news avoidance levels respectively, c) politically oriented citizens (high in interest and stronger ideologues) are more likely to value watchdog performance evaluations for trust in news, and d) in countries with lower levels of press freedom respondents are more likely to avoid news if they perceive news media as successfully fulfilling their watchdog role.Overall, we find that while watchdog performance evaluations are important for what people think about the news media, they are not as strong or consistent in predicting news avoidance behaviours, particularly when compared with other attitudes, since less political functions of the press appear to be more generally salient.
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PP 006 Thumbs-up to trust? Understanding users' relationship to Facebook and local news media

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As cornerstones of civic life, local news media foster and depend on trust. They provide trustworthy information and contribute to conditions of societal trust and civic engagement, while simultaneously relying on users' trust in their journalistic selection and presentation of information. This interplay is particularly important during a social crisis such as the Corona pandemic when the provision of trustworthy news and information is imperative to people's health and safety. Facebook has become central to how people find and access local news, and there has been substantial concern about this social media platform's role in spreading misinformation during the pandemic. Against this background, the present study examines trust and use of legacy news media and Facebook as sources of local news before and during Covid-19.

Our theoretical perspective is informed by the larger research literature on trust in and use of media (e.g Strömbäck et al; 2020, Ficher 2016). Previous research has identified higher levels of trust in local newspapers and television than "the Press" in general and has found that online information is perceived as credible as offline. Moreover, legacy media online are judged more credible than social media, but people also have more trust in the sources they use often, and the more people rely on a source, the more credible they rate it. Much less is known about how these dynamics develop before and during a crisis when the demand for trustworthy local news is particularly high.

Drawing on three national surveys conducted in Norway in 2016, 2018 and 2020 our study explores the use of and trust in Facebook compared to legacy newspapers in print and online, as well as the local radio, TV and online news services from a public service broadcaster.

Preliminary findings suggest a considerable gap between use and trust in the media under study before the pandemic. Facebook had a much weaker standing in terms of trust than local newspapers and public service media but held a prominent position as news and information provider to individuals about their local communities. Findings show that users regarded Facebook's content with considerable skepticism both before and during the pandemic; they were aware of its credibility deficits, but they still found Facebook worthwhile as local news source.

For the printed local newspaper and public service media trust was high among the young, but use was significantly lower than for Facebook. The use of printed local newspapers was lower than the use of local newspapers online, but our respondents trusted printed news more than online news. Trust was generally lower among the younger generation, suggesting that there is growing media skepticism among young people.

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PP 008 High quality, high transparency, high trust? A representative survey on perceptions underlying media trust

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Trust in the media is decisive for democratic societies (Tsfati & Cohen, 2005). However, current survey data shows that 34,4 percent of the German public state that they rather or completely do not agree that the media generally can be trusted and a big share of 37 percent shows a mediocre level of agreement to this statement (own survey data). Media outlets therefore have to ask themselves how to work on the trust relationship with their audience and investigate why their audience thinks that they cannot be trusted.

Trust in the media is based on the perceived fulfillment of positive expectations towards the journalistic performance (Grosser, 2016). These expectations are derived from the normative function of the media in democratic societies (Fawzi & Obermaier, 2019). One way to measure the fulfilment of these expectations can be seen in journalistic quality – therefore, the subjective perception of quality indicators such as accuracy and balance should be decisive for the amount of trust in the media (Müller, 2013). In order to allow recipients a better judgement of the journalistic quality, news outlets can be transparent both within the journalistic product as well as concerning the processes behind the scenes – in this sense, transparency could also positively influence trust in the media (Karlsson & Clerwall, 2018).

By using data from a representative survey with 1,029 participants, conducted in April 2019, this study sheds light on which perceptions are underlying low media trust and derives implications for media outlets on how to possibly build trust in their work. We asked participants how much they agree with 9 statements on quality in the media (which we summarize as a quality index, $\alpha=.91$) as well as four statements on the perception of the media as transparent (transparency index, $\alpha=.87$).

Results of a linear regression show that the perception of a low media quality (operationalised via e.g. accuracy, balance) leads to significantly lower trust in the media ($\beta=.186^{***}$). Furthermore, the general willingness to trust others also influence trust in the media significantly ($\beta=.300^{***}$). The perception of the media being transparent on the other hand has a positive influence on general media trust ($\beta=.295^{***}$). Explained variance R^2 is 43,1 percent.

These results lead us to a few implications for news outlets: First of all, outlets should invest in journalistic quality and follow traditional standards such as including several viewpoints to a story to create balancedness. As accuracy also plays an important role, investing in proof-readers and fact-checkers could represent a way to increase trust in journalism. Furthermore, results show that the use of transparency strategies can also represent a way to strengthen the audience's trust in journalism. Which strategies shall be pursued in order to work on the trust relationship will depend on the capacities and resources of the specific news outlet on the one hand and the characteristics of its audience on the other hand.

*** = highly significant, $p<.001$

JOS02 - Emerging models of journalism

PP 029 When amateur journalism ceases to be civic: The case of notícias viriato

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On the 10th June 2019 a new "information" website was launched in Portugal. Its name is Notícias Viriato (Viriato News), and its structure mimics a traditional online news outlet. However, if one bears in mind the criteria regulating journalism in Portugal, this site does not correspond to a news outlet. Firstly, it is not registered in the Regulatory Communication Entity that regulates media in general and journalism outlets in particular; secondly, the information output is not delivered by journalists. Here, we should take into account that, in Portugal, journalists are only legally considered as such if they are registered in the Journalists' Professional License Committee. Being produced by citizens who are not journalists, and with a positioning clearly despising traditional media, it is important to understand where Notícias Viriato fits in, in light of the classification labels for this kind of information production, as described,.for example, by Chris Atton (2009). Indeed, Atton specifies that the more frequently used labels - alternative journalism; citizen's media; citizen journalism; democratic media; radical media, - share an ideological perspective and thus circumvent the traditional journalistic criteria of impartiality. We would argue that the Portuguese media landscape tends to follow a 'catch-all model' (Arons de Carvalho 2011), where newspapers seek to embrace several ideological slants, due the attempt to optimise financial viability in the context of a small market. In this context, websites like Notícias Viriato occupy the empty space of biased information, leaning, in this case, towards right-wing conservatism. Taking Notícias Viriato as case study, we propose to analyse the logics behind the constitution of this website, and the way it positions itself as more reliable than traditional media outlets. Trust and diversity of perspectives are characteristics that this website flags up so as to hold audiences' attention in a digital age of ferocious media competition. The main objective of our presentation is to shed light on the creation of such a website, revealing connections it may have to other international 'journalistic' initiatives of the kind (ex. Voice of Europe). We will explore the extent to which such a site represents a novel 'normalcy' for journalism and what this means for other official media outlets as well as the public. Issues that arise concern the assimilation of lay contributions by news organisations and implications both for the professionalisation of journalism and editorial control over media content (Splichal and Dahlgren 2016). Methodologically, we will perform content analysis of the Viriato Notícias website and carry out interviews with its creators, as well as with the publishers of official media outlets or other entities with editorial responsibilities, and regulatory bodies. Arons de Carvalho, Alberto (2011), 'O alinhamento político da imprensa Portuguesa', http://www.e-clique.com/suplementos/opiniao/com/o- alinhamentopolitico-da-imprensa-portuguesa/. Accessed 14 January 2020.Atton, Chris (2009) 'Alternative and Citizen Journalism', in The Handbook of Journalism Studies (eds. Karin Wahl-Jorgensen, Thomas Hanitzsch). London: Routledge, pp. 265-278.Splichal, Slavko & Dahlgren, Peter (2016) 'Journalism between de-professionalisation and democratisation', European Journal of Communication 31(1): 5-18.

PP 030 A moment of inflection: Emergent models of public service local journalism are reshaping conceptualisations of 'community'

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This paper interrogates the emergence of new forms of independent local media which are developing engaged and collaborative journalistic practices and, in so doing, a praxis which relies on new theorisations of 'community': as practice and process, rather than community as object. The decline of the dominant corporate model of legacy local newspaper has been accompanied by anxiety over the effects of the loss of reliable local news and information on the social, cultural and political life of local communities. At industry and policy level, this has given rise to proposals for both public support and subsidies for newspaper companies, and regulatory controls to compel social media and search engine platforms (to which much local advertising revenue has migrated) to transfer a proportion of those funds to publishers. (Cairncross, 2019). Such initiatives arise out of assumptions that the traditional regional and local newspaper industry is a 'trusted friend to its community'. But while such understandings have been promoted as a-priori truth by the industry and largely accepted as such by legislators, they have been subject to critique by academics and media activists (for example, Matthews, 2017; Baines, 2013; Mombiot, 2003).

Beyond the legacy industry and policy-sector, however, a diverse range of independent publishers has begun to emerge and these are developing a variety of approaches in the search for sustainable models for local media which deliver public benefit. In developing a public-service remit they are challenging ccorporate conceptions of 'community', determined less by the delivery of public benefits than by the manner in which a community can be commodified to benefit investors (Caraway, 2011). This has generated new journalistic practices informed by engagement, collaboration and interaction. We argue that these developments in practice have given rise to new conceptualisations of 'community' within the field, which align with theoretical perspectives developed by social psychologists such as Studdert and Walkerdine, in which 'community' is an active process exhibited in everyday lives in a locality, geographical or virtual, where people get together: community as action and process, rather than group or object - verb rather than noun..

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PP 027 Changing newsrooms and journalistic profiles in Portugal: Diluting the boundaries of professional journalism

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The impacts of digitalization are changing news content and newsrooms cultures, contributing to the common perception that journalism is living "fractious times" (Wilding, D., Fray, P., Molitorisz, S. & McKewon, E, 2018). Issues of technological innovation and disruption, journalism role in society, business model's sustainability, professional practices, news sharing and consumption patterns and even the conceptual limits of the field have extensive reviews that have outlined the research community's main areas of study in recent years (Fernández-Quijada; Masip, 2013; Mercier; Pignard-Chey-nel, 2014; Reese: 2016). A desire to know how journalistic communities all over the world are reacting and adapting to these changes also led to numerous inquiries and projects aimed at defining who are the journalists, what they (still) do and believe and how trustable they are (Digital News Report, Trusting News Project Report, World of Journalism Project and similar). But, in general, data has not been so extensively used to understand how online journalistic work and a tendency to increasing de-regulation in journalism values and field boundaries are affecting professional standards and legitimacy. Can a "sense of belonging" to a professional circle and a self-collective memory develop among atomized content news producers working "alone together"? As journalistic genres dilute with entertainment, can journalists still claim an ethical identification as information producers and verifiers? Will increasing "brand journalism" erode the traditional value of independence associated with the journalistic account of the facts?

This paper addresses the changing journalistic community in Portugal, focusing in one aspect: the increasing number of freelance journalists and "equated to journalists", that is, individuals entitled with journalistic professional cards (mandatory in Portugal), but that are not journalists according to legal national standards. We will analyse data from the Committee of Professional Journalists Card (CCPJ), the official entity entitled with issuing the mandatory press cards, in order to characterize the main trends affecting the Portuguese professional journalists' community. We will then try to relate that changing landscape with the local and global issues affecting journalism, namely failing ethical values, disinformation fears, de-professionalization dynamics and de-ritualization news consumption. A number of interviews with journalists entitled with professional cards representative of these fluid professional profiles and increasingly diverse places of work (bloggers, life style magazines writers, specialized press reporters, digital content producers...) will be conducted in order to contrast the available quantitative data with a more qualitative account of professional values, role perceptions and political engagements.

PP 026 Self-censorship of Russian journalists in professional routines and social networking

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The phenomenon of self-censorship has been a focus of attention both in journalism and communication studies (Festenstein, 2018; Loury, 1994; McChesney, 2004). Previous studies of self-censorship in journalism largely focused on democratic contexts (Bagdikian, 2004; McChesney, 2004), with very few that examined it in authoritarian settings (Schimpfossl and Yablokov, 2014; Skjerdal, 2017), which we consider unfortunate. In our view, a restrictive political context, where self-censorship has better conditions to thrive, offers an opportunity to examine different aspects of this phenomenon. Another gap in studies of self-censorship concerns the research of self-restrictions of journalists on social networks. Although there is a growing area of research exploring self-restrictions of users on social networks, the studies that would focus on professional communicators (like journalists) in online communicative environments remain virtually absent. Our study aims at filling these two gaps in the existing research by exploring the practices of self-censorship by professional Russian journalists, both in editorial production and on social networks. We employ the theoretical approach by Cook and Heilmann (2013) who argued that, in the process of self-censorship, a 'perceived censor' can always be identified. They also developed taxonomy of the perceived censors, generally dividing them in private and public ones. We identify the following 'perceived censors' in the process of editorial decision-making: personal (including cultural identity, morals, and social ties), industrial (editorial / of professional community), and external (e.g. political, societal, or economic). Adopting this approach, we examine the following research questions: 1) What factors – personal, editorial, or external – are linked more to the self-limitation practices? 2) Who is the 'perceived censor' for the journalistic community, and is there a difference in self-restricting in professional content production and in posting on social networks? 3) Is there a difference between various SNSs in terms of self-restriction of journalists? Additionally, to detect the peculiarities of the concept of self-censorship in a restrictive context, we ask journalists to define self-censorship and assess their answers. Our study is based on a survey among 95 journalists from 51 Russian regions, as well as on seven in-depth interviews that helped us interpret the survey data. Our results show that, in an organizationally weak journalistic community that operates in a restrictive media and legal environment, understanding of self-censorship differs significantly from that in the Western democracies. It includes both self-limiting under pressures and personal-level ethical decisions that substitute professional codes of conduct. Also, for online posting and editorial work, there are different dominant 'perceived censors'. Political threats remain the most important of all external pressures both online and offline, but personal motifs lead the decision-making in posting on social networks. Russia is characterized by platform-wide echo chambering and high differentiation between users of Facebook and the Russia-based VK.com; we observe this difference in the journalists' descriptions of self-limitation on these networks. Our research adds to the understanding of Russian journalism as professional culture in the making, where ethics manifests itself mostly on the personal level.

PP 028 Civic engagement in focus – hyperlocal media in the global north

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The question of the role of hyperlocal media for local connectedness and civic engagement is of great relevance as traditional local media and journalism experience processes of centralization and consolidation. Hyperlocal media - small, independent, citizen-led initiatives providing content at a grassroots level (Radcliffe, 2012; Turner, 2015) – are thought to carry civic potential. As put by Örnebring et al. (2018, 418–419), the key democratic tasks in the society may be performed in liminal field positions instead of the most stable media in terms of capital and resources.

In the light of previous research, hyperlocal media can provide people with means to individual expression and social participation. The democratic and civic role ascribed to hyperlocal media is, however, not obvious or uncomplicated (Jangdal, Cepaite Nilsson, & Stúr, 2019). To get new insights into this question, we examine how the aims, perceptions and practices of hyperlocal initiatives and their makers tackle the civic role of their media as well as how these perceptions and practices vary across media systems and political regimes. We analyse what or whom the hyperlocal practitioners represent, as well as how local connectedness and civic engagement are constructed. The data gathered includes in-depth interviews with practitioners and six case studies. The data are analysed using qualitative text analysis.

The context of our study is the global North, covering Finland, Sweden and Russia. The data set includes hyperlocal initiatives from two media systems and three media and journalism cultures. Sweden and Finland represent rather similar media cultures, e.g. with strong public service media (Ohlsson, 2015). Russia emerges within a context of unfree journalism and strong state interference in the media market (Vartanova, 2019). Comparison of hyperlocal initiatives performing within various journalistic cultures, media systems and political regimes will help to explore possibilities and limitations of them as agents of civic engagement in different environments.

Hyperlocal media studied are typically unique – there is a great variety regarding the aims and roles in civic engagement. In the light of our results, hyperlocal media practitioners throughout the global North aim at contributing to local connectedness and interactions. A shared desire is to give local people and groups a voice, as well as enhance people's engagement in local life. Our tentative results indicate that hyperlocal media can play an important role in the local public sphere, by providing forums for debates in commentator fields, offer postings in official social media channels and welcome user-generated materials.

While there are various similarities, interactions between hyperlocal media and local government and/or state officials differ between the countries studied. For instance, local officials actively cooperate with hyperlocal media in Russia in some cases, for example via posting own material or commenting on citizens' inquiries. Close attention and interest from state bodies has resulted in uncritical hyperlocal reporting in favor of the government. This raises critical questions about how hyperlocal media are able to imagine and carry their civic roles in different media systems and political regimes, as well as if they can be trusted among local people.

JOS03 - Producing the news

PP 035 Use of transmedia logic in Spanish media

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Social communication moves in a global, digital and mobile environment that has modified the information consumption habits of citizens. Media have to deal with atomization of audiences (Salaverría 2018; Scolari, 2017; Owen 2016 and Huertas, 2015), both affordances and constraints of platforms with large audiences (Pérez, 2018 and Bell & Owen, 2017), convergence and hybridization of media (Salaverria, 2013 and 2018; Spyridou & Veglis, 2016; Jenkins, Ford & Green, 2015; Adell, 2014; Chadwick, 2013; Scolari, 2009; Quinn, 2009 and Jenkins, 2008) and active meaningful participation demanded by users (Russell, 2016; Nuñez Ladevéze, 2016; Luchessi, 2015; Fernández, 2014; Jenkins, Ford & Green, 2013; Castells, 2010 and Scolari, 2008).

Technology is always facilitating tools for the production and dissemination of content that allow developing narrative strategies in line with the mentioned requirements. Transmedia stories are one of these ways (Almazora & Tárcia, 2012; Gambarato & Alzamora, 2018; Rampazzo, 2018; Serrano, 2016; Dominguez, 2012; Porto & Flores, 2012; Ossorio, 2012 and Calvo 2018). These stories are told through fragments in different channels that, despite being related to each other, allow autonomous consumption and greater depth without redundancy of content. Also, they are distributed taking advantage of the communicative characteristics of each language, medium or platform and seek interaction of the users.

Thus, this research shows the methodology employed in a PhD dissertation that determine if a journalistic coverage follows the transmedia logic and, therefore, adapts to the new habits of media consumption. An in deep review of the literature is carried out in order to characterize transmedia journalism and establish variables that serve to determine the presence of these traits. This task is complemented by interviews with 15 professionals who work in the management and innovation in some of the main media of Spain.

Next, the content analysis is used to analyze the production of 13 coverage in relevant Spanish media in search of transmedia characteristics.

The results reveal that there is no single way to produce transmedia journalistic stories. Beyond a formula for developing content, transmedia is a way of thinking in which the user is placed at the center to determine the style, format and channels to distribute the story.

PP 034 Legitimation and authority building in the news

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This paper focuses on the analysis of news related to the economic crisis in Greece, during the period 2010-2018, in order to identify the struggles over legitimation of political decisions, actors, and authority positions, since news is a privileged terrain where these struggles are represented and take place.

Articles published in the Greek daily newspapers with the highest circulations during the periods of research –*Ta Nea* and *I Kathimerini*- are analysed, for the identification of legitimation mechanisms, focussing on the role of news sources. Through the analysis, which profits from the analytical toolbox of critical discourse analysis (Fairclough, 1992; 2015), combined with a cultural studies approach to journalistic authority and narrative (Zelizer 1992, 2004), two main discourses of legitimation have been identified, those of objectivation and naturalisation.

The paper explains how, through the articulation of these two discourses, the elite news sources that appear in the domestic mainstream Press legitimate or delegitimate policies and measures related to the handling of the economic crisis, but also how, through their privileged presence in the news, have the opportunity to legitimate their roles and establish their authority. Furthermore, through the analysis of the journalistic practices that relate to the construction of these news texts, it is discussed how these practices allow journalists to legitimate and reconfirm their own professional identities and authority positions, and how the legitimation discourses of objectivation and naturalisation serve the dual logic of news as facts and as stories.

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PP 031 Post crisis Journalism: Learning from the past or "business as usual"? A comparative study analysis among Italy, Spain and Greece

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This paper is concerned with the transformative role of the crisis in journalism and its potential to lead towards new journalistic models since every crisis can open up new opportunities and amend problematic mentalities and policies of the past. In the case of Italy, Spain and Greece (the 'European South'), media systems have been traditionally interrelated with politics and, especially, factors of the political system, reinforcing in this way the formation of a problematic public sphere, characterized by corruption, clientelism, populism and polarized media environments (Hallin, & Mancini, 2004).

The economic crisis after 2007 and its effects upon society was deemed, among others, a unique opportunity for social changes and amends upon dis-functioning mentalities of the past. In this framework, journalists themselves sought to exploit the opportunity and transform their professional roles and practices, not only as individual practitioners but also as parts of a creative industry that seeks to unburden itself from misdemeanors of the past (Siapera, Papadopoulou, & Archontakis, 2015).

This paper deals with post crisis journalistic norms and presents a comparative study among Italy, Spain and Greece. The research seeks to investigate deeper characteristics of the media system as well as the role of media entities in post crisis societies. Italy, Spain and Greece were selected as case studies due to their similarities in regards to their political history during the 20th century that were also traditionally depicted in the countries' media systems.

This is not a historical study; on the contrary, the research initiates after 2014, covers the period of the 2020 global pandemic crisis and is based on a dual methodology: first, recent developments in media ownership are examined separately in the three countries, and, second, specific case studies of 'media success stories' in each one of the selected countries are presented. The main target is not only to compare and contrast the new media environment in the Mediterranean area but also to examine whether the European South has managed to free itself from the "Mediterranean complex" of polarized media markets.

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PP 033 Independent media in Brazil and in Belgium: Positioning and occupation of public sphere

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This paper seeks to understand how Brazilian and Belgium independent digital media represent the journalism practice. We assume that the proliferation of these so called « independent » (alternative, engaged, militant) media in these two countries is the result of a double movement. On the one hand, they collaborate to reconfigure the strategies deployed by the political movements to occupy the public sphere, insofar they are used as an instrument for political engagement. On the other hand, they propose an alternative model to conceive the media and journalism.

The practice of an alternative journalism is not an original nor a recent phenomenon (Ferron, 2012), neither in Brésil (Kucinsky, 1998) nor in Europe (Bastin, 2003). What called our attention is how a discourse enunciated by these independent media, actors placed on the boarders of journalism practices, stresses out the definition of journalism itself. In this sense, they can be seen as a mechanism that simultaneously promotes the changes and permanence of journalism identity, notably in tis relation within political field.

The analysis is inspired by Gee (2014) and more particularly the concept of "social goods" which apprehends in a relevant way how independent media both fit into the public space and offer an alternative discourse to traditional media. Indeed, for Gee (2014: 8), the speeches make it possible to bring to light an idea, a set of ideas, values, etc., which are valued and redistributed in a political way by actors within the society or a social group: "politics (…) is about how to distribute social goods in a society: who gets what in terms of money, status, power, and acceptance on a variety of different terms, all social goods". Through this notion, the author offers a reflective tool for taking into account power and legitimacy in the sense that these "social goods" can be attributed or taken back to value something often to the detriment of something else.

We will study four independent sites (two on the right wing and two on the left wing of the political spectrum) in these two countries. For the Belgian case, we selected the sites _revuepolitique.be_ and _lepeuple.be_. In Brazil, we choose the following sites: _Socialista Morena_ and _O Antagonista_. In this sense, our corpus consists on:

1.Their editorial manifests in order to understand how they discursively define and place themselves in the public sphere, but also what kind of journalism project they hold.

2. A sample of stories where the subject "media and journalism" is addressed. The aim is to examine how these independent sites place themselves with respect to the "traditional" journalism practice.

3. The first article of the years 2015, 2016, 2017, 2018 and 2019 they published to see whether some recurrences can be found in their aim to conceive an alternative model of journalism.

Through a qualitative-discursive analysis of this corpus, we look to accomplish an ideological (left-right) and transnational (Belgium-Brazil) comparison. This approach will allow to set up these "alternative" journalism models and the evolution of political and media contexts in Belgium and Brazil.

PP 032 Mapping and explaining media quality: insights from Switzerland's multilingual media system

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In our presentation, we analyze to what extent various ownership types and media types and the according institutional logics are reflected in an outlet's overall provision of hard news, an important indicator of media quality. The research draws on a manual content analysis of the quality of more than 100,000 representative news items in 53 print, radio, TV and online news outlets in Switzerland. Switzerland is a typical example of a democratic-corporatist media system; at the same time, its media system is linguistically segmented into small media markets, each of which partially influenced by media systems of a large neighboring country (Germany, France, and Italy). This makes Switzerland an interesting case also from a comparative perspective, as meaningful comparisons can also be conducted on the sub-national level, i.e. among language regions with according media markets and communication cultures.

Our analysis uses a multi-dimensional measurement of hard news. Our large and varied media sample is used for a comprehensive mapping of media performance in the Swiss media system. It also allows for an analysis with explanatory factors on different levels (cf. Umbricht & Esser, 2016). On the meso level, ownership type (e.g. private media traded on the stock market vs. public media companies) is complemented with media type (e.g. public radio vs. public TV) as possible "antecedent" of news coverage (Strömbäck & van Aelst, 2010). On the macro-level, we analyze the role of language regions.

Findings show large differences in the importance of hard news overall and these findings are consistent across the three dimensions of hard news (topic dimension, focus dimension, style dimension). Hard news orientation differs especially between private and public media, but also within privately held media outlets, and less so within public media, which points to a general quality culture embedded within public media organizations. Thus, rather than by language region and the according media market size or by ownership types, quality differences can be best explained by media types.

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JOS04 - Expanding journalism theories

PP 089 Time to revise 'news values': 'Publishability' fills an explanatory gap

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This paper suggests the new (in Journalism Studies) theoretical concept of 'publishability' as a complement to, or revision of, the theory of 'news values' (Galtung and Ruge, 1965; Harcup and O'Neill, 2001; Bednarek and Caple, 2014).

Based on empirical research findings from three countries of different journalistic cultures- UK, Sweden and Greece (Hallin and Mancini, 2004), along with a thorough literature review and rigorous theoretical reasoning, it demonstrates that 'news values' can be useful in determining the 'newsworthiness' of news stories and explaining the construction of news (Rosengren, 1974; Staab, 1990; Allern, 2002); however, they cannot provide an adequate explanation of numerous cases where items deemed newsworthy in journalistic terms are prevented from being published, or items that are not deemed newsworthy do find their way into publication.

Rather distancing itself from strict gatekeeping approaches (Peterson, 1979; Shoemaker and Riccio, 1991) the analytical framework adopted is a meso-sociological one (Bourdieu, 1998; 2005; Benson, 1999; Champagne, 2005), in order to take into consideration influences exerted on journalists from (f)actors both internal and external to the newsroom. It is argued that the field of (economic and political) power influences the field of journalism, with the latter – in turn – influencing (while also being influenced by) individual journalists. A question discussed here is which influence is relatively stronger in each of the three countries where the investigation took place.

Departing, also, from the methodological tradition of researching newsworthiness mainly through content analyses (Galtung and Ruge, 1965; Harcup and O'Neill, 2001; Bednarek and Caple, 2014), this investigation asked journalists themselves to explain their practice by applying both quantitative and qualitative instruments: survey via questionnaire and an original 'news game' simulating news-selection editorial conferences.

Findings of the comparative investigation reveal that the typical journalist in each of the three countries is notably different from their colleagues in the other two in the way they practise their job, especially the task of news selection. Context, then, determines the shared ideology and news-selection approach at the level of the journalistic field in each of the countries. It also determines the balance of power between the journalistic field and the field of power, the latter including both media ownership and other, external to the newsroom, social actors.

What is finally demonstrated is that news selection follows a field logic, not always based on principles such as 'news values', but rather on conventions and assumptions about expectations (of the audience, the media owner or external factors). The field logic, though not absolutely uniform within each country, still has a distinct, dominant version in each of them; thus, making the field level stronger – in its impact on news selection - than the individual journalist's one, and the national level (including the field of power in each country) stronger than the journalistic field as a whole.

PP 088 Journalism culture(s), time and the environment

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The core of the information that become news gains meaning from being related to temporal trajectories at various communal levels, from the individual to the global. For a number of interconnected reasons, information about climate change and the environment, sits relatively uneasily within such temporal hierarchies of journalism.

Firstly, as the largely invisible, gradual, accumulative and long-term effects of climate change are "outside and beyond the reach of ours senses" (Adam, 1998, 9) they are somehow incompatible with journalism, which — being broadly premised on witnessing — is focused on tangible events that can be located in a relatively precise manner. This is why extreme weather events feature heavily in the coverage of climate change. Getting "beneath" such events, however, necessitate a more intimate relation to the underlying science and thus information in a manner normally outside the vestiges of journalism. Secondly, the "invisible" character of climate change, as well as the temporal horizons or pre-emptive measures, cut across the basic rhythmic connections between journalism and politics, from the 24/7 news day to election cycles; following this — and given that climate change is a global issue — there is thus no immediate or "natural" relevance for national structures of governance (and thus for journalism); finally, since journalism operates in the "logical field of the dominant reality" it "cannot be detached from pre-theoretical notions in order to present reality" (Meditsch, 2005, p. 129), which — at some level — exactly may be necessary to move beyond as these notions are — at least in the West — thoroughly immersed in the regime of industrial time, which — with its focus on nature as products and not as immanent and temporal processes — is largely detached from issues of the re-generation of resources.

Against such considerations, the aim of this paper is to analyse the negotiations of various temporalities as they emerge within specific mediations of climate change. Such negotiations will be discussed as they emerge from an edited volume (in progress) that contains examples of how climate change as a temporal process gets inscribed within the temporalities of journalism inflected by local, regional, national and global times as well as perceptions of change related to generations, (living) memory and (national) politics and how such perceptions are linked to the temporalities of globalisation, colonialism, class, ethnicity, gender and culture. Through this, overarching (Western) temporal regimes of journalism and politics will be put into perspective and rethought, e.g. in relation to temporalities of climate change conveyed in story-telling practices in indigenous communities in North America . The broader aim is to unravel and understand how the various temporal layers of specific climate change mediations interact in various cultural settings and to develop a theoretical understanding of such mediated instances in relation to the temporalities of journalism, modernity, technology, science and culture.

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PP 090 How can journalism respond to the problem of polarisation?

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Social polarisation has become a topic of concern all over the Western world. Often discussed in connection with populism, polarisation is seen as a threat to democracy and social stability, especially because of its eroding effects on people's trust in public institutions and in the shared public discourse. If people increasingly see the society as a struggle between opposing groups with very different world views and values, it becomes difficult not only to agree, but also to disagree publicly in a constructive manner.

As a result, also journalism's ability to maintain a meaningful public discourse has been questioned. From this angle, polarisation is a circumstance that affects journalism, it is friction in the social system that makes it hard for journalism to carry out its democratic functions. However, polarisation is also a process that journalism participates in, often unintentionally, by circulating the polarising discourses and repeating the idea of opposing camps or social bubbles. Journalistic routines, practices and ideals that value multi-voiced deliberative debate may end up portraying political conflicts as issues of identity, even when seeking to resist polarisation (e.g. Brandsma 2017).

In this paper, we address the dynamics between journalism and social polarisation. Social conflicts and controversies are an inherent part of diverse and open societies – a sign of functioning democracy (e.g. Mouffe 2005). But in order to avoid public disputes becoming dysfunctional animosities, journalism needs better tools, both theoretical and practical, to deal with the increasing multiplicity of voices and values. Therefore, we will study the tensions that are inherent in journalism's ideals of supporting participatory and deliberative processes in society (e.g. Mutz 2006). Participation entails affective engagement, but how to combine this (often very personal and emotional) engagement with the demand for rational and multi-perspective deliberation? When diversity and inclusion are increasingly rooted for, is "the force of the better argument" an outdated goal for public communication (Karppinen et al. 2008)?

We approach these questions in the theoretical framework of social responsibility of journalism (Christians and Nordenstreng 2004). We base the discussion on our own experiences with developing and studying 'conciliatory journalism' with journalists in the Nordic countries (Hautakangas & Ahva 2018). Contextualizing these discussions with other reformative approaches to journalism that carry the idea of social responsibility (such as peace journalism, public journalism, and constructive journalism), we recognize important elements that can be put to use when responding to polarisation.

We conclude by distilling these elements into four key work practices that can help journalism to tackle polarisation: (1) initiating encounters, (2) generating diversity, (3) supporting listening and (4) orienting to the future.

PP 087 Is the inverted pyramid turned upside down? The structure of news in the digital age

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When reading teasers for online news, the most important information is often not mentioned – you have to click the news to get it. This form of "Clickbait" challenges the already in the 19th century established _Form of News_ (Barnhurst & Nerone, 2001), especially the inverted pyramid model (Johnston, 2007; Pöttker, 2005). News following this style starts with a summarizing lead sentence that delivers the most important facts by answering the following questions: Who did what, when, where, why and in which way? This allows readers to quickly capture the news content. It also enables editors to easily shorten news as needed without losing important information. So, the establishment of the inverted pyramid as a professional standard in journalism is based on the one hand to communicative and on the other hand to economic considerations to ensure efficient working methods (Pöttker, 2003, p. 510).

In a large-scale research project, funded by our national research foundation, we empirically investigate the development of the inverted pyramid in German media over a period of 100 years (1914-2014) with an automated quantitative content analysis. Our research questions are: How did this _Form of News_ diffuse from printed news to radio? How did it enter TV news? And, first and foremost: Is this news standard still appropriate in the digital age? Other studies, which have not been very much in the focus of academic discussion so far, indicate that the prevailing news structure is changing in the digital age and that a shift away from the inverted pyramid is taking place, as the structure of online journalism differs, in some cases considerably, from that of the printed press (Canavilhas, 2006; Nogueira-Frazão & Túñez-López, 2019; Trillo-Domínguez & Alberich-Pascual, 2017).

News can no longer be regarded as physical units in a printed newspaper, separated from each other and, once printed, no longer changeable. Thus, online news can be constantly changed, accumulated and revised. But the role of the reader is also changing. Through interactive elements they become an active part of the storytelling: readers can carry out search queries, leave comments, enter into a direct discourse with the authors, which may also affect the structure of the news – moving away from the inverted pyramid model (Benson, Blach-Ørsten, Powers, Willig, & Zambrano, 2012, pp. 32–33). Through hypertextuality and hyperlinks, readers can decide for themselves how much background information they want to obtain on the respective news texts and which information paths they want to follow. In this interactive environment, the rigidly predetermined structures and paths associated with the inverted pyramid may no longer appear appropriate (Bødker & Brügger, 2018, pp. 58–59; Canavilhas, 2006, pp. 10–11; Nogueira & Túñez-López, 2019, pp. 967–968):

In Braga, we want to discuss these theoretical considerations in the light of our research project, because if the inverted pyramid is turned upside down in the digital age, that does not necessarily mean, that the new _Form of News_ is a pyramid model then.

PP 091 Dissecting the concept of hybridity in journalism research

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In the last ten years, the concept of hybridity has seen an increasing use to describe the ongoing transformations in the field of journalism (Hamilton 2016; Mast et al. 2016; Ruotsalainen et al. 2019; Witschge et al. 2018). While some scholars have primarily focused on the macro-level and how the flows of political communication are changing in a system, where institutions overlap and organizations, groups or individuals are increasingly interrelated and working in networks (Chadwick 2013), other researchers concentrated on journalists' work practices, their roles within the field, and how journalism has become "a profession in a permanent process of becoming" (Deuze/Witschge 2018, 177) and difficult to grasp (Bødker 2017; Russell 2016).

However, the concept of hybridity is all but universally accepted in journalism studies. It is particularly interesting to see that those, who contributed to the wider dissemination of the concept have now become its critics, asking to go "beyond hybridity" (Witschge et al. 2018: 6). Their critique focuses on three different issues: first, hybridity assumes that there was something "pure" before different things get mixed up. Second, it often remains unclear what and how things get blended. Third, hybridity has become a one-size-fits-all concept to explain those transformations in the journalism field that journalism studies are not yet able to understand or elucidate.

This contribution wants therefore to shed light on the following two research questions:

RQ1: What are the dominant definitions of hybridity used within journalism research to describe the ongoing changes in the field of journalism?

RQ2: Have there been any changes over time in the definition of hybridity?

The contribution presents the findings of a systematic literature review (Massaro et al. 2016). In order to answer the two research questions, the author first identified all types of literature published between 1992 and 2019 relating specifically to "hybrid journalism", which resulted in 163 items identified through EBSCO and Google scholar. In a second step, the items were screened in terms of their relevance before looking at the specific definition and area of application. Eventually, a corpus of 62 papers was examined in relation to the different metadata keywords (for journal articles), the used theories, as well as the specific cases (if any) analyzed.

The findings reveal that hybridity is applied to different areas such as journalism and activism, entertainment, advertising, politics, journalistic norms, as well as the relation between human actors and non-human actants. Additionally, they also show that hybridity is related to different theoretical frameworks that range from Bourdieu's field theory, to boundary work, to new institutional theory, while the cases often stem from entertainment or entrepreneurial journalism. The analysis does not only offer insights about the development of the scholarly literature in terms of hybridity, but if we want to truly grasp how the journalistic field, and the roles of journalists, are changing in society, we need to have a clear understanding of the concepts we use in order to describe these transformations.

JOS05 - CANCELLED - 'Beyond beyond': Understanding journalism's re-figuration between established media organizations, networks, startups, and individual pioneers

PN 015 Pioneer journalism: Potentials and limits of an experimental re-figuration of journalism in Germany

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This paper discusses 'pioneer journalism' as a principal force in the re-figuration of journalism and its organizational foundations. We understand pioneer journalism to encompass new forms of practice that are dedicated to redefining the field. This includes journalism from established media organizations and startups, journalism supported by accelerators, or journalism pursued by individual pioneers (Hepp/Loosen 2019). Pioneer journalism aims to establish new figurations for production and distribution in which media and digital technologies play a crucial role. As our preliminary research demonstrates, there exists a loose network across the entirety of this phenomenon, a network that has the potential to form the basis of a journalistic pioneer community. Our analysis of 207 cases of pioneer journalism is based on a mapping we made of established news organizations, start-ups, and work done by individuals in Germany in 2019/20 ,. The origins of the pioneers are often not located in journalism itself, but in intersections with other domains such as software development. The actor constellations are fluid, as many of the start-ups appear in experimental fields that are also relevant for established media companies. Individual actors are recruited for innovation units of the established organizations, promising concepts are continued as spin-offs, or different actors cooperate on a project basis. All this is often enabled by incubators or accelerators. In our presentation we will discuss such examples of pioneer journalism that are experimenting with new forms of journalism that open up a new social space for it. Areas of experimentation consist of "audience relationship", "business model", "content", "technology" and "forms of working". While the former can be loosely related to the stages of the "news cycle" (observation, production, distribution, use), "forms of working" refer to those actors who are primarily concerned with the overall organization or processes (production or ideation) of their own projects, or with consulting others in processes of change. On the basis of our data, we can show that many experimental forms of pioneer journalism have fluid organizational structures and that their products cannot be sustained on the market in the long term. However, it is the journalistic pioneer community across the various organizations that is exploring the possibilities for future forms of journalism. An important issue in this context is the development of forms of journalism that enable and promote a critical discourse under the changed conditions of a deeply mediatized society.

PN 016 Searching a foothold – the sustainability of hyperlocal new(s)comers

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The last decade spotlight has been directed towards hyperlocal media as a potential amelioration to the diminishing and geographically distant local legacy media. Previous research has shown a wide variety of hyperlocal operations in terms of structure, resources, and stamina, where a main question has regarded the sustainability of such operations (e.g. Kurpius, Metzgar and Rowley 2010; van Kerkhoven and Bakker 2015; Williams and Harte 2016; Hepp and Loosen 2018). In Sweden the strong, locally anchored newspaper industry has, similar to most other countries, changed significantly in the last decades. In 2015 we made an extensive mapping of the local media landscape in Sweden, including local legacy as well as alternative news media operations (see e.g. Leckner, Tenor and Nygren, 2017; Nygren, Leckner and Tenor, 2018). It showed an overall reduced presence of legacy media, as well as an increasing establishment of a wide variety of hyperlocal news operations; from economically viable small-scale organizations to idealistic individual projects, with print being the most vigorous revenue model. Independent of operation, the main motivation was to support and strengthen the local community in the absence of established media. In the present study we have made an update of the mapping from five years ago. We have investigated to what extent the media landscape has been consistent, and where the "news deserts" have grown or have been filled with alternative newcomers. In particular, we have been interested in the sustainability of the hyperlocal operations and their business model(s). The theoretical framework has primarily been based on Dimmick's (e.g. 1984) theory of the niche. The results show that the "news deserts" have continued to grow, and have not been maintained or filled by hyperlocals. One explanation is the highly personal and locally anchored rationales behind many hyperlocal initiatives (see also the discussion on journalistic entrepreneurialism in e.g. Deuze and Witschge 2017). Overall, the total number of hyperlocals in Sweden have decreased during the period, in particular the more high-risk operations trying to compete with legacy media. The operations relying on print are (still) the most viable, but newcomers commonly use the web-based model. While most legacy media have introduced pay walls during last years, the smaller-scale hyperlocal news sites have not had the financial possibilities, and perhaps not the technical solutions, to follow. While their business strategies sometimes can be described as poor business skills, they can also be viewed as low-risk strategies, enabling trial and error and organic growth. Altogether, both legacy and alternative news media that presently are active in Sweden increasingly focus on local presence, but go in different directions in terms of organization. While legacy media consolidates, the surviving hyperlocals lean on idealism and possible loss rather than economic viability, and in a niche where they do not financially challenge legacy media. Hence, legacy and alternative media coexist because they are differentiated from each other, or fill a niche which is not filled with other players.

PN 014 Peer-to-peer and a little elitist – how pioneer journalists anticipate the futures of journalism

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The futures of journalism do not just come into existence but are already imagined and developed in the present. Such efforts are guided by images of what can and should be the case the future – social constructs regarding possible futures (Rubin, 2013). These constructions Images of the future motivate action in the present and seek to colonise the future through expectations of what the future will bring about (Groves, 2017). A critical study of the futures of journalism can thus focus on how futures are being imagined and how they are connected to present phenomena (Adam & Groves, 2007). This paper investigates this understudied subject in journalism research: the images of the future of pioneer journalists (Heinonen & Karjalainen, 2019; Hepp & Loosen, 2019; Kumpu, 2016). Analysing semi-structured interviews conducted in 2018/–2019 with 11 Finnish entrepreneurial journalists, the paper identifies a peer-to-peer image of the future of journalism. 'Peer-to-peer' refers to a culture and mode of organisation where autonomous individuals collaborate outside formal institutions, are driven by intrinsic motivations, and both use and contribute to shared resources (Bauwens, 2005; Benkler, 2006).These identified image of journalism'sthe future is built on an idealised trope of the digital era: that of active, autonomous and emancipated users. However, the vision is a diluted version of peer-to-peer, as professional journalists are seen to retain their authoritative role (Hujanen, 2012). Active audiences are conceived more as sources of new ideas and revenue, and informants of their needs and preferences, rather than truly contributing to the production of journalism. The "frontier spirit" of the investigated pioneer journalists thus arguably seeks to colonise and transform the still underutilized source of economic profits – audience communities (Adam & Groves, 2007; Malmelin & Villi, 2016).The image of the future hides particularly two caveats in present reality: it is an elitist position insofar as only a tiny proportion of users are active contributors (Van Dijck & Nieborg, 2009), and peer-to-peer is currently controlled and exploited by social media companies (Rider & Murakami Wood, 2019). While the image of the future promises a diversification of journalism and elevated user engagement, it risks undermining its public function and making journalism insular to elitist peer networks. Moreover, the interviewed entrepreneurial journalists associate peer-to-peer closely with social media platforms, contributing to the amassing of power of global social media corporations.Discussing journalism as it exists today, the interviewees highlight the value of autonomy. Besides professional autonomy, the interviewees emphasise particularly personal autonomy: self-expression and realising one's idiosyncratic view of journalism (Heft & Dogruel, 2019). This type of autonomy reflects journalists' diverse identities and interests, connecting peer-to-peer with the present call to diversify journalism (Bodó et al., 2019; Ruotsalainen, 2018). It also frames peer-to-peer as an almost neoliberal model in which diverse consumer demand is seen as the basis on which to define journalism (Barbrook & Cameron, 1996; Marinov, 2019). From the journalists' perspective, personal autonomy can allow a form of work seen as ideal but often difficult to realise within existing news work: multi-skilled, collaborative, self-expressive, and non-routine (Harte et al., 2016).

JOS06 - Comparing journalism across borders

PP 125 Critical voters: Comparing reader comments about election reporting in four countries

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Comment sections are often presented as a way for audiences to provide feedback to and interact with news organizations. While resource lacking newsrooms often place audience feedback at the bottom of their priority lists, studies have shown that reader feedback through online comments may impact perceptions of the quality of journalistic work and of public opinion. Although the impacts of online comments on audiences are documented, there is a surprising lack of research assessing what is actually said about the media in these public discussion spaces. To what extent is audience feedback about the media negative or positive? What aspects of the media do audiences focus on when they comment?

Our study addresses this challenge directly by looking into the comment sections of four news organizations (Washington Post, The Guardian, El País and Expresso) in four different countries (United States of America, United Kingdom, Spain and Portugal). In terms of time period, our analysis zooms into the two weeks that precede key political events in each of the countries (US Presidential Elections in 2016, UK Brexit Referendum, Spanish Elecciones Generales of 2016, and the Portuguese Legislative Election of 2015). A total of 3288 reader comments about the media were analyzed by an international team of trained coders, ensuring reliability and context awareness. Comments were selected for analysis using a dictionary keyword filter and manual screening of comments to ensure they contained meaningful assertions about the media.

Results show that audience comments about the media are predominantly negative, with some relevant differences across national contexts. The most common critiques to the media are accusations of bias and lack of objectivity, although these do happen more frequently in the Spanish and Portuguese contexts. A more detailed analysis also shows that audiences may use comments for very different purposes depending on the context. While Portuguese audiences often address the journalist who wrote an article, American news readers often direct their comments at the media in general, without specifying a particular journalist or news organization. While most comments do not offer detailed arguments for their claims, a minority does reference interesting aspects such as the choice of photos or how the newspaper ownership impacts news selection. Cross-national differences are interpreted in light of previous research on comparing media systems and on international datasets like the Reuters Institute Digital News Report and the Worlds of Journalism Study. Implications for newsrooms and democracy are discussed.

PP 127 Journalists and virtues: The case study of Serbia and the Czech Republic

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The concept of virtue has been strangely missing in journalism studies. The list of adjectives used to describe journalists is long and self-congratulatory, but every single notion –being fair, honest, courageous, truthful, just, open-minded, to name the few– has been explored either in terms of journalism roles or consequences of reporting practices. The question of journalism norms and how they are performed drives numerous investigations of the declining trust in news media and credibility of journalism. In this paper, we approach the notion of journalism virtue as a commendable trait of character manifested in habitual action (Rachels, 2010) to explore the relationship between virtues and roles in journalism. Using the Worlds of Journalism Study (2016) data set, a total of 698 answers from Czech and Serbian journalists to open-ended question 'what should be the three most important roles of journalists in your country', we analysed both the virtues listed and the way they were contextualized and described in action. Answers to the questionnaire included both indications of character traits and actions characterizing the role of journalists. Therefore, we tried to relate each of these traits and/or actions to a specific virtue. Our results show journalists in the Czech Republic and Serbia, two countries used as a pilot case study, see "honesty" and "civility" as the most important virtues in journalism, clearly recognizable as fundamental in journalists' perception of their role. In both countries, honesty is largely associated with the concepts of objectivity and truth. Journalists, interrogated about their main roles, respond for instance "to inform truthfully and objectively", "to inform truthfully and without bias about current affairs", or with more complex answers in which the idea of honesty is intertwined with other values and objectives of journalism. For instance, one respondent affirms that journalists should "[promote] truth and justice, objectivity, culture of dialogue, democratic and spiritual-moral cultural politics". These answers echo academic literature in which justice and integrity are considered the most important virtues for journalists. It suggests that journalists' view of truth and objectivity is not morally neutral, but it is linked to more elaborate moral ideas that are concerned with the totality of journalism social role. Truth is therefore deeply connected with the idea of justice, but also with the civic, educational role of journalism, and its relevance for democracy. Thus, the results show the potential of these internalized moral virtues to help journalists navigate the deteriorating media environment and transform the media into more trustful public institutions.

PP 124 News Professionals, Audiences and Communication Rights in a Global Perspective

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This paper considers the relationship between audiences and global news professionals, in the context of a hybrid and rapidly evolving mediascape. The aim is to consider the impact of technological developments on this relationship from the perspective of communication rights, by bringing voices from three realms, or overarching discourses, into speaking terms with each other.

The first is the philosophical-regulatory discourse on communication rights, which stipulates that the right to be informed, the right to inform, the right to privacy and the right to participate in public communication apply equally to people everywhere, and which is challenged by technological developments. The second is critical scholarship on the problems accompanying the burgeoning global data economy - a discourse in which worried voices are being raised by scholars who perceive threats in the reproduction and reinforcement of social inequalities by the datafication of journalism and surveillance capitalism (Couldry & Mejias 2019; Zuboff 2019). The third realm is that of the newsroom. This discourse is a quotidian, practiced-based one. Insights into it are drawn from interviews with journalists, audience developers and other newsroom professionals who work with technological development at Al Jazeera English, the BBC World Service, Deutsche Welle, Politico, Buzzfeed and The Guardian, among other outlets. Views vary as to whether technology is a boon or a bane, when it comes to strengthening the relationship between newsrooms and audiences, with discernible faultlines between the perceptions of professionals whose brief is mostly technological (programmers and computational journalists), mostly narrative (correspondents reporting on unequal conditions from the field) or to work at the interface (audience developers and social media editors). The findings indicate that resource-rich news organizations with viewers and readers worldwide can - and do - engage more critically with innovative technology in ways that can be thought to benefit audiences. But the resources that matter can be (institutional) cultural as much as economic.

When it comes to communication rights, it is argued that there is good news, and bad. On an individual level, better relationships are being forged between journalists and the people they represent, with cause for optimism when it comes to the right to be informed and to participate in public debate. But on an industrial-societal level, however, the right to privacy is violated on a routine basis, with the news business having become the business of audience surveillance.

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PP 126 The domestication of foreign news in east-central Europe: A comparative analysis of Romanian and Hungarian online news discourses

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The paper investigates the structure of foreign news in online news outlets from two Central and Eastern European countries, Romania and Hungary, as well as the discoursive strategies and processes by which foreign news are endowed with local relevance in local contexts. In our current, globally interconnected cultural, economic and political environment, foreign actors increasingly impact domestic realities. The public knowledge of such processes, actors and events, from economic developments to migration, from political actors to terrorism, from natural disasters to humanitarian crises is primarily a mediated one. The disruption brought about in the news industry by the rise of online news consumption put foreign reporting under increased economic pressure, with news organizations and online news sites ever more relying on global agencies for their news from abroad. This suggests that the tendencies of homogenization and cultural hegemony noted by the previous waves of international news studies might be strengthened by the online environment. However, we also note tendencies acting into the opposite direction. The concept of domestication has been used to describe the process by which far-away events are rendered comprehensible for domestic audiences. Our research turns to this concept to articulate meaning-making practices of journalists as manifest in the content produced for online news sites. Methodologically, we analyze a corpus of 110,100 foreign news pieces from the three largest news sites from Hungary, respectively Romania, and two subsets of the large sample, the so-called proximity corpora: articles which specifically index their relevance for their respective audiences by country names or demonyms. By comparing two news cultures which, although they belong to neighboring countries, do not significantly intersect, we aim to identify both news logics that transcend national boundaries, as well as local specificities. We analyze the structure of foreign news (the large sample) relying on article tagging interpreted as a discoursive strategy of journalists meant to index and discoursively construct news values, and find that these match time-honored studies of foreign news, as well as that these are similar between the two countries both in terms of the salience of elite countries or actors, the relationships between them (the network agendas reflected by patterns of co-occurrence) and the importance of cultural, historical or geographic proximity. The analysis of the proximity sample, arguing from both quantitative and qualitative descriptions of discoursive patterns, highlights the intersection of domestic social and political agendas and discourses with the structure of foreign news, with the issue of migration salient and constructed as a threat in the Hungarian sources for example, and the issue of emigration and of the Romanian diaspora becoming salient in the Romanian ones. Our findings indicate that the concept of the unbundling of foreign news, brought about by the rise of online news consumption and remarked on by the literature, needs to be nuanced by the new strategies of constructing meaningfulness as historical links, geopolitical relevance, economic relations, personal connections or emotional proximity by the online news outlets.

Keywords: foreign news; domestication; online news; news values; network agenda setting

PP 123 What news gets pushed? A comparative study of geographic focus, topic and immediacy in European mobile push notification alerts

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Mobile push alerts are a growing, direct channel through which news outlets can communicate with audiences (Newman, et al. 2019) but one which is relatively understudied from a scholarly perspective. This study investigates news outlets' strategic choices in how they employ distribution features like push notifications. We focus on features like news alerts' content and the type of stories or editorial items that newsworkers consider worthy of being pushed directly onto audiences' smartphone screens. Considering that comtemporary, mobile-equipped audiences exist in a high-choice media landscape amid an abundance of social media networks, finding strategies to reach readers directly is proving crucial to the future success and relevance of news organisations.

Theoretically, this study draws on existing literature surrounding contemporary news values (Harcup & O'Neill 2017) and the audience orientation of news (Ferrer-Conill & Tandoc 2018), and considers how news organisations are responding to the so-called battle for the lockscreen (Newman 2016). Furthermore, this study explores the institutional dynamics shaping how diverse news alerts are and processes of homogenisation of content in terms of what topics and events are covered and promoted.

Using a three-week (constructed week) sample from three months of data, this quantitative content analysis studies 1,560 push notifications from 35 outlets in nine northwest European countries. The push notifications are coded for their geographic region (whether the alert reports domestic or international news); the news topic of the notification (such as sport, entertainment, politics); and the temporal basis of the push notification (is it breaking news, historical, or something else non-immediate like a feature or analysis piece). This third category provides empirical proof to assess the recent debate suggesting news outlets are shifting away from breaking news to be more strategic, directing mobile audiences to more exclusive and original content which may not have any undertone of immediacy.

Because of the international nature of the data, the study allows us to compare publication patterns across national boundaries, as well variation between news outlets within countries, and analysis by type, such as commercial outlets or public service broadcasters. Preliminary results suggest that the vast majority of content still relates to breaking new and that crime, politics and sport are the dominant topics overall in most countries. There are, however, other results to explore, such as commercial outlets promoting more entertainment stories than what public service broadcasters push. In terms of geographic emphasis, while German and UK outlets are the most likely to highlight events in the US, outlets in the Benelux countries are most likely to push alerts with a solely domestic focus. This study contributes to journalism studies with empirical comparative data outlining the general overarching trends in push notification distribution as well as numerous nuances between news outlets and countries.

JOS07 - Journalism and sourcing

PP 129 How to study reporters' and commentators' expertise: Initial results based on card sorting and critical events

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The paper explores for the first time the nature of reporters' and commentators' expertise in three prominent news beats in Israeli national media: military affairs, economics and politics, in order to map the strengths and weaknesses of their expertise.

The project is inspired theoretically by education studies, that in order to evaluate the expertise of specialized teaches, developed a framework called Pedagogical Content Knowledge (PCK). According to this framework, a chemistry teacher is neither an expert on chemistry nor on pedagogy, rather on the interplay between both. A similar interplay is expected according to our JCK theory. Hence, a financial reporter specializes in covering finance, not in finance per se. To address the casuistic nature of journalism, where expertise is employed to cover specific stories and particular events, the study embraces an incident-based methods approach (Militello & Anders 2019), using two main methodologies.

1. Card sorting. To explore JCK and the interplay between its components, reporters were asked to sort cards, that contain headlines of 20-30 of their recent publications. Their rankings enable to discern which stories were the most challenging ones a) in terms of subject-matter complexity; b) in journalistic terms (gaining access, presenting the information) and c) in the intersection between both. Data analysis encompasses the sorting, the logic behind the sorting and content analysis of the stories themselves.

2. Critical events. In addition reporters and commentators were asked to reconstruct an extremely challenging event from the close or distant past, using a highly structured interview format to map the timeline of the critical event, its decision points, alternatives that were considered, etc. Critical events enable to analyze the significant decision nodes and map the expert skills that helped the reporter cover the event.

Both methods pushed journalists to talk about their work in far more reflexive, nuanced and item-anchored manner than open interviews.

Findings show that the highest levels of expertise are required in items that demand more processing and cognitive work, more prior background, based on partial information and in complex and controversial stories, that involve both positive and negative aspects, conflicting and hidden agendas. In these stories reporters had broader autonomy to present their knowledge by adding social and political context or by taking a critical position. Findings indicate that expert reporters are not only expected to acquire in-depth knowledge, but also to do so in minimal time and journalistic energy. The more journalistically challenging stories are those that put into test reporters' position in the knowledge field, his or her connections with news sources and access to knowledge.

The critical events method reveals that in order to cope with extremely challenging and complex issues, journalists need an overarching principle, or an epistemic rule of thumb, that emerges either from their sources or from their own insight, leading their coverage of the issue.

PP 131 Third sector organizations as news sources between 2009 and 2019 - the issue of credibility in a Portuguese newspaper

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Talking about communication in third sector organizations is increasingly complex, particularly with the changes in current communication models. Increasingly it is a silent weight in relation to the visibility criteria in the public sphere, which does not make "headlines" in newspapers, but which is determining in the processes of change (Tufte, 2017).The media are constructors of reality. And they are the main responsible by public knowledge and perception, too. Starting from a media analysis we try to understand the main NGO's and other third sector strategies in order to reach the public. We pretend to contribute to a reflection on how journalists face third sector organizations in their production routines. Usually journalists search third sector organizations as news sources when there is a scandal or by situations of humanitarian catastrophes.Through the study of media information is possible to project what kind of relationship journalists has with NGO's. Thus, just as several news production classical studies (Tuchman, 1978, Sigal, 1973, Molotoch e Lester, 1973) and more recent studies (Manning, 2000, Schudson, 2003, Bonixe, 2009, Lamy 2015) has concluded that institutional sources has a more effective influence on journalistic routines. "The ease of access to NGOs as sources of information seems to be decisive in the way in which the image of these institutions has an impact on the news" (Lamy, 2017: 141). Agile channels echo the campaigns and initiatives communicated. Journalists are permeable to information and construction of third sector organizations information. And it will not be by chance that organizations with an organized and communication structure have more media projection, even because in many cases at first the communication strategy that prevails is the media appearance (Ibáñez, 2010).Starting from a case study, we pretend to discuss what are the main changes between third sector news sources and press media in a decade. Our research starts from a quantitative analysis based on more than one hundred published news in 2009 and in 2019, in a Portuguese daily newspaper - "Público". From those results we pretend to discuss the impact of third sector organizations, in Portuguese written press and understand why some of them are a regular presence on daily press.

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PP 130 Homogenization through search. Auditing news source diversity in Google search results

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Large digital platforms influence the business of news by directing traffic to digital news outlets traffic (Tambini & Labo, 2016) as well as the performance of media systems (Epstein, 2018). One of the most important platforms in the digital media environment is Google's search engine. By indexing, selecting and ordering web pages in search results, it may reduce a diverse set of sources to a very narrow list of presented sources. In the case of news, this raises the questions whether Google has a negative effect on the diversity of news sources that users are exposed to (Helberger, 2018).

Previous studies indicate that source diversity in search results is limited (Diakopoulos, Trielli, Stark, & Mussenden, 2018; Nechushtai & Lewis, 2019). But thus far, no longitudinal, comparative studies have been conducted. Our paper aims to fill this gap. We analyzed datasets compiled by a company specialized in SEO for news publishers. The data was collected between June 2016 and October 2019. The company conducted automatic searches on Google every 15 minutes. The keywords for these automated searches were extracted automatically from Google News and Google Trends, thereby continuously replicating the news cycle. The datasets contain rankings of publishers in Google search results in four countries: France, Germany, the United Kingdom and the United States. Analyzing 120,268,303 observations of any publisher ranking on positions one, two or three in Google newsboxes, we find that a few well-known, legacy publishers rank more highly in Google search results than lesser-known or digital-born news outlets across countries and devices. Furthermore, our findings indicate a homogenizing effect as Google exerts the same coercive pressures on news outlets in different media systems. For example, our data shows that a Google News relaunch in May 2018, which also affected search results in many countries, had similar effects in all countries studied.

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PP 128 Journalists' use and evaluation of exemplars in news reports

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Over the past decades, scholars have observed a rise of ordinary people as actors in the everyday news coverage (e.g., De Keyser & Raeymaeckers, 2012). One reason for this is that journalists often include an individuals' perspective, even when reporting on general issues or abstract phenomena. Although these so-called exemplars are pervasive in news reports and are even recommended by journalistic manuals, their usage has been viewed rather critically within the scientific community: Content analyses have shown that they are employed in a highly selective manner (e.g., Beckers, et al., 2018), and media effects research has revealed that they influence audience judgments disproportionally (e.g., Brosius & Bathelt, 1994). Scholars have criticized that exemplars mostly fulfill illustrative functions or are used as opportune witnesses rather than adding citizens' voices to public discourse (Kleemans et al., 2017).

Yet, only a few studies have looked at the journalists' perspective on the use of exemplars (Beckers, 2019; Pantti & Husslage, 2009). Thus, in the present study, we were interested in which instances journalists make use of exemplars and to what end, how they selected them, and how they perceive their influence on the audience. To this end, we conducted 26 guided interviews with journalists from different backgrounds and media outlets in [country] that were then analyzed with structural qualitative content analysis (Mayring, 2000). Codes were generated deductively based on existing literature and inductively based on the interviews.

Results reveal that almost all interviewed journalists named exemplars as one of the most important features of news reports. Specifically, they reported to look for people who are affected by the topic at hand and thus possess some kind of expertise knowledge – *vox populi* were seldom mentioned. Exemplars were primarily described as a mean to engage the audience, as they can identify with ordinary people more strongly than with experts/politicians or the journalist as the storyteller. Their main functions were seen in making a story more comprehensible, raising awareness for the topic, and evoking empathy. In addition, they are used to create an emotional counterbalance to more neutral information provided for example by experts. Disadvantages of exemplar use were seldom mentioned, even when asked about it directly. Interestingly, most journalists negated that they anticipate audience effects when choosing an exemplar.

Regarding the selection of exemplars, we found four strategies: 1) "Practical considerations": exemplars are chosen based on availability/accessibility, etc., 2) "Best story": this often referred to choosing particularly dramatic or unique, "out of the ordinary" exemplars; 3) "Opportune witnesses": exemplars are chosen in accordance with the story or the perspective the journalist wants to tell; 4) "Audience orientation": exemplars need to be similar to the target audience in order to increase identification.

The results help to contextualize the findings of content analysis on the actual use of exemplars in news reports. They also reveal that it is important to educate journalists about potential (negative) effects as the awareness for this seems to be rather low.

JOS08 - Visual journalism

PP 180 Looking back: Recycling and reframing iconic news photographs in Israeli newspapers

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Most news photographs are ephemeral objects. Appearing only once, they are not republished, and are quickly consigned to oblivion. However, some photographs do become "iconic", broadly defined as symbolically powerful depictions of singular historical events that prompt public debate and are incorporated into collective memory. Even though journalists often don't hesitate to refer to news photographs as "iconic" soon after their first publication, this iconic status is attained only in retrospect and over time. And it is achieved through the extensive media recycling of these images.

Very few images attain this status, and only a few are widely remembered by many individuals. In a previous study – using focus groups and surveys – we found that only a small repertoire of news photos were recognized by Israelis aged 16-80, creating a corpus of images of 30 events that took place over the past eight decades (15 in Israel and 15 abroad). Of these, only 10 were recognized by a majority of respondents.

The current project located and tracked the recycling and reproduction of each of these images in three leading newspapers from the day they first appeared in the process of becoming iconic. We then analyzed the (re)framing of the images and their significance as they appear over and over in different contexts and occasions.

Collecting the recycled items involved manual and digital searches in the archives of the four newspapers using keywords and relevant dates (e.g., anniversaries of events). Although many of the images have been reproduced over the years by other platforms, the focus was on newspapers where most appeared for the first time. We generally selected unique images representing the historical events but in some cases (e.g., Nazi criminal Adolf Eichmann in the glass cage during his trial and the burning Twin Towers on 9/11) variations in shooting angle and cropping were accepted.

In all, 974 recycled images were located. Regarding format: 54% were unique images; 51% appeared on regular pages and 49% in regular and special supplements; 31% were mini photos, 31% were small, and 32% were quarter- or half-page in size; 69% were accompanied by text whereas 21% were single stand-alone photos or part of a series of photos. As for context: 61% dealt with current events, 19% in connection with anniversaries of the original event, 30% as comparisons with other events, 22% related to the persona(e) in the image, 13% about the historical significance of the photographs, and 10% and 15%, respectively, as part of a "pictures of the year" or "review of events of the year."

One overall conclusion is that recycling is by no means restricted to "commemorative journalism". The importance of such images – and their iconic status – extends significantly beyond deliberate calendrical usage: these photographs are vehicles for a range of journalistic memory processes, and their investigation should extend beyond traditional research into anniversary supplements and publications. In addition to the data from the quantitative content analysis, the paper will present several exemplars of the qualitative analysis of (re)framing.

PP 182 „Wow! Did you take these pics? Could we use them?" Relations between photo editors and citizen photojournalists on Twitter

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The microblogging service Twitter has gained importance as an exchange platform for news photos that, in collaboration with renowned media, trigger immediate reactions from photo editors. Uploaded eyewitness material from terrorist attacks such as in Brussels (2016), Nice (2016), Munich (2016) and nature disasters such as the fires in Australia (2020) are the starting point of my investigation: Twitter conversations show that photo editors from all over the world turn to (amateur) photographers – hence citizen photojournalists – to request permission to use the images in journalistic publications. Some even sent a special "social media release form" in which they declare they recognise the copyright holder, but will not pay for the use of the images – although they want to reserve the full rights to further distribution over time, space and medium of the respective images.

The common criterion is that these are unforeseeable events such as attacks, natural disasters such as earthquakes, floods or tsunamis. These cannot be foreseen by photojournalists: As a rule, professional photographers depict the aftereffects of the respective events. I address the status of the newsworthy digital image as an actor in changing global cultural practices and global news market dynamics. My talk fits into the journalism studies section since it addresses participatory, ethical, and technological intersections of professional photojournalism and citizen photojournalism.

Objectives and returns

The social practice of the Sharing Economy (Johns 2017) is closely linked to precarious online employment (Terranova 2000), even if this does not (yet?) correspond to the self-image of the image producers: eyewitnesses do not regard themselves as photojournalists (Aitamurto 2011) and therefore do not charge any fees and do not care about copyrights. One of my goals is to investigate to what extent copyright and terms of use are shaped by social media companies and journalistic needs as well as the ignorance of prosumers. Furthermore, is must be discussed how communication and trust of citizens in the media can be enhanced while they are being asked to contribute for free to global news. I will present three scenarios of involvement and five preliminary results.

Topics according to the CfP

Relations between photo editors and citizen photojournalists, impact of the (image) sharing economy on journalistic practices, communication and trust of citizens in the media while being asked to contribute for free to global news

PP 184 VR as an 'empathy machine' for Immersive journalism? An experimental study on the impact of narrative perspective and presentation form in a 360° Holocaust video

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Journalism faces a permanent process of transformation - it has always incorporated new technologies in order to fulfil its societal and democratic functions. Recently, Virtual Reality (VR) has been discussed as such an innovative technology for 'immersive journalism', as it has been ascribed the power to make intangible but socially relevant issues perceptible through emotionalisation (Jones, 2017). For this purpose, empathy is a key concept - the implementation of VR in reporting could be a chance for (activist) journalism to empower audience members to react empathetically, especially on sensitive topics. Although VR is already used in journalism to support narratives and interactions (Shin, 2018) and has been referred to as an ultimate 'empathy machine' (Hassan 2019), empirical research on its effects is still scarce. Furthermore, VR redefines narrative perspective and storytelling (Shin, 2018), so this may affect emotional responses as well.

Against this background, the present study examines the impact of VR and narrative perspective on empathy. Using a highly emotional and complex topic – the German Holocaust remembrance – it was investigated whether VR is an appropriate tool for journalism to stimulate emotions that will influence action (Shin & Biocca, 2017).

We conducted an experimental study with a 2x2 design to investigate the influence of presentation mode (VR vs. non-VR) and narrative perspective (first-person vs. authorial) on the respondents' sense of empathy. A genuine journalistic 360° video – "Inside Auschwitz" by the German TV broadcaster WDR – was used as stimulus and was modified for each experimental group. The participants (N= 117, 53.8% female, Ø age 27) were randomly assigned to one of the four conditions. They experienced the narrative text of the 360° video either from a first-person perspective (original sound) or accompanied by an authorial narrator (i.e. same content, but alternative narrative perspective). The video was presented in VR using the Oculus Rift or alternatively with headphones and a standard flat-screen.

Preliminary results confirm a significant effect of the narrative perspective and of the presentation form on empathy. As expected, emotions (especially negative ones) and trait empathy additionally strengthen empathy. Moreover, immersion operates as a mediator in the relationship between presentation form and empathy. Summarised, these results reinforce the idea that VR and a first person-perspective promote empathy. This offers new possibilities for journalistic storytelling interested in giving audiences a deeper and emotionally touching inside view of events.

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PP 183 Making sense of visual images: Picture editors' role and perceptions of visual expertise, news value and photographs

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While there is extensive research on visual framing and the politics of representation concerning news photographs, relatively little attention has thus far been paid to how photographs communicate news (e.g. Caple 2019, 2013). Furthermore, scholarship on news values as they relate to visual images is scarce. Thus, drawing on theories of news values as a discursive process (Bednarek & Caple 2012; Caple 2013), literature on visual gatekeeping (e.g. Bissell 2000; Schwalbe, Silcock & Candello 2015) and other perspectives on the communicate aspects of news photographs, this presentation focuses on photojournalism and editorial processes in a period of rapid change.

The presentation draws in part on a newsroom study conducted at two Swedish newspapers, exploring how visual editors make "visual sense" (following Seelig 2005) of imagery, and how they perceive their role and expertise. Editors were found to assert expertise in sometimes subtle ways, for instance by articulating the news value of images or the quality of visual stories early in the editing process, an indication that their presence has an impact on image selection as well as the choice of lead story. A sense of invisibility of visual expertise was also articulated even though management was perceived by respondents to support photojournalism.

The presentation also draws on interviews conducted during 2020, after the submission of the original abstract, specifically with visual editors and news editors in six Swedish newsrooms, including those that were part of the newsroom study. The purpose of the interviews was to explore a recent, possibly shifting strategy, as a number of news organizations in Sweden that only a few years prior had downsized or eliminated their photo areas again hired photojournalists and visual editors. The interviews focused on recent changes in visual strategy and their impact, the sourcing of imagery and visual quality. Prior cuts to photo areas resulted in loss of quality, according to respondents. Media companies' recent investment in the visual area was explained by some as the result of a competitive, increasingly high-quality and increasingly international visual media culture in which newspapers compete for the attention of audiences. Yet, only the larger newsrooms appeared to have the resources to compete in that arena. Taken together, the studies, and the presentation at the ECREA conference, aim to provide an up-to-date perspective of how journalism navigates change.

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PP 181 Mediatization and amateur images of urban violence: The OTT app and its effects on journalistic authority in Brazilian local television news

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Using mediatization as a base concept for understanding contemporary communication practices through the use of technological devices, in this article, we seek to address the circulation of amateur images of urban violence, from the *Onde Tem Tiroteio* (OTT) app, used here as an illustrative empirical object, in order to discuss the extent to which the use of blatant captured by non-journalists in the Brazilian local television news affect the authority of professional journalists.

The app, created in 2016, reaches almost five million people in Brazil by issuing real-time alerts of various crimes such as shootings, stray bullets, serial robberies, police operations, among others. Most of these alerts are accompanied by blatant (photos and videos) captured by ordinary people and sent collaboratively to the administrators of the tool. The witnessing value of the scenes, coupled with the reality effect to which they are associated, arouses the interest of journalists, leading to the selection and processing of content as news, as well as their frequent use in local television news.

On the one hand, the distribution of images of social reality across alternative media circuits such as the OTT app indicates the existence of a significant universe of people who recognize such tools as reliable sources of information, even though they may not be considered journalistic by professional journalists. However, on the other hand, it suggests journalists' dependency on these devices to follow the logic of immediacy in news production, with particular attention to audience. In short, the use of amateur videos highlights the loss of monopoly of content production by journalists, with the weakening of their authority. In Brazil, the routine use of amateur images provided by the OTT app highlights the existence of this problem.

Thus, in this research, taking place at the PhD at the Beira Interior University, we worked with the main hypothesis that the application has become a mediator tool of the relationship between the news consumer and the television news. The app's connection to hyper local journalism studies can be in the approach of specific territories through the geolocation system, as well as producing community engagement around a given event, while subsidizing information for those far away from their places of origin.

To test the hypothesis in question, we tried to adopt two methodological paths: the virtual ethnographic analysis and in-depth interviews with agents inserted in different and varied levels of news production in Brazilian TV stations. If, on the one hand, virtual ethnography has been consolidated as an investigative and interpretative method for studies of the cultural behavior of online communities; on the other hand, the retrieval of the memory of characters implicated in contemporary phenomena, is equally important for their understanding, as the word is capable of registering the most intimate and ephemeral transient phases of social change.

Keywords**:** Mediatization, OTT, journalistic authority, amateur images, local television news

JOS09 - Innovations in Journalism

PP 194 Scrutinizing journalistic innovation in the Netherlands: A longitudinal perspective

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Based on a longitudinal inquiry into journalism's innovation discourse in The Netherlands, this paper argues that the emphasis on new technologies and business models obscures the question to what extent and how journalism as a professional conception and practice is innovating. Moreover, it argues that the dominance of a short-term perspective on journalistic innovation conceals the persistence of traditional conceptions of journalism as well as the regular resurfacing of 'new' ideas to innovate journalism as a professional conception and practice.

By adopting a longitudinal perspective on the innovation of journalism's professional practice, this paper answers the call for "temporal reflexivity" as a way to critically interrogate presentist claims of change and innovation in journalism (Carlson & Lewis 2018). As such it acknowledges the gradual pace and complexity of innovation as a social process that is shaped by the continuous strategic negotiation between stasis and change, between conservative and progressive forces within the field, which drives journalistic development (Bourdieu 2005).

In the digital era in which traditional business models no longer work and journalism is struggling to preserve its role as "the sense-making practice" of modern democratic societies (Hartley 1996), innovation is regarded as something of a panacea for journalism's future by many journalists and scholars alike. Supported by many funding opportunities, think tanks and journalism 'labs' aimed at journalistic innovation, the assumption that due to the "exceptional contemporary conditions" journalism needs to change fundamentally and "shed many of its historical accretions" (Creech & Nadler, 2017) is ubiquitous.

Current research into journalistic innovation is hampered by this 'pro-innovation bias' (Creech & Nadler, 2017) as overheated wishes and expectations of the pace and scope of innovation hide the persistence of traditional norms, routines and forms. Moreover, journalistic innovation is too often still seen as driven by individuals' creative freedom to reshape journalism the way they see fit, disregarding the structural and discursive constraints that delimit journalism's development.

This paper combines a quantitative content analysis with an in-depth qualitative discourse analysis to map and analyze the discourse on innovation in *De Journalist* (*Villamedia* from 2009 onwards), journalism's trade magazine in the Netherlands, between 2000 and 2020. The quantitative content analysis will map the general attention for journalistic innovation, the specific themes associated with it (e.g. business models, audience engagement, new technologies, etc.) and their frequencies. Furthermore, it will identify the actors associated to innovation, such as specific journalists, media organizations, or commentators that get a platform.

This general overview of who and what journalistic innovation relates to and how this has developed the last decades, is complemented with a smaller, more in-depth inquiry, which analyzes how innovation is understood and to what extent this has evolved. Moreover, it identifies the underlying reasons that justify the need to innovate journalism, thereby elucidating how different ways of envisioning journalism's future influence the direction in which its practice develops and changes. Ultimately, this paper contributes to the development of sustainable innovation that moves beyond a short-term perspective focusing on the 'bright shiny things' (Posetti 2018).

PP 195 Zagreb News Lab: Testing innovative storytelling techniques in news production for young audiences

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Restoration of the declining trust in journalism is one of the main concerns of today's media industry. Mainstream media have an age problem as fewer young people follow traditional media (Flamingo Report, 2019). Newsavoidance has become a global problem and a sentiment shared predominantly among younger audiences, while the highest rate of active newsavoidance is in Croatia (Reuters Digital News Report, 2019). In order to engage intentional news avoiders, the news selection and news presentation must to be changed (Skovsgaard &Andersen,2019, Baudet & Wihbey, 2018). In the recent years journalism and news labs have become places for innovation, exploration and experimentation with new storytelling techniques, story formats and media production solutions, both within media and academic institutions. Journalism, technology, and academic research meet to create cutting edge journalism that would reach and engage new audiences.

The first institution of this kind in Croatia is the Journalism Research Lab at the Department of Journalism, University of Zagreb. In its first pilot project called "Zagreb News Lab" the starting idea based on previous research findings is that the way we tell stories should get closer to the sensibility of younger audiences who are used to watch content on digital platforms. A team of 20 students created innovative and creative multimedia stories using accessible digital tools. As the goal of the project was to find new ways to tell relevant journalistic stories, they focused on different sensitive aspects of work in Croatia, a country struck in recent years by emigration, unemployment and brain drain.

In this study we examine both in what way innovation is implemented in stories and perceived by the target audience. First, we study the production process and ideas behind these innovative video and multimedia stories through a survey and a series of in-depth interviews with students who produced them. Second, these stories are presented to a purposive sample of students at the University of Zagreb between the ages of 18 and 24 in order to understand what storytelling elements they find compelling and how they perceive traditional reporting in comparison to innovative techniques developed by the Zagreb News Lab team. The final outcome of the project is transfer of findings to the "real world" by creating recommendations for Croatian newsrooms, and further development of new successful experiments in news production.

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PP 193 Innovation at public service media in Europe: An analysis of different approaches to product development for digital news

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Public service media (PSM), historically founded as radio and TV organizations, are under pressure to adapt to an increasingly digital media environment. While offline PSM remain the central news providers in many European countries (Newman et al. 2018), their future legitimacy is largely dependent on the success to which they can serve digital audiences. Consequently, PSM need to develop new products to reach their audiences beyond traditional channels, across various digital platforms.

In a time of heightened uncertainty with regard to technologies and audiences, this is a special challenge. Institutional theory from the sociology of organizations suggests this uncertainty reinforces adoption of industry trends. *Isomorphism* is the concept for this mimicry approach (e.g., DiMaggio and Powell 1991; Scott 2008; Meyer and Rowan 1977). Other studies have focused on a different process when organizations engage in product development and innovation, termed *Tight Coupling*. This approach addresses uncertainty through close monitoring, assessment and interaction with the organizations environments (e.g., DiMaggio and Powell 1983; Lowrey and Woo 2010).

The present study adopts both theories as a framework to understand which external actors influence European PSM development of new editorial products for digital news. This framework is especially relevant as PSM differ to private sector media. PSM are publicly funded, less commercially driven, and have a distinct public service mission. Mimicry of industry trends (e.g., developments and tools promoted by platform companies) can lead to tensions with their public service mission. Therefore, it is especially important to analyze which actors they observe, assess and copy when innovating. The paper extends the present authors work regarding how PSM adapt to changing media environments (Sehl et al. 2016, 2017, 2018).

This study is based on 36 interviews with senior managers, editors and other professional roles involved in project development at eight public service media organizations in six European countries (Finland, France, Germany, Italy, Poland and United Kingdom).

Results indicate that PSM follow both approaches, namely, isomorphism, i.e. relying on what is seen as best practice by other players within their sector, and tight coupling, i.e. connecting closely with the environment such as the audience, in order to reduce uncertainty. Other PSM are most important as a source of inspiration as relationships are close and they are most similar to each other. Digital-born media instead are perceived as especially successful in attracting younger audiences, but also highly disparate from PSM. In sum, PSM do not simply mimic other players who are perceived to be successful, but adapt their outcomes according to their own audiences, purposes, strengths, weaknesses, and public service mission. However, the audience plays a role in the development process only in some cases and to varying degrees.

PP 196 'Drone journalism everywhere: How middle-sized Finnish newspapers are using camera drones in 2020?'

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The use of camera drones in journalism started globally in the turn of 2010's. Still, after a decade, the flying cameras are causing lot of discussion around the world especially in terms of safety, privacy, ethics, and press freedom. In some countries, the aviation authorities have even totally banned the use of drones for journalistic purposes. However, in general, and especially in the global North, drones have been accepted as visual storytelling tools in many newsrooms. Much is still unknown, for example how and how often they are used.

This paper adds to our current knowledge about drone journalism in three ways. First, it focuses on Finnish middle-sized newspapers' practices of drone journalism. Previously, drone journalism research has mainly followed only the most resourceful news organizations, ignoring the experience of the vast majority of practitioners. In addition, Finland represents a country that has been already for decades on the top of several press freedom and innovation indexes. It also has one of the most liberal aviation regulations, making Finland a particularly permissive environment for experimenting with drone journalism.

Secondly, this paper is based on ethnographic methods, especially observations and interviews, in order to dig deeper to the drone journalism practices. The ethnographic methodology has been used quite rarely in journalism studies. According to Madden (2017), ethnography is well suited to research settings that aim at describing what is happening right now. For this study, we will organize 3–4 field trips to Finnish newspapers in different parts of Finland, lasting 2-3 days each.

Thirdly, the research data will be timely and rich as it will be gathered during winter-summer 2020. The ethnographic data includes information from different seasons. Until now, seasonal variations in journalistic drone use have gone uninvestigated. Finland, having four distinct seasons, offers a good test arena for drone journalism.

The main research questions are: 1) How do middle-sized Finnish newspaper use drones in their everyday newsmaking processes? 2) What are the main practical challenges in drone journalism? and 3) What are the main ethical challenges in drone journalism?

The paper draws from three different lines of scholarly traditions. First, it starts from the body of journalism and innovation studies, which emphasizes the importance of constant adaptation and testing. Secondly, it summarizes the evolution of the work of newspaper photographers towards digital and uncertain precarious work settings. Thirdly, it presents contemporary knowledge of drone journalism studies, which is still in its infancy (see Pickard et al. 2013).

Theoretically, the research uses Shoemaker's and Reese's (1996) Hierarchy of Influences model as a starting point. The model comprises five levels of influence on journalistic content from the micro to macro level.

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JOS10 - Journalism and Technology

PP 217 Platforms' power and news organisations' resilience to algorithmic change in six European countries

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News organisations increasingly rely on social media platforms, especially Facebook, to distribute their news and reach large audiences (Bell, 2016; Nielsen and Ganter, 2017; Newman et al., 2018). In doing so, they have to cope with powerful and often opaque algorithms, which play a central role in selecting what information is considered most relevant to social media users (Bucher, 2018; Gillespie, 2014). Wary of the 'threat of invisibility' (Bucher, 2012), news organisations tend to follow the platform logic and adapt their strategies to frequent algorithm tweaks, allowing *de facto* platforms to exert an influence on the journalistic field (Tandoc and Maitra, 2018; van Dijck et al., 2018).

Based on 21 semi-structured interviews conducted in 2018 with senior editors and managers at a strategic sample of 12 newspapers and commercial broadcasters in six European countries (Finland, France, Germany, Italy, Poland and the UK), we analyse 1) how interviewees describe the power relationships between their organisations and social media platforms and 2) how they deal with algorithmic changes. The January 2018 change to Facebook's algorithm, which has deprioritised news content in favour of interactions with friends, is taken as a case study. Our qualitative analysis is supplemented by quantitative data on the social media strategies adopted by the 12 news organisations, which are used to measure the degree to which they have adapted their publication strategies to Facebook's algorithmic change.

We find that interviewees predominantly describe the algorithm as a 'black box' and constantly try to investigate how it changes by adopting trial-and-error approaches. Thus, our study confirms the role of algorithm 'opacity' in favouring publishers' adherence to the platform logic (Bell, 2016; Pasquale, 2015; Tandoc and Maitra, 2018). However, we also found significant variation in how news organisations responded to the January 2018 algorithm tweak, and this largely depends on differences in news organisations' business models. On the one hand, organisations focusing on paywalls tend to perceive themselves as less reliant on social media platforms and more resilient to algorithmic changes. As a consequence, they tend to react to algorithm tweaks by changing little or nothing in their social media strategies. On the other hand, outlets focusing more on digital advertising tend to be more sensitive to platforms' incentives and significantly adapt their strategies to algorithmic changes.

These findings contribute to our understanding of algorithmic power, platforms' influence on journalism, and the mediating role of news organisations' business models.

PP 216 Datafied publics? A framework for investigating how datafication (re)configures the links between journalism and news audiences

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This paper investigates the concept of 'publics' and its insights for both journalism research and for audience research, and develops a framework to analyse how processes of datafication are challenging the notion of 'publics' in Journalism.

The widespread use of datafication as a concept, understood as "the process of rendering into data aspects of the world not previously quantified" (Kennedy, Poell, & van Dijck, 2015), signifies to considerable scholarly focus on the challenges and issues raised by datafication. Scholars have recently started to ask what implications these developments might have for journalism and audiences, raising concerns about algorithmically aided polarization and the spread of disinformation through the manipulation of algorithmic logics (Bucher, 2012; Waisbord, 2018), of users congregating in echo chambers that strengthen pre-existing beliefs (Colleoni, Rozza, & Arvidsson, 2014; Flaxman & Rao, 2016) or that audiences are caught up in narrow spheres of information, famously coined by Pariser as "filter bobbles" (Pariser, 2011). Braun (2015) has argued that the proliferation of algorithms, and public relevance algorithms in particular, has helped drive a shift toward responsive distribution whereby messages are selectively distributed based on algorithmic surveillance and the interpretation of individuals' past behaviours (Braun, 2012). That, in turn, leads to fluid group memberships within *networked publics* (boyd, 2007) or *calculated publics* (Gillespie, 2014) based on algorithmic decisions. By investigating the various scholarly approaches to "publics" as a concept within this body of literature on algorithmic journalism, this paper will synthesise the theoretical concepts making an analytical prism of "Data Publics" around four entry points to the analysis of how datafication challenges the notion of publics: *platform mechanisms, journalistic media, algorithms and news audiences*. These, we argue, can guide research into how datafication continuously (re)configures the relationship between journalism and their audiences. The paper will show how such a framework enables an inquiry into the links and dialectics between how publics are imagined, calculated, personalised inside the newsroom, in the design of personalisation algorithms and to the ways that audiences themselves are part of and engaging with various more or less fluid "publics".

We do so by providing empirical illustrative examples from an ongoing ethnographic study in a larger regional Danish news organisation and supplementary qualitative interviews with digital editors from news organisations with a high degree of algorithmically distributed content, among them New York Times and MITT Media in Sweden.

PP 215 Mapping the boundaries of algorithm-based journalism: A literature review

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This study presents the findings of a literature review of studies into algorithm-based journalism, coined as 'robot journalism' or 'automated journalism'. Academic interest into what algorithms may mean for journalism has grown hand in hand with their everyday use. Overall, there has been rapid development in the literature on the topic. For example, it is only towards the latter half of the 2010s that research utilizing naturalistic data from actual working life contexts has become available (e.g. Lindén, 2017; Thurman, Dörr & Kunert, 2017). The field is currently developing at such a speed that it is imperative to try to form a holistic overview of where we have been and where we may be going. Our analysis contributes to the emerging understanding on the so-called 'algorithmic turn' (Napoli, 2014) – what algorithm-based journalistic production can mean for journalism in the years to come.

The approach chosen for this study is that of a literature review (Booth, Papaioannou & Sutton, 2012) into academic peer-reviewed journals in appropriate fields. We conducted a database search in order to gather a corpus of journal articles dealing with algorithms, AI, and 'robots' in the context of journalism. We limited our search to the years 2000–2019. We focused specifically on works that approached automated journalism from the point of view of journalistic work (N = 70). We were not interested in studies looking at third party use of algorithms, nor were we interested in the audience viewpoint, such as personalization algorithms evident in social media from the users' point of view, or how readers perceive news generated by automated algorithms – all of which are broad topics in themselves. In our analysis, we concentrated especially on finding out 1) the most prominent themes or questions that studies into automated journalism have tried to answer, and 2) the emerging questions that researchers have proposed should be addressed in the future.

Our analysis revealed a maturing field of inquiry, where questions such as what terminology to use and what kind of ethical implications algorithms may bring along are constantly addressed. The studies range from general think pieces to developing and testing algorithmic tools for journalistic work. There is a significant body of literature looking into the development and analysis of policies and practices as well, in addition to the more technologically oriented approaches. Studies also show interesting new questions and uses for algorithms being developed as practical case studies from real life become available.

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PP 214 Viewers' perceptions of online news videos made with various levels of automation, and none: A large-scale survey experiment

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Automation is playing a role in the creation of news texts, initially generating natural language—the written word—but now also producing short-form news videos. One strand of research has focussed on audiences' opinions about written news texts produced with the help of automation (e.g., Haim and Graefe 2017). This study contributes to this strand of research by conducting a large-scale, between-subjects online survey experiment on audiences' opinions about short-form news videos made by human editors, and videos that were partly- and highly-automated in their production. The study makes a number of methodological improvements over earlier research, setting new standards, we believe, for reliability in the study of audiences' opinions about journalism produced with the help of automation.

In order to understand how consumers perceive short-form news videos (and hence determine our dependent variables) we conducted nine group-interviews and analysed the resulting transcripts. A 26-question survey instrument was then developed, and pre-tested with a sample of respondents.

Because it is likely that the subject covered by any given news video (e.g. sport, politics etc.) will impact how it is perceived, 14 different sets of news stories (covering celebrity, royal, sports, politics, crime, technology, culture, and breaking news) were included in the experiment, each containing three videos (1 x non-automated, 1 x partly automated, and 1 x highly automated). The human-made videos used were sourced from a leading national news agency. The automated videos were created using the platform of a leading provider of video automation technology. Great care was taken to minimise differences between the videos in each set—such as the style of any accompanying music track—that were not related to the automation process in case those differences confounded viewers' perceptions.

Each of the 42 videos was watched by a different group of 100 online news consumers resident in the UK, giving a final sample size of 4,200. The survey was fielded by Ipsos MORI who ensured that the distributions of respondents within each group were representative of the general adult UK population in terms of gender, age, and region of residence.

Fieldwork will be completed in January 2020 and the data will be analysed well before the conference. The results will allow us to compare viewers' general liking of, and specific opinions about, human-made and partly- and highly-automated news videos. We will also be able to analyse possible variations at the individual level (by age, gender, socio-economic group, news consumption behaviour etc.) and according to news story topic. Furthermore, we will be able to explain any differences we find between the liking of/attitudes to the manually- and automatically-made videos with reference to factors such as how well illustrative images/video were chosen, story structure etc. The results will also reveal viewers' ability to identify when a video has been automated.

The unequalled size and representativeness of this study's sample and experimental stimuli and the specificity and relevance of its survey instrument means its results will provide academics and practitioners with a new level of understanding on how automated news is perceived by audiences, and, crucially, why.

PP 213 The use of Artificial Intelligence on the detection of breaking news: Strong and weak points

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The use of artificial intelligence has irrupted the daily professional task of journalists. One of AI applications is to detect breaking news as a useful tool for journalists in the newsrooms. There are two main statements in front of the use of AI in journalism; one of them is the fear that AI could remove jobs from the hands of journalists, and the optimistic point of view that AI is fabulous. Instead of choosing one of the extreme positions, the challenge is how to do a profitable use of AI for improving the daily tasks of journalists. Helping them to be more focused on the elaboration of quality pieces instead of routinized tasks is another result. The Oi2 – Observatory for the Innovation of the News in the Digital Society – led by RTVE (Spanish Public Television) and UAB (Autonomous University of Barcelona) is conducting research focused on the application of the Artificial Intelligence in the news production. This research consists in the analysis of the use of AI in six steps of news production; 1) News detection and cover decision, 2) Searching sources, images, testimonies, etc., 3) Writing news with multimedia elements, 4) News publishing in different formats, 5) The archive process of the report, and 6) The use of participation tools by the audience. We present the initial findings of the research results linked in the first step, news detection, and cover decision. We have analyzed the use of two tools by journalists of RTVE. These tools are social media radar and Dataminr, and we have collected their application through a survey and focus groups with journalists directly involved in the use of these tools. Besides, we have conducted interviews with experts in this field to contrast their point of view. The results focus on the strong and weak points of this use for advancing in future steps — lessons to learn for introducing these aspects in the initial training of journalists.

JOS11 - Journalistic safety

PP 219 (Re)configuring conflict reporting: Assessing emerging peripheral actors in news production

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This study investigates the nature of new actors in conflict reporting in a digitally networked world. The paper responds to trends of peripheralisation of journalistic practices (Holton & Belair-Gagnon, 2018) and the complex nature of transcultural and transnational conflicts (Hepp, 2015) that require fresh studies into (global) information networks.

In our paper, we ask how contemporary scholarship positions these journalistic 'newcomers'. Are these emerging actors viewed as 'outsiders' of the profession journalism or as 'partners', maybe even 'insiders' (with, for instance, NGO's public relations offices staffed with personnel that used to work in legacy news media)? Are they classified as 'activists', content producers or opinion-makers? Or, are they assessed as 'interlopers' (Eldridge, 2019) or merely viewed as journalistic sources? A browse through current literature does give a hint that scholars take many promising avenues to characterise these actors and to make sense of their work within an ever-more complex news media ecology. But can we talk of a general trend in research? Are these approaches complementary or rather contradictory? And what can we learn from them when assessing the new news ecology, especially with an eye on global conflict reporting?

The aim of this research therefore, is to investigate how existing studies about global conflict reporting position the alternativeness of actors outside legacy news media organisations. Such thorough overview will help to better assess the potentials of these emerging alternative news actors in global conflict reporting as the _(self-)perceived correctives_ of legacy news media (cf. Holt, 2019; Holt, Ustad Figenschou, & Frischlich, 2019). Accordingly, the following research question guides this study: **How does current literature about global conflict position emerging actors (outside 'legacy' news media) in relation to journalism (as a profession)?** To examine the state of current scholarly works in this regard, we conduct a scoping review of articles published between 2000 and 2019 in leading journals of the field, including _Media, War & Conflict, Journalism Studies_ and Journalism _Mass Communication Quarterly_, _Journalism Practice, Digital Journalism_ and _Journalism (SAGE)_. The analysis is focussed on, a) the range of new actors in global conflict reporting outside mainstream news organisations, and b) how journal articles render the position of the new actors in relation to journalism.

Our discussion of results is informed by participatory culture theories. Therefore, we categorize the actors in global conflict using informational generative dimensions (e.g. producing for the sake of producing), as opposed to the continuum that places the journalism profession and institution at the centre. Our preliminary studies show that largely journalism as an institution (represented mostly by the so-called 'mainstream media') defines the existing studies about global conflict. The complex nature of global conflict news production, however, cannot be fully grasped in this 'mainstream/alternative continuum' (Holt et al., 2019) that is prevalent in existing studies. Here, our scoping review will help to better position these new actors in global conflict reporting both as antagonistic to journalism and as independently positioned (and driven by an array of participatory motives to produce) in their alternativeness to journalism.

PP 218 Promoting newsafety from exile: Examining the roles of online diaspora journalists' networks in protecting Syrian reporters in war zones

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Diaspora journalists and online media play an important role as stakeholders for crisis or war-ridden homeland media landscapes (Skjerdal, 2011; Ogunyemy, 2015; Oyeleye, 2017) - and Syria is no exception. In the "brokerage" (Andén-Papadopoulos & Pantti, 2013) between diaspora journalists (or foreign media) and those gathering and producing information in Syria, safety plays a crucial role (Johnston, 2017): raising safety awareness, keeping a track of violations and assaults against reporters, and teaching security techniques are vital and can minimize life-threatening risks to both journalists and dissidents.

This study aims to analyze, from a safety in practice perspective, the roles of three online networks created by Syrian diaspora journalists, which offer help to journalists operating in their home countries regarding physical and digital safety and involve cooperation with civil society and human rights associations. By examining the networks' connective journalism efforts (Yousuf & Taylor, 2016) to protect journalists reporting from conflict areas, the study both explores the type of relationship that exiled Syrian journalists keep with their home countries after resettling in safer environments, as well as the nature of their journalistic roles in diaspora networks. Therefore, the study also investigates how these "ancillary organizations" (Lowrey et al., 2019) or "interlopers" (Holton & Belair-Gagnon, 2018), by acting in a peripheral journalistic culture, reformulate the core of journalism.

Drawing from meta-journalistic discourse theory (Carlson, 2016), and new institutional theory (Ryfe, 2006, 2017), this contribution assesses how these networks negotiate co-existing institutional logics, and how they adopt or discard traditional journalistic norms in favor of other values - for instance grounded in activism - when it comes to promoting newsafety (Westlund et al. 2019) for journalists operating in Syria. Empirically, this study looks at three networks that offer journalists operating inside Syria help regarding matters of safety: The Syrian Journalists' Association, The Syrian Female Journalists' Network, and The Professional Safety of Journalists network.

The proposed study adopts a two-step methodological approach: first, it employs a discourse analysis (Fairclough, 2003), concentrating on actors, sites and themes, of a) the online networks' guidelines, missions, and visions, as well as b) a purposive sample of 45 selected posts that focus on physical and digital safety. By doing so, we are able to investigate how the norms, values and themes in relation to newsafety - which are a reflection of the internal logics driving and justifying the practices of these networks - are represented. In a second step, the study will carry out 15 in-depth interviews with the founders and selected members of the networks. The interviews are meant to investigate how the journalists working for these networks understand their roles, how they perceive surveillance and digital threats and how they ensure both physical and digital safety. By investigating how these journalist networks operate and how they define their roles, we get a better chance to explore what normative frameworks are guiding the journalistic sense-making in these networks, and whether and how different institutional logics are at play when it comes to guaranteeing news safety.

PP 220 Journalism matters: Reporting peace in Cyprus

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Journalists are active participants in both conflict and its resolution and can act as a force that either promotes or inhibits a transition from conflict to peace with the editorial decisions that affect public knowledge and perceptions. Despite being constrained by the influences of media ownership, political and economic constraints, and legal and regulatory frameworks, journalism is an enabling structure for public communication. It is journalists and editors who make decisions about what to report and how to report it. Journalists exercise agency within the appropriate institutional, organisational and societal structures, continually renegotiating their journalistic autonomy. At the individual level, journalists tackle tensions between their professional and personal identities. On the one hand, they want to be professional, which requires them to be fair, impartial and detached from the issues they report. On the other hand, their attachment to their national or ethnic communities requires them to side with their community. As a result, they negotiate between values that are at odds with each other.

This paper explores the role journalists play in peace processes and aims to understand how journalists affect conflict and peace processes and are also affected by it. Focusing on the ongoing peace initiatives in Cyprus, it draws from the experiences and views of the journalists, who have been reporting on the efforts to solve the Cyprus problem, to understand the influences and challenges journalists experience when they report on peace negotiations. Cyprus presents a good case study for this research. It has been divided since 1974 as a result of an ethno-nationalist conflict between Turkish Cypriot and Greek Cypriot communities, and the search for a peaceful settlement is still ongoing.

The paper is based on semi-structured, face-to-face interviews with Turkish Cypriot and Greek Cypriot journalists. The interviews inquired about journalists' views on the Cyprus problem and their perception of their role in the peace process, and the challenges and constraints of reporting on bi-communal tensions in Cyprus. It identified and analysed patterns of themes within data using a thematic analysis approach.

The findings show that journalists in Cyprus feel the impact of the conflict on their professionalism. Therefore, despite political and ideological pressures, they exercise agency within the appropriate institutional, organisational and societal structures and attempt to challenge and alter them.

PP 221 Bodies and feelings: exploring the affective work of conflict journalists in South Sudan

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This paper examines the affective/emotional dimensions of the practices of conflict journalists in South Sudan, with a view to expanding limited current work on the role of affect and bodies in journalism conducted under stressful circumstances. Based on interviews with journalists who have worked or are currently working in South Sudan, as well as ethnographic observation of journalists on assignment to investigate war crimes in a remote field site, this paper makes three arguments towards the view that affects and emotions have a far more complicated role in the practices of journalists than has so far explored

While 'emotion' is often explicitly cited as an akratic-style danger to journalists' truth-seeking work, exhaustion is not understood as a danger to journalistic objectivity in the same way. Yet while `emotion' is explicitly cited as a danger to journalists' truth-seeking work, at least one non-akratic affect - exhaustion - is not understood as a danger to the truth-discerning function of journalism in the same way. There is nothing like a comparable norm in professional discourse that journalists ought to be rested, yet unlike anger or empathy, exhaustion may not (or not only) produce a failure of will in a particular direction, but a failure to deliberate well in general. That is, it can create a powerful inability to reason in general, rather than an akratic failure of will after reasoning has taken place. This is a reality that journalists must cope with physically and emotionally if they are to practice successfully.

Second, what are the implications of keeping in mind that reporting in risky situations requires, literally, that some*body* does it? How do some bodies 'fit' contexts and others don't? I argue that 'fitting' is an important kind of embodied, affective work that must be done for reasons both banal and existential. Gregory [2019] has already observed, in the context of US army checkpoints in Iraq, that giving off 'bad feelings' can carry dire consequences, and I argue that this dynamic is important to range of moments in the practices of journalists.

Finally, I argue that 'skill' in conflict reporting ought to be imagined beyond ideas of agents with an inventory of conflict- and journalism-related knowledge, to include bodies tuned to react without deliberation in specific settings. This view raises questions about where skill is 'learned' and the affective and discursive 'baggage' it carries.

JOS12 - Action Research in Sustainable Media and Journalism: Practices, Processes and Interactions

PN 047 Action Research Changes in Local Journalism Projects – how to make it sustainable?

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My contribution to the proposed panel is focusing on the potential of using participatory action research to contribute to the development of local journalism in general. The overarching rationale of my proposal is to discuss crucial questions such as; if the research agenda is to achieve substantial changes, how to make sustainable interventions in a working group, organization or even at a public policy agency level? These different "power levels" are normally regarded as separated but can they also be regarded as a collaborative system? I propose that this issue need to be discussed and problematized in relation to the question on sustainability of action research. Does intervention always have to be located in a clearly delineated action research project or are there also possibilities to discuss systemic "change" and how different levels of interferences interact with one another? Based on a distinction between a pragmatic and a critical orientation in action research, which is highlighted in an article by Johansson & Lindhult (2008) is my aim also to initiate a discussion on whether a development- and action-oriented project design contribute to development and change of local journalism on more than one level and what ethical implications this normative stance may bring. This will be discussed in relation to findings within a Swedish research and development project, the Regpress Project II, addressing local journalism innovation. Local journalism in general is facing economic difficulties such as rapid declines in revenues. However in some areas of Sweden local journalism in traditional sense is still strong and forming a dynamic local news ecosystem. Within the project, we asked; how is this possible and how can action research be used in order to detect, describe the phenomenon as well as be part of contributing to sustain the winning formula? Other fundamental guiding questions within the project were for example: • How to make action research changes more sustainable? • In our collaboration, how can we jointly become responsible for the suggested interventions and does it have to be mutually beneficiary?• Can action processes simultaneously change practices, policies and research? • Who has the final mandate to confirm the actual outcome, the researchers or the representatives for practices? • How to make action processes mutually agreed, established and legitimized as a simultaneously conduct of research, public policy intervention and change of local practices in a collaborative interactive project?References: Fals Borda, O. (2001)Participatory (action) research in social theory: Origins and Challenges. In P Reason& H. Bradbury (Eds.) Handbook of action research participative inquiry and practice (pp.27-37) London: Sage PublicationsHess, K , Waller (2016) Local Journalism in a Digital World, UK: Red Globe Press/ Macmillan InternationalJohansson, A.W, Lindhult. E (2008) Emancipation or workability? Critical versus pragmatic scientific orientation in action research in Action research 6 (1): 95-115.Los Angeles: Sage Publications

PN 046 "Trust in action research with digital methods"

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Trust is important in all research and the fundament for well-functioning relations in all societal spheres. In this paper trust as a primary aspect of action research is presented and discussed focusing on action research and digital methods. Trust in action research emphasize the importance of relational trust, based on how "Trust, honesty, and respect are pre-conditions of the search for truth/truths" (Zuber-Skerritt 2005:54). Action research is an ideological approach as much as a set of methods (Brydon-Miller et al, 2003). Action research always presupposes some kind of interaction between researcher and people. People can be engaged in action research as everything from potentially empowered individuals and collectives to being a co-researcher. Participant-oriented action research strives for interaction and joint knowledge production where the decisive factor is that some form of social change occurs. The classical theoretical concepts worked along are such as "empowerment", "participation" and "the commons". What then could digital methods mean for action research with its historically people-oriented approach? And what happens with trust in such relation-based participatory research practices?This paper deals with these questions by relating suggested case studies of action research using digital methods. Trust and internet ethics is discussed as normative approaches and how they can and should be made part of action research methodologies (that in turn also are inherently normative). It is argued how informed consent, as well as developing an ethical code of practice for the online and onlife is necessary and how digital methods challenges both ethics (networked ethics) as well as what makes and sustains a trusting relationship.A concluding discussion argues how action research in and on the digital online sphere is interwoven and when and where digital methods can promote and hinder trust. The discussion includes particularly the value of awareness of the online-offline contexts as an onlife setting, being "inextricably interwoven" with each other (Simon & Ess, 2015: 157). Implications of this increased awareness can mean many things. I argue that there are still few examples of action research making use of virtual and digital methods, even though they seem to be crucial in order to capture the complexities of the onlife. Trust is still classically related to interpersonal trust, civic trust and political trust. However, the onlife involves new forms of trust, like system trust (Sumpf, 2019) as well as building trust around that the researcher has knowledge about the digital context studied (using the most relevant digital methods, knowing about GDPR, being sensitive to online cultural contexts). It is also possible to develop larger collectives, publics, online being part of an action research project or the researcher making it so by responding to this public and acting to make some sort of social change. This entails new forms of more collective-based trust approaches renegotiating an understanding of sustainable trust as more situated networked trust. ReferencesBrydon-Miller, M., Greenwood, D. & Maguire, P. (2003) Why action research? Action Research, 1(1): 9-28. Simon, J. & Ess, C. (2015). The ONLIFE initiative: A concept reengineering exercise. Philosophy and Technology, 28(1): 157-162.Sumpf, P. (2019) System Trust. Researching the Architecture of Trust in Systems. Springer. Zuber-Skerritt, O. (2005) A model of values and actions for personal knowledge management, Journal of Workplace Learning, 17(1/2): 49-64.

PN 045 Sustainable local journalism: role of engagement and interaction in building trust

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Research on hyperlocal journalism have dealt with various aspects of hyperlocal news: its content, editorial structures and work processes, economic conditions and the potential to fill a void in the local communities where the traditional media has reduced its presence or ceased to monitor the local events.At present, studies concerning hyperlocal journalism have gathered some knowledge about the diversity of working methods of the hyperlocal ventures and their role in the communities they are a part of. The hyperlocal media entrepreneurs usually have an extensive interaction with the audience, which can be explained by media entrepreneurs' dependency on the social capital and the citizens' trust in them. Woolcock (1998) defines social capital as the ''information, trust, and norms of reciprocity inhering in one's social networks''. Shudson (2000) and Downie & Shudson (2009) suggest that "trusted relationships" between citizens and media can be developed. Baines (2012:157) argues that this development "lies in the professionalism and skills of journalists, their routines of working and access to democratic and commercial institutions; their perceived role as brokers of reliable information, analysts, monitors and investigators". The sustainability of hyperlocal journalism sites is thus dependent on successful development of collaborations and interactions between the community (and thus, audiences) and journalists.The transformation of journalism requires development of research methodology in media studies that focus more on community participation and dialogue. Lessons learned from studies of hyperlocal journalism with a focus on relations and communication with the publics can even be applied to traditional local journalism in order to explore possibilities for more sustainable editorial work. Case SwedenThere are approx. 100 hyperlocal venues in Sweden, which illustrates an extensive need for news journalism. The study of hyperlocals in rural areas in Sweden, conducted by Stúr, Cepaite & Jangdal, have shown that interaction between the hyperlocal entrepreneurs and the community members and the entrepreneur's presence and engagement in the local community have been crucial factors for sustainability of the hyperlocal ventures. Participatory action research (PAR) in media studiesPAR is an approach to research that put the light on communities and sees community members as participants in the process of producing knowledge and contributing to their own empowerment. Our study of hyperlocal media entrepreneurship in Swedish rural areas (2016-2019) has focused on how community voices can be encouraged and represented by hyperlocal news ventures. Hyperlocals serve not only as a traditional information source but also as a forum for on-going discussion of local affairs and a mechanism for building and strengthening relationships among local residents. PAR can thus be seen as a tool for creating and implementing strategies in order to increase interaction opportunities between the public and journalists. Purpose of the studyThe object of the study is to discuss how methods for increased interaction with the community can contribute to find the ways for building relationships between local journalists and publics based on trust and consequently, contribute to strategies for social sustainability of local journalism.

JOS13 - MeCCSA Local and Community Media Network. Local Media: Creating Communities.

PN 057 Local News Deserts in England

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There have been considerable challenges facing local news media and journalism in the last decade in the UK, including declining advertising revenues and unstable business models, that have been explored by a number of studies (e.g. Nielsen, 2015; Mair et al. 2012). The sector has also experienced disruption from the introduction of new forms of local news and new ways to distribute local news, such as hyperlocal provisions and Facebook community groups. Amidst the turbulence local news consumption remains relatively high in the UK, at least on aggregate levels. While the readership of printed local newspapers has declined, local news consumption online has expanded significantly. Local news brands reach 40 million people weekly, 28 million of whom read local media via print or online at least four times a week (Local Media Works 2016). Furthermore, 48% of British adults access local news via social media platforms (Ofcom 2017).However, beyond the national average figures and understanding of the challenges the local news industry are confronted, we know relatively little whether all communities are being affected the same way, which communities are worse off in relation to local news provisions and whether there are any 'local news deserts' (Abernathy, 2017). This paper presents the findings of a pilot project that aimed to study variations in local news provisions in England. The study piloted a new methodological approach using a Geographical Information System (GIS) software called ArcGIS, which allows layering different types of information and visualise complex datasets. By compiling different types of datasets of local news provisions and reach, the study maps and identifies geographical areas where comparatively local news are in deficit. ReferencesAbernathy, P.M. (2018) The expanding news desert. University of North Carolina: Center for Innovation and Sustainability in Local Media.Local Media Works (2016) Industry Snapshot 2016. Accessed: http://www.localmediauk.org/Industry-Snapshot-2016.Mair, John, Fowler, Neil, and Reeves, Ian. 2012. (eds. by) What do we mean by local? Abramis.Nielsen, Rasmus Kleis. 2015. (ed by) Local Journalism: The Decline of Newspapers and the Rise of Digital Media. I. B. Tauris in association with the Reuters Institute for the Study of Journalism. Ofcom. 2017. News consumption in the UK: 2016. Ofcom. Accessed: https://www.ofcom.org.uk/__data/assets/pdf_file/0016/103570/news-consumption-uk-2016.pdf.

PN 058 Local Journalists and Their Audiences: A Comparative Study of European Local Newspapers

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Through creating a shared sense of place, local journalism can promote civic engagement, serve as social glue, encourage community pluralism, and help solve problems (Lowrey, Brozana, & Mackay, 2008). Structural shifts, however, have challenged these functions; local newspapers have seen declining circulation and advertising revenues for print products, but digital revenues have not yet compensated (Nielsen, 2015). Ownership consolidation in many countries has also led to editorial dispersion (Hess & Waller, 2017) and moving to a consolidated newsroom can create distance between journalists and readers, as journalists spend less time in the communities they cover (Wotanis, 2012). Moreover, in the digital environment, local news organizations may aim to draw a broader audience through their websites, mobile sites and apps, and social media (Jenkins & Nielsen, 2018). This study uses 54 in-depth interviews with managers, editors, reporters, and business staff at local and regional newspapers in Finland, France, Germany, Italy, and the U.K. to explore how conceptions of audience are changing in the digital environment. It evaluates how interviewees describe their readers and how their readership has changed in recent years, how they suggest their understandings of their readers and their interests shape content decisions, the role of social media in helping them reach audiences, and how they use analytics to better understand readers and make editorial decisions. It addresses how changing commercial practices at local and regional newspapers shape interviewees' perceptions of and interactions with readers. Findings suggest that in the digital environment, local and regional newspapers remain focused on serving audiences through valuable local content. Interviewees distinguished this from "clickbait" that may draw heavy traffic but not the loyal readers who will pay for local news. Interviewees also discussed the potential of social media platforms for connecting their content with large numbers of readers, but they prioritized their websites and other direct channels, including events, for facilitating sustainable audience relationships. Ultimately, interviewees expressed optimism about the future of local news, including efforts to transform their newsroom practices to meet digital goals and participate in collaborative local initiatives (Jenkins & Graves, 2019). They also prioritized efforts in which all staff members, across editorial and commercial lines, participate in the work of engaging with readers, both online and offline, and reinforcing the value of investing in local journalism.

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PN 060 Facts and challenges of information production in Spanish hyperlocal online media

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In recent years, the media of proximity have undergone a renewal in Spain. The economic and the publishing sector crisis has caused the closure of multiple newspapers and important staff cuts in newsrooms. Given this situation, many professionals have chosen to create their own media as a way of self-employment, in many cases founding local and hyperlocal online media (APM, 2017; 2015). In this way, the hegemonic regional and local press in the 90's and early 2000's gave way to a current panorama in which digital native news outlets and media of proximity gain more and more presence (Salaverría et al., 2019).The growth of hyperlocal online media in Spain has become evident in recent years (López-García, Negreira-Rey and Rodríguez-Vázquez, 2016), as in other countries such as the United Kingdom, the United States, The Netherlands or Sweden (Harte, 2013; Horning, 2012; Kerkhoven and Bakker, 2014; Leckner, Tenor and Nygren, 2017). Among the characteristics that define this type of media are those of constituting an informative alternative with a strong focus on the community, the coverage of useful topics to neighbors and the representation of minorities or less visible social actors in traditional media (Metzgar, Kurpius and Rowley, 2011). However, hyperlocal media must face up to economic and professional limited resources in their production routines (Radcliffe, 2015).Given this situation, are hyperlocal online media a real informative alternative to traditional media? The main objective of this work is to analyze the characteristics of the production model of Spanish hyperlocal online media, specifically studying the size of their teams, their volume of production, the topics that occupy their agenda, the sources consulted in their news, the experimentation with new formats and the integration of the user in the productive process.First, an exploratory study is carried out to map active hyperlocal online media in Spain, through the revision of directories, official sources and a systematic search. From the sample obtained, a questionnaire is sent to the promoter teams. They are asked about their production volume, topics they cover, sources they consult, the formats they use, their adaptation to the mobile environment or the integration of user participation.The data obtained from the questionnaire are contrasted with the case study of five hyperlocal media, selected for the variety of their models and for carrying at least five years of activity. The volume and frequency of publication are studied from the systematic collection of the news published for a month. On the other hand, a content analysis is applied to the information published for two weeks to study the topics discussed, the sources cited and the geographical scope to which they refer.The results show a certain willingness to offer the neighbours of the community information linked to their closest environment and useful news to help them in their everyday life. However, the limited professional teams hinder the informative work of Spanish hyperlocal online media, causing their production level to be low or making them too dependent on official sources.

PN 059 Local newspapers' use of internet and video

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This study looks at five local newspapers in Inland Norway county to see how they have used the affordances of new media, in particular video, and how it has affected their journalism. Convergence and the use of video by online newspapers has mainly been studied in major newpapers (e.g. Bock 2012, Lund 2013), but not often in local media. Local newspapers have a strong position in Norway (Mathisen & Morlandstø 2018). They play an important role in their communities in their double role as critical actors as well as community builders (Mathisen 2010).In this project 5 MA student in film- and television studies at Inland University of Applied Sciences each interviewed two representatives of 5 local newspapers with a circulation between 7.000 and 20.000 copies. Three of the papers are part of the national media conglomerate Amedia. The study raises the following research questions: How did the local newspapers transfer from printed to online and what consequences did this have for their journalism? How do the local newspapers use the affordance of the internet to use on-line video. The results show that the local newspapers have gone through a long transition process. In the period 2000-2015 they each introduced an online edition and tried to maximize click-rates, assuming that online advertisement would pay for digital journalism. After 2015 they changed to online publishing first and fenced some of their content so only subscribers have access. From a stress on click-rates they changed to analysis of readers' behaviour as main tool to increase their relevance. Here, as well as for other innovations, they relied heavily on support from the mother company. One of the results is that they have become less local.The use of video has been in three phases – from 1990 until 2007 several local newspapers became involved in local TV stations. From 2010-215 local TV declined and video was used online. In this period journalists were supposed to become multiskilled, recording their interviews for publishing on the web. From 2016 on this journalistic use of video declined and was substituted by live streaming of local sports. Today streaming of local sports is a major factor in attracting new subscribers and young people. The changed use of video implies a less critical use and prioritising local identity building.

JOS14 - Journalists and social media

PP 291 Polish foreign correspondents on Twitter – watchdogs or transmission belt of politics?

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The internet brought down the geographical boundaries to accessing news. Social media have been transforming the realm of journalism, audiences, as well as news consumption.

There is little research on how foreign correspondents use Twitter as a reporting tool. Twitter, which is one of the top three social networking sites in the world (Telford,2012), has become one of the main social networking tools used by the news media industry, too.

The study explores how foreign correspondents at major Polish radio and TV stations use Twitter to break news, promote their work and news institutions, and communicate with their audiences. The analysis focuses on foreign correspondents based in Washington, Moscow, London, and Brussel.

The study presents the results of the content analysis of Polish foreign correspondents' Twitter profiles. The research period covers the years 2016-2019 when most correspondents of public media were replaced by inexperienced media workers. The author looks for similarities and differences between the relations of public and commercial media journalists. The "shareability" concept has been used as a theoretical background.

The analysis over 30 thousand tweets confirms the influence of political changes on journalist work and activity in the public sphere. The majority of public media's correspondents present mostly the program line of the ruling party, domestic issues and use Twitter for self-promotion. They also reply to the audience less often than correspondents of private media. Representatives of commercial media cover mostly international issues, use a wider spectrum of sources in the tweets and manage their profiles in a more professional way. Significant differences were associated with audience activity. The highest number of tweets shares and the most intense discussions were connected with the content of public media correspondents. Tweets that mentioned main right-wing party politicians, national issues, politics of memory and which were critical to European topics reached the highest ratios. The disputes and discussions on Twitter between the correspondents and the public as well as among the correspondents themselves show the crisis in public space, lack of trust and difficulty to change this state in a short time.

PP 292 The political affinities of journalists on Twitter: The case of Germany

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Journalists are very active Twitter users. Research has shown that they tweet particularly about politics and current affairs thereby often blurring private and professional roles. In a hybrid media system, Twitter provides together with media outlets a public platform where a host of actors discusses political agendas and the framing of issues. Journalists participate in these conversations, often before they write or produce reports for other media. The issues and issue frames that prevail in discussions on Twitter likely influence news selection and the slant of the coverage. Therefore, it is important to analyze about which issues, with which issue frames, and with whom journalists talk on Twitter. We address these questions for the German context where comprehensive studies of journalists' communication on Twitter over longer periods are a desiderate.

RQ 1: What does the Twitter activity of journalists reveal about the relevance of issues in the journalistic community?

RQ 2: Does the Twitter activity of journalists reveal something about how they frame issues and is there a plurality of competing frames or a dominance of one viewpoint for issues that draw a lot of attention?

RQ 3 When analyzing journalists' Twitter activity from a network perspective, can we identify subgroups that push specific issues or frames?

The last RQ tackles two questions, namely whether there are opinion leaders and frame sponsors within the journalistic Twitter community, and second, with which other users journalists tend to interact repeatedly on Twitter. A group with whom journalists are known to interact often are politicians. One can assume that they establish these connections with political consciousness, for example, if they are sympathetic to the point of view or the agenda of specific politicians or parties. Hence, repeated Twitter interactions between journalists and other political actors should be influenced by political affinities.

We analyze the RQs based on a full sample of active Twitter accounts[1] of political journalists registered at the "Bundespressekonferenz" ($n_{active\ account}$ = 388), the association of political journalists covering national politics for large and small media. Not all journalists writing about politics are registered there but those who focus on national politics and parliamentary affairs usually are and most media. We tracked all Tweets of this group using DMI T-Cat software for 16 months from January 2020 to April 2021 (n_{tweets} > 230.000). Topic modeling and network analysis are not finished yet, but we have conducted a preliminary analysis about interaction patterns. Our preliminary analysis shows a pattern that is consistent with political homophily. We will investigate this further with network analyses and topic models of the tweeted content.

[1] accounts active during the period of investigation

PP 293 Exploring journalists' networks and understanding their audiences on Twitter

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Many studies have explored how journalists negotiate their traditional norms and routines when embracing the use of online platforms (starting from: Singer, 2005, 2007; Lasorsa, 2012; Lasorsa et al., 2012). Less focus has been given to the exploration of the community journalists form or take part in on social media platforms, such as Twitter, and the audiences they imagine when they tweet. This paper may help fill in this void by examining the case of journalists in Croatia. The research employs a mixed methods approach in mapping the journalists' networks, interactions and audiences on Twitter. Quantitative content analysis has been conducted on 3396 postings by 78 Croatian journalists, and on the structural elements of their Twitter profiles, to examine who they follow, who follows them, whom they communicate with and whom they retweet. Qualitative in-depth interviews with a sub-sample of 12 journalists served to understand how they form and think of their network, as well as to investigate how they imagine their audiences. Twitter is primarily an interest-oriented platform, and Twitter users are largely individuals with a greater interest in (political)news. Yet, it came as a surprise that instead of opening their networks to diverse voices and actors, studied journalists in Croatia narrow their networks mainly to their colleagues - journalists. Furthermore, they form their Tweets with journalists-as-audiences in mind. This suggests that journalists in Croatia might be using Twitter as an extended newsroom in which they engage and exchange with their peers beyond the borders, and in some cases also standards, of the news organisations with which they are affiliated. Considering the complexities of journalists' negotiations between the personal and the professional in the context of social media, this can also be interpreted as an attempt to maintain professional boundaries. Twitter and other social media are characterised by the so called 'context collapse', or the merging of multiple audiences into one (Marwick and Boyd 2011). For journalists, meeting the expectation of different imagined audiences at the same time may be very challenging (Molyneux et al. 2018). For this reason, and on the platform that is more public than many others, journalists seem to be inclined to stick to their traditional professional networks.

PP 290 Visual gatekeeping on Finnish newspapers' Instagram

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In recent years news media have been forced to adapt their formats to changing technological practices and platforms of the media landscape. Two notable changes brought by novel popular social media platforms are the increasing visuality of online communication and the multiplied possibilities for audiences to engage with the news. Further, the use of mobile devices and natively mobile platforms are gaining a more pivotal role in news consumption and dissemination—particularly by younger audiences (Newman et al. 2019). However, an emblematic example of such a platform, Instagram, has been less prominently studied in the field of journalism studies than for example Twitter (Maares and Hanusch 2020).

Further, as well acknowledged in journalism studies, news media have lost their role as sole gatekeepers of the public sphere. When competing with other publishers online, news media are faced with new challenges of deciding what types and lengths of content to post and where. Further, they are confronted with post-publication practices of gatekeeping on social media: After news items have passed the gates of news media, both human users and algorithmic platforms start interacting with the news products. This has led several researchers to explore the gatekeeping practices that take place post-publication (e.g., Author, *forthcoming*; Bruns 2005, 2018; Hermida 2020; Meraz & Papacharissi 2013; Singer 2014; Vos 2020).

This study seeks to expand the main scope of traditional gatekeeping theory and explores the role of users and visuals on Instagram's news sphere. So far, there is very little research on what impact visuals have on gatekeeping and how audience members aim to contribute to and consume those visuals (Schwalbe, Silcock & Candell 2015, 465, 479). Furthermore, the current study aims to further develop the novel concept of conversational gatekeeping (Author, *forthcoming*) that focuses on social interaction between audiences and journalists in the post-publication practices of gatekeeping.

Against this backdrop, the current research studies what kinds of news topics Finnish regional and local newspapers share on Instagram, and how post-publication gatekeeping practices are connected to the visuals and user comments of four Finnish newspapers' Instagram posts. The data consists of 894 Instagram posts made by four Finnish local and regional newspapers between April 2019 and March 2020.

We conceptualize the Instagram posts made by the newspapers as digital visual summons that invite users to participate in the conversations. With a focus on both the summons and the conversations they elicit, qualitative, iterative content analysis (Tracy, 2013) was used to categorize news topics and post-publication gatekeeping practices in the data

Preliminary results show how "soft news" such as Entertainment and lifestyle and Sports dominate the news topics on Instagram in our data. Furthermore, we identified five different types of conversational gatekeeping styles users and newspapers use to engage in post-publication gatekeeping: affirmative, critical, corrective, access, and invitational. These styles are strongly connected to the "traditional" gatekeeping decisions and editorial choices made by the newspaper when sharing visual content on Instagram, thus highlighting the importance of visual gatekeeping in the news spheres of social media.

JOS15 - Journalism and its audiences

PP 363 Journalism as place-making. How citizens perceive the geographies of digital news

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In surveys, citizens consistently list local news among their top categories of topics they are interested in (Nielsen, 2015). The assumption in most research is that local news stories are easy to relate to because they feature people and issues that are connected to the place news users live. Such news therefore has a high perceived relevance for and impact on their everyday life; it can facilitate people's engagement within their social, cultural, civic and political networks (Swart, Peters & Broersma, 2017).

However, while citizens say they consider local journalism important, quickly declining circulation numbers of local newspapers suggest the opposite. Moreover, four in five Dutch people indicate they are unwilling to pay for local news (Landman & Kik, 2015). As a result, local news organizations in the Netherlands and elsewhere face many issues with the transition to online publishing and struggle to survive.

This paper argues that to solve this apparent paradox and to remain valuable for people, online local news media have to engage in processes of place-making. Local media are still capitalizing on communities and identities they helped to shape in the nineteenth century. In these "imagined communities" (Anderson, 1983) physical place, social configurations and interests largely overlapped. However, our research indicates that this naturalizing of differences between people who live in the same locality has become increasingly problematic. What constitutes locality has become contested.

To understand what "local" (still) means for and to citizens, and how the geographic scope of reporting relates to their social configurations, we take a user-centered approach. We conducted 55 semi-structured in-depth interviews combined with visual elicitation techniques with citizens in a rural municipality in The Netherlands. Starting from their everyday experiences and taking a non-journalism centric perspective, we asked our participants to indicate on a map the places and areas they would like to be informed about. Consecutively, we asked them why these places were important to them and to define local news. This allowed us to relate their geographical interests to their social configurations.

Our research indicates that place and locality have become very ambiguous categories in the digital era. It has often been argued that digital media give rise to a "placeless" culture in which people feel more connected through shared interests than through the place they live. Locality is considered here more in terms of social relations and context, than in spatial and physical terms (Appadurai, 1995).

Starting from the life worlds of citizens, we argue that place still matters. However, building on the work of geographer Doreen Massey, we argue that local news organizations when developing online products have to consider place and locality as "open" concepts that are social, contingent and active. Confronting news organizations' definitions of local news with the experiences of users, we conceptualize how the former can move beyond existing local news and can engage in practices of place-making that do justice to citizens' social configurations and what "local" means to them.

PP 361 Loyalty to the news. A study of how news organizations attempt to retain the audience

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For decades, news organizations have tried to establish strategies that attract and retain readers. As the news media landscape has expanded, the appearance of multiple competing information services (such as social media or digital-only outlets), news organizations have rushed to find solutions that would increase the audience's loyalty to their news brand. However, the study of 'loyalty' as an integral part of the relationship between the audience and news media is almost inexistent in contemporary scholarship. This study explores the notion of loyalty to a certain news provider by analyzing the notion of journalistic loyalty programs. Investigating loyalty programs is important because they a) attempt to create a relational mechanism between the news organization and the audience that solidifies news consumption; b) search the parameters in which loyalty is maintained and nurtured by the audience to the news organization; and c) create new dynamics in the newsroom where audience orientation increases in an attempt to meet audiences' expectations and emotional needs in exchange for their loyalty (Ferrer-Conill & Tandoc, 2018; van der Wurff & Schoenbach, 2014).

Theoretically, we engage with scholarship on news engagement, trust, and loyalty through the lens of new institutional theory and institutional logics (Thornton et al., 2012). Methodologically, we use the case study of TimesPoints, the loyalty program of _Times of India,_ to conduct an in-depth exploration of the mechanisms and dynamics of the construct of audience loyalty in a major news organization. This mixed-method approach combines a qualitative analysis of the program (goals, features, and affordances) and in-depth interviews with thirteen newsworkers at _Times of India_. The preliminary results suggest that modern loyalty programs in journalism fulfill three major functions: learning about the audience's personal traits for commercial purposes; learning about the audience's news preferences for editorial purposes; create a relational connection that leads to returning readers. This has potential implications for the way in which news organizations make use of audience data and the further personalization of news.

As the process of audience orientation increases within news organizations, we need a better understanding of the mechanisms and dynamics that allows news outlets to capture and retain audiences. The paper contributes to journalism studies with a unique look at the notion of loyalty from the perspective of news media.

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PP 359 Broken news: German media skeptics speak out

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In Europe and around the world, journalism's authority to speak truth to the public is increasingly questioned. As citizens have turned skeptical or even hostile toward journalists and "mainstream" news in many societies, media trust has become a concern both for academia and the larger public. To date, the decline of media trust has traditionally been studied through large-scale public surveys. Relatively little is known, however, about how and why many citizens have turned skeptical toward the news media in recent years. This study attempts to close this gap. Based on qualitative interviews and focus group discussions with more than 100 media skeptics in Germany, the project aims at answering questions about how citizens reason about the news, what their criticisms are, how media skepticism affects their media habits, and what biographical experiences are associated with media skepticism.

We found media skepticism to be strongly related to people's attitudes toward politics. In line with research pointing to a third-person effect, media skeptics often feel superior to the "average citizen" in their ability to criticize politics and the media. They believe they have discovered the actual "truth" of distorted media coverage, while most other people were submissive to "mainstream" media influence. Media skeptics criticize a fragmentary or biased media representation of political matters more generally, and of their own position more particularly, which resonates with a cognitive bias known as hostile media effect. Somewhat surprisingly, the interviews also show that media skeptics tend to have a positive assessment of their personal situation. At the same time, however, they expressed deep dissatisfaction with the overall political situation. Hence, many interviewees do not quite conform with the stereotype of the media skeptic as underdog and socially disenfranchised.

Importantly, personal and mediated experiences with news coverage play an integral role in this context: negative key experiences with media coverage (such as personally witnessing a political rally and being exposed to "distorted" news coverage of that event) seem to accumulate and finally lead to a situation in which a person's already shaken media trust ultimately suffers from a terminal collapse. As a result of a series of negative experiences, media trust is a highly emotional topic for many respondents. Despite their criticisms of "mainstream" media, most media skeptics we spoke to still consume established media outlets, though alternative media (mostly right-wing independent media outlets such as _PI News_ and _Compact_) are another important source of information. Paradoxically, many respondents criticized German "mainstream" news as government "mouthpiece" and "state propaganda," while at the same time, they do not seem to bother consuming news from Russian state media such as _RT Germany_ and _Sputnik_.

Overall, our findings indicate that media skeptics often make unfounded assumptions about news production and media contents. Addressing this lack of knowledge through greater transparency in reporting and better media education (starting in school) could potentially remedy the problem of shrinking media trust.

PP 362 What the Metrics Say. News Softening on the Facebook pages of Mainstream Media outlets

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The contemporary high-choice media environment, characterized by information abundance, makes it increasingly difficult for media outlets to capture audience attention. This concern is particularly pressing for social media, and more specifically for Facebook. Because user engagement is a crucial input factor for the Facebook algorithm, fears have risen that journalistic content on digital news media and especially on social media is becoming softer to help adjust to news consumer's interests.

A computational and manual content analysis was conducted of all news stories published online in four consecutive weeks in January 2020 on five major Belgian Dutch-speaking news media outlets, including two quality newspapers, two popular newspapers and the Flemish public broadcaster (N=10,579). We computationally collected all news website articles, their publication date, and length. Subsequently, these articles were scrutinized for their presence on social media and manually coded on a range of other factors such as topic (e.g. politics, sports, lifestyle, …) and news style (e.g. hard vs soft). To measure "audience engagement", we used real-time data analytics. From each of these five media outlets, we were granted access to their Google Analytics platform and in-house dashboard. Hence, we have a wide range of metrics at our disposal like pageviews, reach and attention time. We supplemented the on-site user data with Facebook (using CrowdTangle) or each news story posted on the Facebook of the five news outlets. Results show that soft news topics and soft news style were generally more popular both in terms of pageviews and Facebook engagement. At the same time however, metrics such as time spent generated different expressions of interest. The study revealed that the metric time spent was associated more with hard news style and public affairs news such as politics. While the engagement metrics indicate that news softening 'pays off', Flemish news media do not seem to give in just like that. The overall degree of news softening is rather low across news outlets, with fairly similar levels of news softening on the website and on Facebook.

PP 360 Differences between stages of news consumption and open or closed social media news sharing

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Digital technologies have altered news consumption. Individuals do reach news through different stages. Some of such stages are direct or intentional behavior ('routine surveillance' or 'directed consumption') but others are indirect and unintentional ('incidental exposure') Incidental exposure implies that users serendipitously stumble upon informative content. Such phenomenon has become more common on social media platforms (Fletcher & Nielsen, 2018). This trend is partly a consequence of social media distribution, the shift from the unidirectional model of media-led distribution to the multidirectional user-led 'dissemination' paradigm (Noguera-Vivo, 2018). Such social media news sharing is not only taking place on traditional open asymmetrical social media (OAS) platforms such as Facebook or Twitter, but is a growing phenomenon on closed symmetrical social media (CSS) like mobile instant messaging apps (Newman, Fletcher, Kalogeropoulos, & Nielsen, 2019)

This proposal explores how the different ways users access news influence the way they share such news on social media. Based on previous findings that different news consumption behavior leads to different news sharing patterns (Choi, 2016), we expect to find different news sharing choices according to different stages of consumption at the news item level.

Our study employs an Experience Sampling Methods (ESM) approach, a quasi-naturalistic method where participants are asked to report at random moments about nature and quality of some experience (Kubey, Larson, & Csikszentmihalyi, 1996). This method has been previously used for social media studies (f.e. Trieu, Bayer, Ellison, Schoenebeck, & Falk, 2019) and allows to identify the fact that individuals might show different attitudes and behaviors on different situations.

279 individuals participated in the study. They were asked thrice in a month period (November - December 2018) about the latest link or piece of news they shared with somebody through social media, instant messaging or other platform. They had to indicate the title of the news item, how they found such piece of news and in what platform they shared such item. A sum of 830 valid experiences were collected. ANOVA tests will be run to identify significant differences among the considered groups.

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JOS16 - Commercial and ethical pressures in journalism

PP 384 Native advertising: News media's trust dilemma

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The issue of declining public trust in news media has intensified as various actors denounce the "lying press" of being biased and reporting fake news (Fink, 2018; Lee, 2018). Given this tremendous trust challenge, we ask if native advertising (NA) is just a bitter pill that publishers have to swallow in order to gain revenues to sustain quality journalism, or the finishing blow that undermines the leftover trust.

By definition, NA "produces content undetectable from traditional editorial content" (Schauster, Ferrucci, & Neill, 2016, p.1420). This contradicts not only an important quality standard in journalism, i.e. a strict separation between editorial content and advertising, but it inevitably implies deception. Even clear labeling as advertising cannot undo the attempt at deception that advertisers pursue, and that publishers tolerate by accepting such content. This places news media in a dilemma, where they can only lose trust: either NA is not recognized, which eventually undermines trust once the deceit is detected; or NA is recognized as sponsored content, which undermines trust because of the blurring lines between editorial and advertising. The latter should primarily affect those who have a high level of trust in the media, because it violates their expectation that journalistic content is objective and reliable.

In an empirical study, we examined (a) the influence of several factors on NA recognition and (b) the assumed negative effect of NA recognition on trust in the media. We conducted a 2 (advertising disclosure prominence: low vs. high) x 2 (textual style: editorial-like vs. advertising-like) x 2 (upfront information that the medium contains sponsored content: given vs. not given) between-subjects online experiment amongst users of online news platforms (N=682).

In contrast to previous studies (e.g., Wojdynski & Evans, 2016), a majority of the participants correctly recognized the presented article as sponsored content (on average: 82.4%), however this varied significantly across experimental conditions. Surprisingly, results of a binominal logistic regression show that the upfront information that the medium contains sponsored content did not significantly increase the odds of NA recognition. A high-prominence disclosure significantly increased NA recognition by 1.92 over a low-prominence disclosure, whereas an editorial-like text decreased the odds of NA recognition by 0.34 over an advertising-like text. In the group with no upfront information, low prominent disclosure and editorial-like text (n=93) 36.6% mistook the article for editorial content. Accordingly, well done NA can successfully deceive audiences, but possibly jeopardize trust in the long run.

Importantly, correct NA recognition negatively influenced perceived trust in the online news medium (3 items: credible, trustworthy, competent). Simple moderation analysis with PROCESS resulted in a significant interaction (b = -.363, p < .001) between NA recognition and general trust in news media (Kohring & Matthes, 2007). As expected, the stronger general media trust, the worse the impact of NA recognition on trust in the hosting news medium.

These results indicate that journalistic media face a great dilemma when placing NA. Yet, further research still has to show the long term detrimental effects of unrecognized NA.

PP 383 "I am here just to read." How native ad characteristics influence readers' perception of a news site

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Digitization and failing traditional revenue streams have forced news companies to look for other revenue sources (Nielsen, 2016), like native advertising: a type of online advertising that matches the form and function of editorial content (Wojdynski, 2016). Much research looked into disclosure recognition (Amazeen & Wojdynski, 2018) and the effectiveness for advertisers (Aribarg & Schwartz, 2019). However, readers' perceived value of native ads received less attention (Ducoffe, 1996). Moreover, source attribution of native ads differs strongly (Ferrer Conill 2016) and the reception of native ads depends on it (Amazeen and Muddiman 2018; Go, Jung, and Wu 2014). However, who readers believe writes native ads and how they assign responsibilities over native advertising are not yet put into focus.

To explore (1) which aspects of native ads influence readers' perceived value, (2) who readers consider as the author and (3) how they attribute responsibility, we completed 34 semi-structured in-depth interviews with readers of a popular free Dutch news site. The following insights help us to understand why readers interact with native ads and to balance the value exchange between readers, advertisers and news media.

Our respondents seemed to understand that native ads are a way for the news organisation to be sustainable and to offer free access to news, but not all native ads were considered equally valuable. Our study indicated four intertwined aspects of native ads that influenced respondents' perceived value: type of content, type of advertiser, reader's intent and news context. First of all, respondents were more averse when the commercial purpose of a native ad was prevalent, f.e. if products were mentioned, if there was a strong push towards a purchase or if it was only praising the advertiser. Secondly, PSA partners were considered as aligned with respondents' interests and commercial partners as in conflict with it. PSA native ads offered a trustworthy and selfless public service of independent information, while with commercial native ads, they became skeptical of its purpose and saw the ad as profit-oriented, untrustworthy and self-promotional. Thirdly, the more a native ad was aligned with the respondents' goals (consuming news and information), the better it was being received. Native ads that instead interrupted respondents' goal achievement decreased their acceptance of these ads.

Moreover, respondents attributed authorship to the advertiser, but assigned responsibility to the news organisation and its editor-in-chief (final say), expecting editorial checks to be in place. Journalists have to be kept away from native advertising to protect their independence and trustworthiness, but respondents seemed to transfer the deontological code of journalists to native ads, expecting objectivity and trustworthiness. Respondents also assigned several responsibilities to the news medium: guarantee that news remained its priority, protect them against possible damage from advertisers and steer advertisers in the right direction. Continuous collaboration with "bad advertisers", those who respondents considered unethical, pushy, untrustworthy or suspicious, would lead to a lower degree of trust in and use of the news site. Isolated instances of this kind were not regarded as influential.

PP 385 Ethics and Immersive Journalism: Are professionals engaging in malpractices while producing and editing 360-degree videos?

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The so-called Immersive Journalism –also referred as 360-degree video or VR storytelling– introduced novel opportunities to produce, distribute and consume news stories. However, its novelty together with the influences of areas such as video games, film, interactive documentary and even theatre has opened new ethical challenges, many linked to the decisions taken by journalists both during the content production and the video editing. What these issues have in common is their connection to the main goal of this novel trend: to allow viewers to experience place illusion, the illusion of "being there" (Slater & Wilbur, 1997; Ijsselsteijn & Riva, 2003; Slater, 2009), in the places depicted by the virtual reality headsets (Slater & Sanchez-Vives, 2016).

The aim of boosting a first-person experience (De la Peña et al., 2010) and enhancing empathy (Milk, 2015; Constine, 2015; Kool, 2016; Sánchez Laws, 2017) has led to manifold ethical challenges due to some of the practices and procedures carried out by professionals for that purpose: staging scenes and situations; image manipulations such as the digital erasure of the tripod or even the crew; adding people or objects into images; using music or sound effects to trigger particular emotions; exposure to graphic and sensitive content without warning; minors as main characters to tell complex social realities; and so on. This said, through this proposal we reflect on the ethical needs, limits and problems related to the production of non-fiction immersive content.

In this study, we focus our attention on the immersive pieces produced by the British Broadcasting Corporation and The New York Times. Both international pioneers in the use of the Virtual Reality and the 360-degree video to produce news stories. We present an "ethical" content analysis of a total of 350 non-fiction spherical videos to detect potential malpractices. To do this, we have designed our own analysis data tab based on the 13 indicators of good practices for Immersive Journalism proposed by Pérez-Seijo & López-García (2019). The results were compared to the BBC's and NYT's ethical codes and to the guidelines of the National Press Photographers Association, the Society of Professional Journalists and the Radio Television Digital News Association.

Our findings reveal that the most urgent concerns are related to image integrity and authenticity. Image manipulation and staging are widespread practices in 360 video storytelling due to its hybrid nature and the aim of fostering the illusion of "being there". As Immersive Journalism combines techniques and conventions of theatre, cinema, interactive documentary and even video games, establishing specific ethical guidelines regarding 360-degree videos and VR experiences becomes a crucial matter.

PP 382 Paying for online news: What? How Much? And Why (Not)? Predictors of paying intent for a non-mainstream but popular news organization

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Journalism is struggling with multiple challenges: major disruptions in the economic model of the news industry (Kaye & Quinn, 2010; Waisbord, 2019), precarious employment (Spyridou et al, 2013), declining professional authority, credibility and autonomy (Peters & Broesma, 2012). This "crisis of financial viability" is closely related to a "crisis of civic adequacy" (Franklin, 2014). It is the first time in journalism's history that identification of viable business models for news is so compelling and so hard to define. The collapse of the traditional advertising model on one hand, and the web's free news culture on the other (Bakker, 2012) make it increasingly difficult for news organizations to cope with professional and commercial standards. The current hope is that "readers will come to the rescue" (Benson, 2019) through subscriptions, paywalls and micropayments. However, attention is a scarce and fluid commodity (Myllylahti, 2019), whilst the subscription model seems to work for well-established legacy media or for premium content (Benson, 2019).

A relatively small amount of studies (Goyanes, 2014) have examined the relationship between individual-level attributes and the willingness to pay for online news with generally contradictory findings (Himma-Kadakas, 2015) that vary significantly between different national contexts (see Fletcher & Nielsen, 2017). This study provides evidence from a cooperative, Left-leaning Greek newspaper (EfSyn) that accounts for approximately 12% of the daily press market share and employs a voluntary contribution model for its online counterpart (similar to the e.g. the Guardian in the UK and die Tageszeitung in Germany). Data was collected through an online questionnaire posted on the paper's website in January 2017. Approximately 3.5 thousand responses were collected to a questionnaire of about 50 items. Logistic regression was used to examine individual-level characteristics and attitudes that are associated with having made a monetary contribution to the newspaper and intention to do so in the future.

In line with previous research, the majority of respondents have never contributed to the newspaper although a significantly larger segment of the sample claimed they would be willing to do so (39%). In terms of individual predictors, age, ideological self-placement and participatory behavior through Efsyn were found to be significant predictors of past contribution. Also, EfSyn's attributes (plurality of topics, a critical stance and unique analysis) were found to be significant predictors of payment. Combining the results from past paying behavior and future paying intention, it may be argued that news consumers fall into three categories: (a) those who will never pay; for them online news is a free service, (b) those who might pay, but this decision is seen in the context of buying a product; for them the medium's attributes are probably more important than ideology, and (c) those who might pay but who view such a voluntary contribution as a political/ideological act; for them specific product characteristics aren't as important as the characteristics of the organization they are supporting.This study adds to the growing literature on the antecedents involved in paying behaviour for non-mainstream news organizations.

JOS17 - Journalism and power

PP 387 What matters more - her gender or her gayness: News construction of a queer body of the first ever Serbian female gay prime minister

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In June of 2017 Serbia was in the focus of the world news attention as Ana Brnabic was appointed a first ever female prime minister. Nevertheless, her appointment was a double first, since Brnabic is a first openly gay prime minister in a "deeply conservative Balkan state" ("Serbia to have first gay prime minister," June 16, 2017). This study employed critical multimodal discourse analysis (Jancsary et al., 2016) to identify dominant news frames constructed through multiple modes such as written text, photos, videos, and other computer-generated visualizations in three Serbian online news media: Blic.rs, Novosti.rs and Kurir.rs. This study examined how the interplay of modes communicated situated meanings of gayness and gender and their intersections in Serbia's news. Additionally, the study also focuses on changes in framing from 2017 when Brnabic was appointed a prime minister to early 2019 when Brnabic and her partner became parents.

Three dominant frames emerged from the collected data: gayness as Brnabic's main feature (articulated through the referential strategies and the exclusive naming of Brnabic as "a gay prime minister" and visuals that appealed to her ascribed masculinity; at the same time her gayness is seen both as strong disagreement with her appointment from certain political factors in Serbia, and as a signifier of Serbia's progress expected from and supported by the EU); professionalism constructed through her education in the West; and lastly, the frame of parenting as a brave decision (a frame that focuses on the prime minister's decision to become a parent with the focus on visuals featuring Brnabic with her partner, and especially underlying artificial insemination as a way of the achieved pregnancy). The intersection of her gender and gayness is present in all frames, but traditional gendered representations of Brnabic as a female politician are perpetuated in the news focus on her appearance, fashion and family related topics.

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PP 388 Journalistic objectivity and feminist perspective: Towards an articulation

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Although objectivity today is related to the search for truth, it has not always been understood as central to journalism and has received critics since its adoption (Schudson, 2001). Today, though, it is still defended as a moral and ethic standard. However, this objective journalism is not looking at the world from the point of view of its own inequalities. It is possible to verify that there is an uneven practice in relation to gender, either in the representation of women or in the scope of content production. A study by WACC, for example, shows that 37% of news stories are reported by women. In terms of news subjects, the figures are even lower: women are the central focus in just 10% of news stories and they are heard as experts in only 19% of the news stories (Macharia, 2015). It is understood that the objective journalism ends up reproducing common sense, strongly linked to hegemonic and thus patriarchal groups, and maintaining the *status quo* (Stoker, 1995).

This article seeks to initiate a discussion about the articulation of a feminist epistemological perspective with the ideals of journalistic objectivity. For this, it proceeds to a bibliographical revision of the concept and the history of journalistic objectivity and the criticisms that has received. This serves as a basis for problematizing the practice and discussing the reproduction of gender inequalities in journalism.

The standpoint feminist epistemology (Harding, 1991, 1993, 1995, 2006; Hartsock, 1981, 1983) addresses scientific knowledge, but it is possible to approximate the proposition of situated knowledge to journalism, as it is necessary to reflect on new ethical possibilities. considering a gender perspective. We conclude that a new way of questioning and reporting the world from the difference, the particularity, the reflexivity of those who question and report our daily lives is necessary as a new moral norm for journalism - sensible to prevailing social inequalities and reinforced by journalism itself.

PP 390 Anniversary journalism and mutable memories: Marking the 75 years since the liberation of Paris

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On August 24-25, 2019, Paris marked the 75th year since the liberation of the French capital from Nazi German occupation during World War II. The anniversary featured commemorative events around the city, from the dedication of art on the side of a building on non-descript street in the 13th arrondissement to the re-creation of the raising of the French flag on the Eiffel Tower, to a parade of military vehicles carrying people dressed in period costumes. These events were, to some extent, covered by Parisian news media. But those news media outlets also produced their own narratives covering the liberation anniversary, drawing on history, the memories of interviewees, and the memories of journalists and writers themselves. This paper analyzes that media production, a type of what is often referred to as "anniversary journalism," drawing on materials about the liberation published in late August 2019 six daily newspapers – *Le Monde, Le Figaro, Liberation, La Croix, L'Humanité*, and *Le Parisien*– and on those newspapers' websites.

The work, part of a larger ongoing project analyzing how French media remember World War II, draws on work on anniversary journalism by Kitch (2002), Li and Lee (2013), Harro-Loit and Korësaar (2010), and others. It also uses theories of collective memory (Assman, 2006; Halbwachs, 1992; Edy, 2019; Irwin-Zarecka, 2017), the concept that memory is social, with groups of people remembering together. The paper follows previous scholars in seeing collective memory of the past as mutable, varying in response to contemporary events. The argues that media outlets produce anniversary journalism that is consistent with varying interpretations of the past, shifting their content to match social and cultural interpretations of history.

The paper is based on a textual analysis of the liberation-related content in the six newspapers and their websites as well as fieldwork done in Paris in late August 2019.That fieldwork involved attending, photographing, making notes at multiple eventsand lieux de mémoire(memory spaces) (Nora, 1989) to better understand both what news media outlets covered and what events were left out of the media narrative about the liberation of Paris. This paper follows on similar fieldwork done during commemorations of the 60[th]anniversary in 2004, the 65[th]in 2009, and the 70[th]in 2014.

PP 386 From the mayor's office to the screen: Filters and limitations to information in Colombian local and regional media

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For journalists to exercise their social role freely and for citizens to receive complete and truthful information that allows them to act in public life, it is necessary for the media to operate in a safe and facilitating environment to accomplish its mission.

However, even in democratic environments the persistent existence of conditions that prevent this from happening in local and proximity settings has been proven. Edward Gibson (2006) referred to subnational authoritarianism as a set of strategies that local elites use to maintain and strengthen their position. These strategies inevitably include the control of the media, since these elites need to disseminate a reality conducive to their interests, as well as to limit the publishing of other facts and explanations less favorable or even opposed to their own interests.

These conditions exist in Colombia where the weight of certain families continues to obstruct freedom of information. In the Caribbean Region, we have first studied the persistence of these families with political and economic interests as the owners of the most important media. Secondly, we have established a correlation between the press releases issued by the mayor's offices of the most important cities in the region with the information published in the main newspapers and those broadcast in the news of the main regional television channels. Finally, we have conducted in-depth interviews with media professionals and those responsible for the mayors´ press offices, to learn about the difficulties they face when preparing their information. All this analysis to know if the information disseminated by local media benefits the interests of the main political and economic actors.

The results of this research show that the information published by the media has suffered various filters and limitations before reaching its citizenship. Moreover, how information has been conditioned due to journalists´ precarious work, who on many occasions spread the information provided by the public offices in the media without further verification or any journalistic treatment. On the other hand, this information highlights the actions of institutional actors, marginalizing citizens. Furthermore, we found the media often applies internal limitations that prevent journalists from developing their own agenda. Finally, we noticed that many journalists exercise self-censorship, so the fear of local powers continues to play an important role, so much so that the majority of those interviewed in the investigation agreed to participate on the condition of not being identified.

A country nestled in a geopolitical area that presents significant tensions, with a precarious democracy that faces multiple political and social challenges must move forward to have a credible media. Thus, native digital media can contribute to changing this traditional state of information, but that relay has not had enough impact.

PP 389 Flows of power and agency in a prolonged political crisis - case competitiveness pact

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Journalism is historically seen both as a transmitter of information and views, and as a disseminator of public opinion. The gatekeeping role of journalistic news media is challenged and disrupted by networked and polarized political information tides in the age of globalized digital media. To investigate influence and agency across different media, we employ Andrew Chadwick's (2013) notion of flow as the key quality of hybrid media systems. Pursuing Chadwick's thesis, we examine the shift in mediation of politics from 'news cycles', as tightly controlled games between legacy press and established political actors, to 'political information cycles' whereby journalistic and social media interact and both PR- and policy professionals as well as non-elite actors can intervene into news production.

Our case study concerns a political crisis, where the centre-right government of Finland launched in 2015–2016 "the competitiveness pact", an endeavour aimed to improve the cost competitiveness of industry in Finland, and hence improve the stagnant economy of the country. The introduction of this agreement started a prolonged crisis between the government and trade unions, and captured the interest of citizens who faced, for example, wage freezes and extensions of annual working time.

In this case study, we examine how the political process of the "competitiveness pact", and positions of power within it, are staged in and by the media. This pilot study is part of a larger project investigating by big data methods the flows of media power in journalistic texts spanning two decades (1998–2018). Here, we explore, how different actors are portrayed and placed in news articles, who are set in dialogue, and how the case of the competitiveness pact is framed by using metaphorical langue. We combine computational methods with qualitative close reading to investigate how journalistic news media staged the conflict and framed its actors, and whose discourse and rhetoric were cited.

Our data set consists of articles that mention the competitiveness pact and are published in 2015–2016 in four significant Finnish news outlets, (1) the Finnish news agency STT (N = 835), (2) the largest national newspaper Helsingin Sanomat (N = 1,171), (3) the Finnish public service broadcaster YLE (N = 1,137) and (4) the daily tabloid Iltalehti (N = 1,012). Findings of this case study reveal, whether the political information cycles confirm or disrupt established power structures.

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JOS18 - News audiences

PP 454 (R)engaging with audiences: local news media's initiatives in French-speaking Europe

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In response to the current context of citizens' "crisis of faith in journalism" (Zuckerman, 2017) and of disruption of news media economic models, news organizations are exploring innovative ways to reconnect with audiences (Jenkins & Nielsen, 2018). They seek to adapt to their expectations of horizontal information and of a dialogue-based relationship, rather than a one-way lecture format (Deuze, 2007); a momentum amplified by the web participatory culture (Jenkins, 2006). For local news media, proximity to the audience is an essential feature, since they position themselves as key players in the weaving of social ties in a given geographical space (Hess & Waller, 2017). However, little attention has been paid to study how these expectations and changes in the news ecosystem are affecting local news media -in comparison to national outlets- (Nielsen, 2015).

This paper discusses the results of an international research project investigating how local news organizations in French-speaking Europe (Belgium, France and Switzerland) try to rebuild a trusted relationship with their audiences. The first phase of the project consisted in the elaboration of a database of initiatives launched by radio, television, press or digital-only media concerned by the perimeter of our study and aiming to reinforce the links with their audiences. The research team carried out an inventory of initiatives no matter what their nature was (economic, editorial, communicational, etc.). This work was completed by a participatory form in order to gather as many initiatives as possible. From February 2019 to December 2020, we listed 550 media's initiatives.

The analysis consisted of manually coding each initiative based on a double inductive categorization referring to two research questions.

- What are the recurring formats of the media's initiatives towards audiences? We classified them in 26 formats according to their main characteristics (editorial conference, subscribers' club, crowdfunding campaign, etc.).
- What role is assigned to the audience and what is the extent of its involvement, particularly in the editorial process? We identified 5 different levels of audience involvement (observation, dialogue, contribution, consultation and co-creation).

Our work builds up on previous research on participatory journalism, defined as the overall process of audience engagement with journalists in the construction of news (Paulussen et al., 2007; Thurman & Hermida, 2010; Singer et al., 2011). It aims to offer a complementary view to the studies on the resistance of journalists to release control over the editorial process (Hermida, 2011) as well as on organisational difficulties against this approach. Thanks to its longitudinal perspective, our research highlights the rise (before the Covid-19 pandemic) of initiatives that not only allow participation but also dialogue and transparency in the news building process. It also shows that initiatives launched during the pandemic foster solidarity between people and development of social links within the local community. More broadly, the results shed light on the rise, in French-speaking Europe, of engaged journalism, defined as practices integrating a regular and more horizontal link with audiences, even taking into account their expectations and needs, as well as committing in a reciprocal relationship with them.

PP 455 Psychophysiological measurements in Journalism Studies - opportunities and pitfalls

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Within journalism studies, attention to the audience's emotional experiences of journalism is still relatively rare. This limitation of the field has led to a call for intensified attention to "people's experiences of journalism by focusing beyond cognitive and pragmatic dimensions of news use to include emotional, sensory, and haptic experiences" (Costera Meijer, 2019, p. 399). A promising avenue to follow in this regard is the application of psychophysiological measurements, where physiological outcomes, such as skin conductance, heart rate, and facial EMG, are used to study emotional psychological reactions to journalistic products.

In recent years, an increased interest in emotional experiences has led media researchers to enthusiastically embrace theories and methods from psychophysiology and neuroscience to examine how and when media effects occur. In journalism studies, however, these approaches have not been utilized to the same extent, since the mainstream of journalism studies focuses on the conscious content of communication, such as information and expressed emotions. Therefore, this paper strives to offer journalism researchers an insight into opportunities and pitfalls when applying a range of these approaches. Examples used to illustrate these opportunities and pitfalls come from an applied research project conducted in collaboration with Danish news media corporations.

Accessing the emotional experiences of news audiences applying psychophysiological measurements is interesting, as such measurements are viewed as some of the most promising approaches shedding light on the complex and dynamic ways that journalistic effects occur. Skin conductance, heart rate, and facial EMG have become the most commonly used psychophysiological indicators when studying media processes and effects, in large part due to early validation connecting these measures with variation in attention, arousal, and positive/negative emotional responses. Brain activity generated through mental processes expands into the peripheral nervous system influencing the activity of organs, glands, and muscles. That is why heart rate, skin conductance, and facial EMG are useful indicators of embodied mental processes occurring in the brain.

This paper argues that media psychophysiology offers journalism researchers a valuable framework and suitable tools for investigating journalism processes and effects. A detailed technical discussion of psychophysiology is avoided in favor of a conceptual overview of how psychophysiological approaches can be applied in journalism studies. The paper first reviews common physiological indicators and recent studies using these measures. Subsequently, a framework of opportunities and pitfalls for using psychophysiological measurements within journalism studies is proposed, drawing on examples from an applied research project conducted in collaboration with news media corporations. The results section is arguing, that there is no right tool for a given journalistic research question. However, it is important to pick one, or several, whose attributes work best for the research question at hand. Finally, specific ways that this framework can advance journalism studies are discussed. Thereby, the paper aims at advancing the field by introducing a new and promising way of measuring emotional responses to journalism.

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PP 453 Comparing the comparison: (In)congruences between journalists' role conceptions and audiences' expectations in the U.S. and Germany

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Journalism's digital turn has clearly included a turn to the audience. In the course of this development, the journalism-audience relationship has also become a central subject of investigation in journalism research. This relationship is characterized by mutual perceptions and reflexive expectations (Loosen/Schmidt 2012; Scholl et al. 2014). Part of these are journalistic role conceptions that operate in several ways and reflexively: as journalists' self-conceptions, they are typically articulated in relation to presumed audience expectations and images of the audience. As such, they orient and frame journalists' practices. Audiences, on the other hand, are characterized by certain expectations and conceptions of what function journalism should fulfil and what roles journalists are supposed to perform. These expectations towards journalism orient and frame audiences' selection and reception of journalists' reporting. These mutual expectations can be more or less congruent.

In this paper we analyze this (in)congruence and compare how journalists' role conceptions relate to the population's expectations of journalism – and also compare this comparison internationally on the basis of survey data from the U.S. and Germany. Data for U.S. and German journalists come from the "Worlds of Journalism" survey in 2013 and 2014/15 respectively. Data for the population side came from a national online survey of the general U.S. public in 2016 (n= 2058) and a representative CATI survey among German citizens (n= 1000) in 2019.

Results show that what German journalists want to do most is also what they ought to do most in the eyes of the German population: these are primarily traditional journalistic tasks of objective reporting, analysis and explanation. However, the two sides also differ in that the population considers a higher number of tasks as more important than journalists do. This situation results in many statistically significant differences between journalistic self-expectations and the population's expectations. This is also the case for the U.S. where journalists and citizens diverge significantly on assessments of most roles. Counting statistically significant differences between both groups is, however, only one step in comparing them. One other is to compare how they prioritize the different roles in relation to one another. From this perspective we can show that in both countries the perception of the most important roles is largely congruent: in the U.S., 'reporting things as they are' and 'educating the audience' are the two most important roles for journalists and citizens alike; in Germany, both sides consider it particularly important that journalists 'report things as they are', 'be a detached observer', and 'provide analysis of current affairs'. One major difference is that the population strongly expects journalists to also 'promote tolerance and cultural diversity.' In other words, although there are many significant differences between journalists and citizens, both groups in both countries largely agree on what journalistic roles are particularly important.

We will discuss the findings in relation to the differences and similarities between the two countries' journalism cultures (e.g., Hanitzsch et al. 2019) as well as their populations' differing use of and attitudes towards news (e.g., Newman et al. 2019).

PP 452 The (re)formation of young people's news use: Understanding the complexity of changing news repertoires

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This paper seeks to capture processes and moderators of change in consumption patterns around news and media use. By untangling the processes which drive the (re)formation of media and news repertoires and their interrelations over time, it aims to move beyond the 'here and now' (Peters & Schrøder 2018) of people's current news repertoires towards an understanding of how and why news become meaningful over time. Specifically, this paper seeks to advance our understanding of these complex processes by analyzing the emergence, maintenance, deletion and reformation of news repertoires. Media repertoires can be defined as relatively stable cross-media patterns of media practices, which stress the interrelated entirety of different media that a person uses (Hasebrink & Hepp, 2017). This study employs key empirical indicators around repertoires – such as exposure to diverse media types; preferences towards them; integration in everyday life; and connective sentiments – to capture more stable patterns and formations of everyday news use (Ytre-Arne, 2019). Using a multi-method design that incorporated semi-structured interviews, a Q-sorting exercise, and think aloud protocols in a single research encounter, the paper investigates the news practices and preferences of 24 Danes, aged 18-24, equally represented in terms of demographic variables. We used their current preferences to visually prompt participants to recollect and reflect on past changes, as well as speculate about potential drivers of future change. Interviews, lasting 90-120 minutes, were transcribed and analyzed using NVivo, using a constructivist grounded theory approach (Charmaz, 2006), where all process-related verbs (i.e. started, began, stopped, etc.), expressions (i.e. have considered reading, started becoming interested, etc.), and conditional statements (might use, could be interesting, etc.) were identified and coded over multiple rounds of analysis in an effort to specify change. This led to the formulation of 31 categories of change. These were merged with findings from other studies in an abductive process to connect relevant research strands, aiming to provide a heuristic that unearthed complexity, while remaining unpretentious in terms of claiming a predictive model (see Thomas, 2010). The framework *establishes* where change takes place, *explores* what qualities change has, *examines* what dynamic factors drive change, and ultimately *elaborates* a more precise vocabulary to identify different types of change processes. Further specifying and modelling the exploration and elaboration phases, the article details how deliberateness, permanence and scale vary the intensity and direction of change before developing a typology that systematizes different analytical characteristics of how news media become part of (*emergence*), exist within (*maintenance*), and are removed from (*disappearance*) an individual's media repertoire. In so doing, the article provides a detailed, systematic, and innovative analytical approach to analyze news use, providing scholars with a comprehensive and actionable framework to better understand what, exactly, repertoire change 'is'. In line with recent calls to focus on stasis (Carlson & Lewis, 2018), we argue that in order to identify and analyze change, we need to pay closer analytical attention to potentialities that may not manifest – but are nonetheless evident dispositions towards – changing news consumption practices.

PP 456 Journalistic "quality": Conceptualization, operationalization, and effects on audiences

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The current study conceptualizes, operationalizes and tests the effects of "_journalistic quality_". While there are a lot of normative ideas what constitutes good "quality" when it comes to news coverage there are only few empirical studies or agreed upon standards of how to actually operationalize and measure journalistic quality. Furthermore, there seems an implicit normative assumption that "high quality" in journalism is desirable as it would lead to positive outcomes, i.e. an engaged and informed citizenry. But is that really – always – the case? Or are there certain audience segments who consider normatively "good" journalistic coverage as boring and inaccessible, and thus as disengaging? And what kind of coverage might be more effective for these audience segments in terms of desired outcomes?

The present study first engages in defining the concept of journalistic quality on theoretical grounds and presents a scheme of how to operationalize the concept. Here we build on existing literature about deliberation and consider factors such as the quality of arguments, the range of different sources, the presentational style and other normatively derived indicators for quality of public debate and discussion. In a second step, it turns to the question if – and for whom – different levels of journalistic quality have what kind of effects. It thus distinguishes between higher and lower levels of journalistic quality and tests how these different types of coverage affect relevant outcomes such as issue position, understanding, knowledge, engagement, interest, efficacy, and opinion quality.

The topical context for the current study is climate change. This topic is well suited for our investigation not only because of its increasing relevance and potential impact on public opinion but also since the topic as such is rather complex and citizens do not per se already have full understanding of it. In this topical context, the role of media coverage has received quite some attention, i.e. some commentators criticize the debate as 'superficial' or 'hysterical' or 'overly complex' or 'not understandable', others criticize the way scientific evidence is presented in the media. The research design of the current study consists of a survey experiment in which respondents are exposed to varying levels of journalistic quality in climate change news reporting. The main question is if "good" quality coverage also has the most positive effects on audiences. Especially citizens who are less engaged with climate change as a topic and know less about it might find higher quality coverage on average less interesting and more complicated and get more interested and engaged with the topic when exposed to less sophisticated coverage. We also study the role of emotions in this context and if the use of more emotional language in either low or high quality news results in different outcomes. Results carry important implications not only from a theoretical viewpoint but also more practically as they can inform what type of journalistic coverage is most effective for issue engagement of different audience segments.

JOS19 - Journalism in transition

PP 483 The re-skilled news-worker: Types of 'journalist experts' working for digital platforms

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Digital platforms have integrated journalism as a business model into their own organizational DNA. In this paper, we examine the platforms' "communicative abilities" (Schmidt, 2008) to adapt journalist experts' knowledge according to own organizational imperatives. In doing that, we develop upon the idea of "co-evolution" (Latzer, 2013), which describes the process of interactions that result in gradual adaptations between different systems. Researching this gradual adaptation is important, as discussions about whether or not platforms are media organizations, are relevant for future regulatory decisions regarding the contents moderated and distributed through platforms (Napoli & Caplan, 2016). Journalism literature has examinedprofessional role perceptions, identities and related normative considerations (e.g. Carlson & Lewis, 2015). New media has been described as a working environment in which reskilling is a constant practice (Kotamraju, 2002). In the platform age, journalists are increasingly confronted with demands to re-skill according to organizational imperatives deriving from digital platforms. In our analysis, we define four different types of 'journalist experts' that are reinvented in the organizational environment of digital platform companies.Our analysis draws from Kotamraju's study (2002) on web design skills and the reinventedworker. We collected documents issued by platform companies, in which roles of the "journalistexpert" are manifested. Documents are job announcements of the platform companiesparticularly aimed at journalists, which we retrieved from the general job market sites likelinkedin.com, xing.com, and journalism-specific online job markets, such as journalismjobs.comand indeed.com (N= 60) and triangulate them with findings from semi-structured interviews with "expert journalists" (N =20). Our data show that types of 'expert journalists' vary across different digital platforms. Each of these types emphasizes different skill sets and places 'journalist experts' in different hierarchies and strands within the organizations. Different types emphasize the a) strategic ('the decision-maker') b) technical ('the adviser') c) implementational ('the interpreter') and d) communicative ('the persuader') importance for the company.Findings of our qualitative thematic (Herzog et. al., 2017) analysis suggest that re-skilling of journalist expert is a common practice across digital platform companies. This practice triggers the rise of a new type of journalist, the 'expert journalist' -a journalist who is expected to cater their professional experience in different strategic positions to help digital platform companies navigating the tensions they experience as new players in the content industries.

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PP 480 Journalistic labour in uncertain times: Theorizing dimensions of journalistic precarity

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Current economic and technological shifts in the journalistic field have increasingly transferred the risk and uncertainty of journalistic enterprises on the individual worker. While risk and uncertainty was always a part of freelance journalists' lives, growing precarity and the blurring boundaries of the newsroom have meant that increasingly all journalists are affected. In today's working environment, journalists are thus expected to be always-on, flexible, and multi-skilled (Deuze 2007), regardless of their employment status. Yet, journalism research has widely used the term precarity as synonymous with employment insecurity and project work, while ignoring other dimensions of how risk is transferred onto journalists, for instance by exposing journalists to bodily harm in conflict reporting (Creech 2017). In addition, the multi-layered nature of precarity in contemporary society and the symbolic violence it conveys, that is the acceptance and reproduction of subordinating power relations (Bourdieu 1990), have rarely been addressed comprehensively.

To address this gap, this paper discusses the emerging use of precarity as a concept in journalism scholarship over the past two decades and conceptualizes the layers of precarious journalistic work that should be examined in future research. It does this by drawing on concepts from other disciplines, such as sociology of labour and the five dimensions of precarious labour proposed by Brinkman et al. (2006), who do not only focus on legal, institutional, organizational, and financial (in)stability, but also on social recognition and occupational (over)identification. Similarly, it will also consider the space of journalistic work as conceptualized by Örnebring et al. (2018) which is constructed along material security, access to resources, as well as status and recognition. This paper proposes six dimensions of precarious journalistic labour considering economic, political, social, as well as emotional aspects of precarity: material security, access to resources, embeddedness within an organisation, legal and institutional protection, status and recognition, and blurring boundaries of work.

PP 484 The eye on the prize - young journalists' assessments of journalism awards in precarious times

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Journalists increasingly assess journalism awards and prizes critically (Swiatek, 2019), for at least three reasons. First, the example of Claas Relotius, who was awarded for fabricated long-reads, indicates that journalistic accolades do not validate journalistic quality. Second, with an increase in journalism awards it is difficult to estimate their actual value. And third, as many prizes are awarded by the industry, accepting such a prize might jeopardize journalistic autonomy and reputation. Regardless, awards are still perceived as a suitable sign of quality (Wijnberg, 2011) and a promise of prestige.

Drawing on Bourdieu, awards have been conceptualized both as markers of symbolic and cultural capital, materializing journalists' prestige and field-specific knowledge (Willig, 2013). Awards, and thus symbolic capital, encapsulate peer recognition and respect, contributing to increasing autonomy and influence within the field. As such they also enhance news organizations' cultural capital as they contribute to their perceived cultural worth and may imply commercial benefits. High volumes of symbolic and cultural capital can thus be converted into economic capital (Jenkins & Volz, 2018), for instance in form of pay raises and stable employment. In light of increasingly precarious and insecure employment conditions (Örnebring & Connill, 2016), this incentivizes the "pursuit of the prize" (Shepard, 2000) even more.

Against this background, we ask _what value young journalists attribute to prizes in times of increasingly precarious working conditions._

We draw on 40 semi-structured interviews with young journalists who have received a "Top 30 journalists under 30" journalistic prize, awarded by an Austrian industry body. We sampled a similar number of awardees from each year (2011-2018) with an equal gender distribution. The interviews were conducted in January 2019 and recorded, transcribed and thematically analyzed, using MAXQDA.

Although they themselves have received an award, the respondents are fundamentally critical of the award culture in journalism. In particular, they stress the rise in awarding of prizes, and a subsequent devaluation of individual awards. However, they also name specific awards that they continue to regard as significant acknowledgment. Despite their scepticism, most of them admit to participating in the "pursuit of the prize" - almost without exception for economic reasons. Prizes are associated with prize money and can be mentioned in their resumé and thus make a difference in applications. While Jenkins and Volz (2018: 924-925) argue that the "shift from symbolic to economic capital is not immediate", our respondents emphasize the relevance of prizes as economic capital. However, they also distinguish between prestigious awards and those that are ultimately only about prize money.

Above all, this study implies two things: Not all awards are of similar symbolic capital, however they might be valuable in economic terms. Nevertheless, they are far from guaranteeing a secure position in the journalistic field but can be seen more as an aid to keeping one's head above water in precarious environments. Ultimately, it appears increasingly questionable whether journalism awards fulfil their function "to symbolize and embody a continuously evolving professional field" (Jenkins & Volz, 2018, 921).

PP 481 Digital disruption and intensified job demands – an interdisciplinary approach to wellbeing in media work

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The media has encountered several waves of digital disruption, which has also rapidly changed the foundations of working in the media (Achtenhagen & Raviola 2009). While digitalisation can enhance productivity in work, it can also lead to increases in information load, time pressure, and fragmentation of time (Tammelin & Anttila 2017; Wajcman 2015). As technology can induce the acceleration of work life, it creates intensified job demands that pose a possible threat for workers' wellbeing and productivity (Vuori et al, 2019; Mauno et al., 2019). This may mean both increased emotional fatigue and cognitive failures, and decreased satisfaction and engagement in work, as well as deterioration of professional skills and identity.

Drawing on Deuze's (2007, 2011) conceptual and theoretical elaborations, we approach media work as a specific framework, not as a general expression referring to journalism and other work in the media. Our interdisciplinary study joins journalism, media management, working life research and psychology to produce new understanding of media workers' wellbeing, agency and competences, beyond that of traditional mono-disciplinary approaches.

The study asks *to what extent are digital disruption and intensified job demands of media work manifested on the organisational and individual levels, and how do they affect workers' agency, wellbeing and competence*?

In 2019 and 2020, in collaboration with The Union of Journalists in Finland, we collected two online survey data sets with Finnish media workers. Our quantitative analysis addresses the issue of person-environment fit in relation to psychological wellbeing (e.g. work engagement, cognitive stress) of media workers. More specifically, we investigate whether success and wellbeing in today's media work demand certain personality-related strengths and characteristics (e.g., resilience, multitasking preference) or do work environment factors such as digital disruption and intensified job demands pose a threat to all workers regardless of their dispositions? In addition, in 2020 we conducted in-depth interviews with 30 media workers to provide further insights. The interviews focused on changing tasks and skills, agency, decision-making practices within organisations, work processes, and flexibility related to tasks. The interview data is analysed by applying thematic analysis.

JOS20 - Journalism and Politics

PP 487 The Portuguese TV news coverage of the European Parliament elections 2019

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The 2019 elections to the European Parliament (EP) were held in a climate of political unrest. The overriding forces of populism and Euroscepticism (blatantly exemplified by Brexit) loomed on the horizon seemingly threatening the process of European integration and the balance of pro- and anti-European forces within the EP. Despite the impact and legislative importance of the EU governance upon our lives, a significant body of research has argued that so far there has not been a committed European news agenda focused on fostering citizen engagement with EU affairs so as to build a sense of Europeanness or a Europeanized discursive public sphere. The 2019 elections to the European Parliament (EP) were held in a climate of political unrest. The overriding forces of populism and Euroscepticism (blatantly exemplified by Brexit) loomed on the horizon seemingly threatening the process of European integration and the balance of pro- and anti-European forces within the EP. Despite the impact and legislative importance of the EU governance upon our lives, a significant body of research has argued that so far there has not been a committed European news agenda focused on fostering citizen engagement with EU affairs so as to build a sense of Europeanness or a Europeanized discursive public sphere.

The primary goal of this paper is therefore to evaluate the role of the Portuguese television in informing the public and contextualizing the issues posed by the run-up to the EP election and the underlying process of the European construction. In Portugal, television remains a privileged medium for citizens to access information. As stated by OberCom's 2018 report, RTP1 is considered to be the most reliable source of information. Given that prime-time TV news bulletins manage to reach the highest audience ratings, when compared to other information programmes, it is our aim to analyze RTP1, SIC and TVI news bulletins between 13-26 May – the period of the electoral campaign. A critical discourse analysis (combining quantitative and qualitative methods) will be followed in order assess the newsworthiness of Europe -where is Europe? - and the interconnectedness between systems of representation, identity building and participatory citizenship.

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PP 486 Televised public sphere: The structure of the public debate on television during the Dutch national elections of 2021

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In the midst of the Corona pandemic the campaign for the national elections took place in the Netherlands. Because political rallies, (door-to-door) campaigning in cities and street visits of politicians where banned, it was expected that television was more than ever going to play a central role as a stage for the public debate (Hendrickx, 2021). Research shows that television is the most important source of information for Dutch voters (Van Atteveld et al., 2021). Furthermore, election research has shown that only a limited part of election news is issue related (Van Praag & Brants, 2014; Ruigrok et al., 2017).

Habermas (1962) states that the media play an important role in a well-functioning public sphere. Journalism enables the process of deliberation between citizens (and civil society) and political institutions (Marx Ferree e.a. 2006). Audience centered approaches in Journalism Studies advocate inclusiveness of citizens perspectives in media reporting which can be achieved in news selection processes and in the selection of a diversity of sources (Hietbrink et al., 2019). Research shows that political sources dominate the news and that citizens are treated as outsiders in the political debate in the context of local elections (Hietbrink et al, 2019).

In this paper the structure of the public sphere on television is investigated using the following research question:

Who is defining the public sphere in the debate on Dutch television during the national elections of 2021,: which sources get attention and what subjects are addressed?

Method

During the last three weeks before the elections all content of television programmes providing news[1] related to the elections, issue news as well as campaign news, was selected. The sample was gathered from 5 daily news and current affairs programmes (n=309; 18h39m), 8 talkshows (n=357; 34h59m) and 6 political debates (n=98; 8h52m). Two of the news and current affairs programmes, one of the talkshows and one of the debates was aired on the private channel RTL4 and the rest of the programmes on public television (NPO).

Each item was coded on length, main issue, source category, source gender and political party as source and the time politicians spoke. The items were coded by 10 trained student coders, using a detailed codebook under close supervision of an expert coder.

Results

The results show that on average 52% of all airtime was devoted to campaign news (horse race and hoopla) and 48% to issues. Debates contained the most substantive information (82%) and Talkshows the least (37%). The content information was dominated by the issue corona, followed by immigration, economics and climate. Issues high on the audience agenda like housing, safety and health care were hardly addressed. Debate on international affairs was virtually absent.

Although political sources dominated the public debate, sources were most diverse in news and current affairs programmes. Talkshows were mainly crowded with journalists and celebrities. Male sources dominated the debate (63%), only a relatively large proportion of citizens sources were female (43%). Overall news selection and use of sources showed limited inclusiveness of the citizen perspective.

PP 488 Media representations of refugees and their effects on people's perceptions and attitudes

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This paper examines how refugee representation in the media, during a period of a prolonged refugee crisis, affects audience's stereotypes and prejudice. Two distinct theoretical lines drawn from journalism and social psychology are brought together to answer this question. On the one hand, peace journalism is used as an analytical framework to describe and understand refugee and immigrant representation in the media and, on the other hand, a social psychological approach to stereotyping and prejudice is employed in order to understand the effects of media representation on people's perceptions and evaluations of refugees and immigrants. Peace journalism was employed as a framework capable to provide a richer and more complete understanding of complex media representations of diversity by investigating overlooked, non-elite discourses and focusing on people rather than the policymakers (Galtung, 2006; Youngblood, 2017). Relevant social psychological research has shown the significant effects of media representation of refugees and immigrants on audience perceptions and emotions, and how stereotypical representations lead to increased prejudice (Ramasubramanian, 2011). The present study first examined how refugees are represented in different traditional and online Greek media sources over a period of three months. Employing a peace journalism framework we analyzed media representation by using of a broader set of criteria, including absence and presence of refugees' voice in media content, traditional stereotypes and counter-stereotypes, media's attention to refugees only in the presence of negative events related to it, absence or presence of solutions and context, among many others. The content analysis of the selected Greek media revealed a stereotypical representation of refugees and extensive lack of solutions related to refugee issues, absence of refugees' voice and insufficient context. After the analysis of media content, we examined how the different media stories are perceived by audience members by employing an experimental (between subjects) methodological design. Participants were exposed to different refugee representations and were asked to fill in a battery of questions tapping on stereotype content (how refugees are perceived in terms of warmth and competency, Fiske et al., 2002), prejudice (how participants evaluate refugees, Dixon, 2008), intergroup emotions (how participants feel about refugees, Smith & Mackie, 2010) perceived threat (whether they perceive refugees as a realistic or symbolic threat, Atwell Seate & Mastro, 2015). Preliminary results show that refugee representation affects people's cognitive, evaluative, and emotional reactions, stressing the importance of media content on the way the audience develops its views of refugees in general.

PP 485 The social news gap of an electoral debate: Contrasting the agenda of Twitter and the mainstream media during the Spanish general election debate of 4 November 2019

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The empowerment of audiences brought by social media is revealing a gap between citizen and media interests. This divergence can be observed during media events like the Spanish general election debate of 4 November 2019. This paper compares the topics discussed on Twitter during the TV show with the news highlighted by journalists in the digital and print editions of mainstream media. The comparative content analysis of the 100 most-retweeted messages during the debate and the debate-related news in the digital and print frontpages reveals that Twitter users are mainly concerned about inequality and social policy (20% of the most-retweeted messages), whereas journalists fixate on the political stalemate of a likely hung parliament. Online media are closer to Twitter users in their liking of debate anecdotes (the most widely-shared topic on Twitter), but they also diverge from print media and Twitter commentators in their attempt to name the winner of the debate. Part of the mismatch between citizen and media preferences might be attributable to the affordances of Twitter. Humor plays a crucial role in citizen political commentary, to the point that debate memes become part of the news selection offered by online journalists. In accordance to previous studies of Spanish campaign communication, our study finds that the left manages to dominate the conversation on Twitter. Three main political actors fight for prominence on this social network: journalists, politicians… and anonymous citizens, who are usually the authors (or main brokers) of debate memes. Among the authors of the most-retweeted messages, we find political parties from the extremes, Vox (radical right) and Unidas Podemos (radical left), whose influence dwarfs that of traditional political formations like the PSOE (social democrats), the PP (conservatives) or Ciudadanos (liberal centrists). The implications for democracy and journalism of the social news gap are discussed in the light of the agenda-setting theory and interaction-based affordances.

JOS21 - Journalism and the circulation of affect and emotion in the coverage of contested social issues

PN 122 User-generated content as flesh witnessing

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User-generated content (UGC), particularly mobile phone footage from conflict zones, has challenged journalists' monopoly on the story-telling of war, raising questions about disinformation and fake news. It is, in particular, the truth status of user-generated content and mobile videos that monopolizes public and scholarly debates on conflict reporting: is the image real? Who is it attributed to? What is the context in which it is taken in? What interests might it serve? Even though these are important and urgent concerns, the paper challenges this dominant agenda by asking what is the cost of an exclusive focus on truth. It argues that it is important to take a step back from this dominant "paradigm of veridiction", which centers on truth as the only journalistic requirement for UGC-reporting, and to turn our attention to the affective relationships of production and mediation of such content – what, after Yuval Harari (2008: 231), I call the "paradigm of flesh witnessing". This move from truth as disembodied objectivity to truth as affective embodiment opens up a new space for us to rethink the nature of UGC not only as a genre of conflict reporting but also as a genre of war testimony that takes place under conditions of risk to life. Within the paradigm of flesh witnessing, mobile phone users (from civilians to militants to humanitarian workers to refugees) are simultaneously also conflict participants who may die or kill as they film and it is precisely this dimension of corporeal fragility that turns their stories into important emotional appeals for global news publics. Flesh witnessing, I thus argue, signals a new ethics of news reporting that can listen to the voices of conflict (how its actors speak and what they say) and so opens up journalistic story-telling to the moral and emotional challenges of vulnerable others. Harari, Y. (2008) The ultimate experience: battlefield revelations and the making of modern war culture, 1450-2000. London: Springer.

PN 120 Contested order of emotions: the 2018 Chemnitz protests on German TV news and on YouTube

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In the past few years, a handful of YouTubers has reached prominence in the German media landscape. Although YouTube's "news and politics" category only makes up a small segment in their total production on the video platform, YouTubers' significance as interpreters of recent events and of broader discussions in society has been growing, drawing attention particularly among young viewers (Rihl & Wegener, 2015), who consider them to fulfill some of the social functions previously exclusively assigned to journalism. This makes them important parajournalistic actors that may adhere to some journalistic practices while subverting others, especially with regards to norms such as ensuring objectivity (Peer & Ksiazek, 2011). This paper focuses on how YouTube videos modify and subvert legacy media's approach to emotions as part of the coverage of conflictive events, challenging journalism's accounted role to establish an order of emotions in the public sphere.Combining the theoretical perspectives of new institutionalism and field theory and applying them to journalism, this paper discusses how journalism as a social institution is building on a specific mode to organize emotions and how exactly this is currently being challenged. This approach allows a better understanding of how journalism transforms, not only focusing on the negotiations taking place inside the journalistic field, but also on how these negotiations are permeated by broader cultural, political or economic dynamics (Hanitzsch & Vos, 2017). In addition, as the media landscape becomes increasingly diversified, new institutionalism offers a pathway to theorizing liminal actors' media production and what it means for the journalistic field (Benson, 2006).We apply this theoretical framework to the empirical analysis of TV news coverage and of videos produced by YouTubers on the mass protests that took place in the German city of Chemnitz in 2018. Mainly initiated by far-right actors protesting against Germany's migration policies, the demonstrations broke out after the stabbing of a young Cuban-German man, allegedly by four male migrants. The stabbing and the following protests received wide media coverage. This article compares legacy media and parajournalistic offers on the protests in Chemnitz with regard to which and whose emotions they show and how they interpret these emotions towards the audience. The results show that today's hybrid media system is characterized not only by a variety of actors and content, but also by competing patterns of circulation of emotions in the public sphere.Benson, R. (2006) News Media as a "Journalistic Field": What Bourdieu Adds to New Institutionalism, and Vice Versa. Political Communication, 23 (2): 187–202.Hanitzsch, T., & Vos, T. P. (2017) Journalistic Roles and the Struggle Over Institutional Identity: The Discursive Constitution of Journalism: Journalistic Roles and Institutional Identity. Communication Theory, 27 (2): 115–135. Peer, L., & Ksiazek, T. B. (2011) Youtube and the Challenge to Journalism: New standards for news videos online. Journalism Studies, 12 (1): 45–63.Rihl, A., & Wegener, C. (2015). YouTube-Stars. Zur Rezeption eines neuen Phänomens. tv diskurs, 73 (3): 82–85.

PN 124 Climate change communication: a case for how affective publics has changed journalistic reporting?

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Already in the 1980s, climate scientists went public, warning of global warming. Also, since the 1980s the topic came on the journalistic agenda, step by step in many countries. However, more than 40 years of media coverage on climate change did not have enough effect, if any, to generate sustainable political measures, neither on national nor on international level. Only since 2018 change has taken place, indicated by the global protest movement Fridays for Future, and the public attention and public awareness it gained.What is new in climate change communication since 2018? This paper argues that the core character of journalistic reporting on climate change had been embedded in the tradition of political reporting and/or science reporting, thus working within the order of 'controlled' affect and emotion. Journalistic reporting to some extent has changed since 2018, due to several reasons: a) An 'affective public' (Papacharissi, 2015) is now showing its impact, with the young generation using social media as a source of knowledge and as a tool for political mobilization; and with journalism as part of a hybrid media environment. Also, b) the topic itself changed – from highly institutionalized political events like COPs and IPCC-reports to a colourful, vivid and performative protest movement. Additionally, c) findings from climate research now have become more precise, closer in timeline, and more specified on local and regional impacts. Finally, d) we could presume as a result of these implications, journalistic practices and norms have changed, covering climate change more on local and regional levels, with more personal involvement for the audience, and to some extent shifting from a neutral reporting to the role of development and advocacy journalism. These hypotheses will be discussed based on empirical studies at hand from various countries and also comparative studies.This presentation looks back on 40 years of journalistic coverage; it takes a closer look on the interplay between journalism and today's affective publics. It also considers whether journalistic reporting has changed ever since Fridays for Future came up and, thus, reflects the order of affect and emotion in professional journalism. It argues that, with the Fridays for Future movement, journalism became more performative and relational in its coverage, and, thus, the order of affects and emotions changed to some extent. In addition, this paper refers to research findings on audience and users' perspective, showing that the triggering moments and tipping points for individual awareness of climate change were hardly ever journalistic reports, but rather films and documentaries and personal experiences, and – for younger and more educated people – the use of social media as source for deepening one's own knowledge.Papacharissi, Z. (2015). Affective Publics. Sentiment, technology and politics. Oxford: Oxford University Press.Schmidt, A., Ivanova, A., Schaefer, M., (2013) Media Attention for Climate Change around the World: A Comparative Analysis of Newspapers Coverage in 27 Countries. In: Global Environmental Change 23, 5: 1233-1248.

PN 121 The affective force of strategic narratives on the Ukrainian and Syrian conflicts on Russian TV

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Drawing on journalism studies, visual studies and international relations research, this paper focuses on the affective force of images in conflict and war reporting, namely in the coverage on Ukranian and Syrian conflicts on Channel One Russia. Emotionally charged news images are widely believed to be a powerful tool in shaping public perceptions because they evoke a heightened emotional experience and tend to be received as unbiased depictions of reality (Mirzoeff 2011). In journalism and photojournalism studies, a significant body of literature has focused on the impact of news imagery upon the framing of conflicts, and their use to legitimize specific actions and actors. Literature on international relations and information war has recognized visuals as vital to advancing strategic narratives during political and armed conflicts (Miskimmon, O'Loughlin and Roselle 2015). The concept of strategic narrative has come to the fore as a tool aimed at constructing preferred self-image of a country, emphasizing a particular interpretation of an issue, and cultivating public support for government policies. While the digital media environment provides new opportunities for the government-led strategic narratives, it also makes imposing hegemonic narratives or framings on a conflict increasingly difficult. Whereas Soviet propaganda was able to control information flows, in the new global media ecology Russia's strategic narratives are fragile and routinely challenged by alternative domestic information sources, international news and other transnational actors.In this political information context, the paper aims to contribute to the literature on emotions and journalism by focusing on the affective aspects of visual conflict reporting. Specifically, it examines Russian television's reporting on the conflicts in Ukraine and Syria based on a multimodal content analysis of more than 5000 news reports on Channel 1, traditionally controlled by the government. The analysis focuses on images as affective and aesthetic forms, and draws on the theoretical notions of 'emotional anchoring' (Höijer 2010) and 'affective investment' (Solomon 2014) to examine how the images were used to cultivate affective resonance in the offered identity constructs and discourses. These concepts help to unpack the ways in which visual representations attempt to bind audiences to particular discourses and identities. We argue that to more fully understand the role of visuals in the contemporary information war, we must analyse the ways in which visual representations are construed not only to make meaning but to endow strategic narratives with their political force.Höijer; B. (2010) Emotional anchoring and objectification in the media reporting on climate change. Public Understanding of Science 19(6): 717–731.Miskimmon, A., O'Loughlin, B. and Roselle, L. (2015) Strategic narratives: A response. Critical Studies on Security 3 (3): 341–344.Mirzoeff, N. (2011) The right to look: A counter history of visuality. Durham: Duke University Press.Solomon, T. (2014) The affective underpinnings of soft power. European Journal of International Relations 20 (3): 720–41.

PN 123 Creating an emotional community: Breitbart's strategies for attacks on mainstream media

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Throughout Donald Trump's inaugural presidential term, the right-wing news website Breitbart has served as a key advocate for his administration. The site has channeled its support for Trump through attacks on 'mainstream' media outlets critical of the president. This, we argue, is consistent with Breitbart's cultivation of an emotional community based on shared political feeling, with an emphasis on anger directed at liberal political elites. In this presentation, we investigate Breitbart's discursive strategies, examining how the site generates engagement through appeals underpinned by shared affective allegiances. In doing so, Breitbart departs from traditional norms of journalistic objectivity. At the same time, through attacks on mainstream media, Breitbart has sought to cement its position as a legitimate actor in the hybrid media ecology. Through their attacks, we suggest, the news site claims the moral high ground as the defender of liberal democracy, giving voice to the concerns of "The People" in a public sphere otherwise dominated by elite and establishment voices. Ultimately, we argue that the rise of Breitbart signals an attempt to broaden the distribution of journalistic authority which has significant implications. It highlights the emerging prominence of politically motivated media actors who do not follow conventional norms associated with journalistic professionalism. Instead, they seek to advance their position by attacking the very media organizations which defend such norms. Breitbart thus acts as a disruptive force which aims to undermine the traditional media's role as a "Fourth Estate." This, we suggest, is particularly ironic given Breitbart's attempts at constructing itself as a defender of liberal democracy. At the same time, it highlights how Breitbart's coverage positions the site as a powerful new type of actor in a hybrid media ecology (Chadwick, 2017). As such, Breitbart not only intervenes in political debates, but also contributes to redefining the boundaries of acceptable journalistic practice (Carlson, 2017). We conducted a thematic and discourse analysis on stories that received the highest number of comments per day under Breitbart's 'Media' section from October 1st, 2018 to April 1st, 2019. Our analysis focused on stories that criticized or attacked established news organizations. Through this, we identified the affectively charged strategies of victory, victimhood, and vilification used by Breitbart against opponents. Victories refer to stories which celebrate failure of political or journalistic opponents. Conversely, victimhood is expressed through feelings of loss associated with events including perceived threats to conservative values in American culture, the perceived threat of violence against conservative citizens, and the censoring of conservative voices within the public sphere. Finally, a closely related strategy involves the vilification of opponents. In Breitbart's coverage, Democratic politicians, as well as journalists and media figures perceived as "left-wing" are routinely depicted as emotional, unhinged and mob-like, subverting the imagined ideals of a rational liberal democracy. This strategy, in turn, contributes to inverting the conventional construction of right-wing populism as an extremist position.Carlson, M. (2017) Journalistic authority. New York: Columbia University Press. Chadwick, A. (2017) The hybrid media system. Oxford: Oxford University Press.

JOS22 - Journalism and Disinformation

PP 558 Journalistic practices of countering disinformation

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The rise of disinformation represents an existential threat to democratic governance in many countries. While the phenomenon has been mostly linked to online platforms, such as Facebook and Twitter, research has shown that citizens are still more likely to rely on - and, therefore, encounter disinformation – on mainstream media organisations. This challenges journalists to counter disinformation in their routine practice in an attempt to safeguard both the quality of public dialogue necessary for democratic processes and the standards of their own profession in the face of public mistrust. This paper aims to identify and assess journalistic practices of countering disinformation in routine news reporting in leading UK media.

Conceptually, the paper aims at complimenting existing literature on countering disinformation, which most often narrowly focuses on particular journalistic initiatives, such as using new software to verify sources or analysing fact-checking experiments. Such projects, however, have limited reach and exposure with audiences, since media organisations use them in one-off events, such as televised leaders' debates during election campaigns. This is why it is necessary to focus on routine news reporting.

Empirically, the paper will be based on research that is currently (January – April 2020) being conducted and which combines content analysis with interviews with senior news editors. In particular, content analysis will allow us to assess how news media routinely counter disinformation in day-to-day coverage. We are analysing news reporting across television, online and social media platforms of five broadcasters (BBC, Channel Four, ITV, Channel 5, Sky News). We are also exploring the fact-checking services of BBC (Reality Check) and Channel 4 (FactCheck) news, as they have dedicated online sites and social media accounts. Interviews with head of news or editors of the five broadcasters will provide insights into the editorial decisions behind disinformation reporting, as well as how disinformation, fact-checking and fake news are understood, evaluated and addressed by news editors.

Overall, the paper aims at exploring and evaluating journalistic practices of countering disinformation in routine reporting. In doing so, it will further reflect on the significance of these practices for the evolving role of journalism, as well as their potential role in reinforcing and promoting journalistic legitimacy.

PP 560 Key topics of fake news portals in the run-up to the 2019 European Parliament elections

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While the election campaign in the run-up to the election of the 45th US president has triggered a tsunami of confrontation with disinformation disseminated online, knowledge on this subject, particularly on elections in parliamentary systems and/or political cultures different from the US is more scarce.

While initial findings on the origins and consequences of credibility of disinformation and on structural features of disinformation are available other aspects are remained unsearched: So it is largely unknown which thematic priorities disinformation portals pursue - especially in the run-up to elections at the supranational level such as those of the European Parliament (for exceptions without focusing on election campaign reporting see Humprecht 2019). This is astonishing because topics continue to play an important role for the electorate and thus for the election campaign and the reporting on it on the one side. Only with precisely selected topics do journalistic portals reach their recipients, who also form the electorate and thus ensure the formation of stable majorities. On the other hand, a supranational perspective is crucial to be able to take into account the fact that disinformation spreads independently of individual countries and has the potential to erode credibility and trust in professional journalism.

This is where the paper at hand starts. In the 12 weeks leading up to the 2019 elections to the European Parliament, we monitored 10 high-reach portals, which were exposed as disinformation portals by relevant fact-checking initiatives from Germany and Austria, and then examined their thematic focus to learn more about what kind of topics are percieved as effective in terms of disinformation by populist political actors. The focus of the content analysis is a topic modelling analysis (LDA analysis). The study focuses on German-language portals that are received in the so-called DACH-area (Germany, Austria, Switzerland).

Reference:

Humprecht, E. (2019) Where 'fake news' flourishes: a comparison across four Western democracies, Information, Communication & Society 22 (13), 1973-1988, DOI: 10.1080/1369118X.2018.1474241

Keywords: Online Disinformation, 2019 EP elections, Content Analysis, Topic Modelling

PP 559 Factchecking and Journalism of Fake News. Verification of the digital agenda after the sentence of the independentist "Procés" in Catalonia

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The outbreak of disinformation (Powers & Kounalakis, 2017), bots and echo cameras (Del-Vicario et al., 2016; Andrejevic, 2013), added to the spread of fake news on social networks (Mcnair, 2018; Burkhardt, 2017), has become a point for the political, media and public agenda. It happens in a digital environment dominated by the influence of political leaders and by a user-prosumer, capable of producing, spreading and going viral fallacy and rumors (Pérez Curiel & Limón Naharro, 2019). That means a scenario in which the role of the media as drivers or critics of the fake remains controversial. It is therefore important to submit journalists and their media to a factchecking process (Stahl, 2018; Mazaira-Castro, Rúas-Araújo & Puentes-Rivera, 2019), with a review of verification codes for political and social discourse on the Internet. In a political context in Spain defined by several calls for general elections, but also by the conflict in Catalonia, the sentence of the Supreme Court to Catalan separatists can be considered a political turning point. There was a huge of citizen mobilizations that occupies the covers of local, national and international media. The general objective of the study is to know, through factchecking strategies, the number and thematic of the fake news about these riots, as well as the level of media coverage.
A methodology of comparative content analysis of quantitative, qualitative and discursive information (Krippendorff, 2004) is used. Data are retrieved from a register published by factchecking agencies (Bernal Triviño & Clares Gavilán, 2019) and on a general sample of messages (n=3,253) and digital home pages (n=180) from El País/El Mundo, La Vanguardia/Ara and The Guardian/ Le Monde. Thus, the coverage and treatment of the riots is analyzed, both on the network and in quality press. The results confirm that the greatest amount of fake news is spread through the networks and that the authorship belongs mainly to private accounts (ahead of politicians and media). At the same time, journalists act as factcheckers, covering citizen mobilizations with an informative treatment based on comparing sources. These practices face the viral dynamics of the fake, usual in social networks.

JOS23 - News representations

PP 563 Journalistic footnotes in German suicide coverage - supplement or substitute for sticking to media guidelines?

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Suicide is one of the leading causes of death worldwide, with 800.000 people dying each year. The WHO considers responsible media reporting as an important strategy of suicide prevention and outlines Do's and Don'ts in media guidelines for media professionals (WHO 2017) which are based on the assumptions of social learning theory as well as on empirical evidence that suggest that, whether media coverage has suicide-preventing ("Papageno effect"; Niederkrotenthaler et al. 2010) or suicide-promoting effects ("Werther effect"; Phillips 1974), largely depends on the way in which suicide is presented by mass media.

So far, studies on media and suicide have mainly focused on media coverage and its impact, leaving out the journalistic perspective on suicide. In particular, it is largely unclear, to which degree media professionals know and accept the existing media guidelines, which were not developed by journalism itself. Over the last years, footnotes have become a more and more common tool of German suicide coverage. These footnotes often express the general intention of the respective news desk to report about suicide in a responsible way and frequently provide concrete information on help hotlines for those affected by suicidal ideation - even if the respective media articles itself do not comply with the guidelines.

Our experimental study (2x2 design, online) intends to determine whether journalistic quality assessment and media guidelines' recommendations point in the same direction and whether those footnotes are a supplement or a substitute for sticking to media guidelines. Participants were journalists in training with work experience (N=212, 63% female, M_{age}=24 years) and randomly assigned to one of four conditions of a realistic news article about a fictitious celebrity suicide. We varied two variables: Version 1 was written in a suicide preventative way by complying to WHO guidelines and not reporting further details about the suicide, version 2 contradicted WHO recommendations by giving detailed information. In addition, we varied the fact whether there was a footnote (reference to general intention of news media to report on suicide in a responsible way; information on help hotline) under the article (1a; 2a) or not (1b; 2b). Dependent variables were perceived news quality (objectivity, information value) and journalistic intention to publish the article.

Results show that participants perceived version 1 to be more objective and thus of higher news quality ($F(3, 208)$=8.93, $p<.001$, Cohen's d=0.64). There were no differences regarding the assessment of information value between the articles with and without footnote ($F(3, 208)$=0.81, $p=0.489$). An interaction effect was found for the journalistic intention to publish the article: While there were significant differences in judgement between version 1 and 2 for articles without footnote (1b received the highest approval, 2b the lowest), there were no such differences when a footnote was included (1a; 2a) ($F(3, 208)$=2.77, $p<.05$). This indicates that, while journalistic quality assessment and guidelines' recommendations apparently point in the same direction when there is no footnote, journalists tend to publish articles regardless of quality when there is one included. This gives rise to questions of media ethics.

PP 562 Something wicked this way comes: Assessing newspaper coverage of avian influenza as a wicked problem

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Avian influenza, like other emerging infectious diseases, exhibits characteristics inherent to what have been called wicked, complex, or intractable problems. Wicked problems are subject to diverse and incompatible problem definitions and causal interpretations. Different problem definitions and explanations also suggest different solutions, which not only have disaggregated effects on different stakeholders, but which may also have the unintended consequence of compromising or exacerbating some aspects as they mitigate others. Both their material complexity and lack of consensus make wicked problems difficult to address.

News media in general, and newspapers in particular, are supposed to provide a forum for public debate, and the promise of support for such public debate is referenced in justifying the protections afforded journalists. These expectations of news media take on a heightened relevance in the case of wicked problems precisely because of the irreducible complexity, the inherent tensions, and the multiplicity of stakeholders and conflicting interests involved in such issues. Both their material complexity and lack of consensus make wicked problems difficult to address. Coverage fit for wicked problems should open up and enrich public debate by revealing the indeterminacies and contingencies, asking alternative questions, including marginalized perspectives, considering (un)known uncertainties, and allowing for an assessment of the different interpretations and new possibilities, in ways sensitive to issues of values and relations of power.

This study uses British newspaper coverage of the H5N1 avian influenza outbreak (2003-2008) to assess the extent to which newspaper coverage supports the sort of public debate required by wicked problems. Our primary interest was in testing the extent to which journalists' coverage of avian flu was compatible with newspapers providing a forum for constructive societal debate in the manner required to acknowledge and address avian influenza as a complex, wicked problem in ways that support an opening up rather than a closing down of the public debate. We tackled this goal by means of a two-stage framing analysis of 254 relevant newspaper articles published in seven national circulation outlets between 2003 and 2008.

While newspaper coverage did reflect multiple problem definitions and causal interpretations of avian influenza, which is consistent with an opening up of the public debate, this was not coupled with connections to other related issues, systemic contestation or structural problematization and, where present, this heterogeneity did not suggest an equal diversity of solution paths. Newspaper coverage about avian influenza effectively shapes the space of possibilities in ways that do not appear to be consistent with nor conducive to an open, constructive and informed public debate that allows for the exploration, not just of the many possible interpretations of avian flu as a wicked problem in all its complexity, but also of how different solutions stemming from such interpretations might have differential effects on human and non-human stakeholders. Our findings raise serious questions regarding the role of newspapers as a forum for public debate, and the ability of news journalism to inform, facilitate and open up such debate in ways conducive to address the inherent complexity presented by wicked problems.

PP 564 How do media portray multiple identity organizations?

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Visibility in the media can help an organization to get support from its constituents. The evaluation in the media of an organization is key for external legitimacy as well as for internal commitment (Deephouse, 2000: 1108). The media reputation of a *multiple identity* organization might be even more delicate. The identity of an organization is multiple when there is no single answer to what its members perceive as central, distinctive and enduring in character and use to define their organization (Albert and Whetten, 1985). Generally multiple identity organizations have an identity in both the normative or ideological domain, and in the utilitarian domain. These two value systems are often not compatible. The multi-identity organizations project their identities in a self-selected mix.

Journalists make decisions, partially based on their role perceptions, in how to describe organizations and their characteristics, using this communicated identity along with personal experiences and other sources (Skovsgaard et al., 2013: 36). The research question is how news media portray multiple identity organizations. Such a portrayal has not been explicitly documented before. To answer the research question, a quantitative, manual content analysis has been executed of all relevant and available newspaper articles (*n* = 755) about a most likely case of a multiple identity organization, covering the total existence of the organization, a span of twenty years. A comparison has been made between the projected identity of the Dutch Blood Supply Foundation Sanquin and its identity, mediated by Dutch journalists. The projected identity has been determined in a previous study (Authors blinded, 2019). A content analysis of annual reports identified ideological and utilitarian constructs of identity traits. *This* study shows the media portrayal, how this portrayal varies across time and outlets, and whether they structurally emphasize one identity over the other. Carefully worded generalizations can be made for multiple identity organizations.

Results show that the organization's inclination to "overstate" ideological characteristics over utilitarian traits is not followed by the press. Journalists use less identity characteristics, but when they do, this often serves to showcase the toilsome reconcilability between antithetic identities, cultures and values living together in one organization. They seem to describe a supposed clash between identities and their underlying value systems. The media portrayal is also not in line with over time changes in projected organizational identity. The elevated attention for the value systems clash even tallies with an ideological upsurge of the projected ideological identity. The hypothesized negativity bias in the journalistic production process and the influence of journalists' role perception are made plausible. The assumption that the negativity bias would be stronger in popular newspapers than in quality newspapers turned out to be an untenable proposition. Since one out of ten news articles is about the tension between the identities and a third contains indications for their incompatibility, we conclude that a more or less negative portrayal by the media can be added to the list of potential undesirable implications of having a multiple organizational identity.

PP 561 Who's causing and fixing chronic diseases? The portrayal of responsibility in the media coverage

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Through responsibility frames, journalists selectively stress certain aspects of political issues in media coverage by attributing responsibility for the causes or the treatment of these issues to individuals or society (Iyengar 1994; Semetko and Valkenburg 2000). As generic frames (De Vreese 2001), responsibility frames can be applied in the health context. There they are crucial for public opinion by affecting attributions of responsibility (Gollust et al. 2013) and intentions for individual health behavior, interpersonal behavior or societal participation (Sun et al. 2016). In the last decades, social-ecological models (Golden and Earp 2012) and social determinants of health have gained acceptance. According to these perspectives, the social environment (e.g., the social network) is a determinant of health (Holt-Lunstad and Uchino 2015). This is especially important for chronic diseases (e.g., depression and diabetes) as research highlights the importance of social support for preventing and treating these health issues (DiMatteo 2004; Mason et al. 2009).

Affecting 264 (depression) respectively 422 million (diabetes) people worldwide, both diseases are not only leading causes for disability and death, but strain economies and health systems. Thus, they are major political issues (WHO, 2019).

As previous research on responsibility frames mostly lacks the perspective of the social network as a level of influence, we focused on this perspective in our quantitative content analysis. We examined responsibility frames in seven major German print media (2012–2018), analyzing articles with depression (n = 187) or diabetes (n = 120) as main topic (variable reliability: Krippendorff's Alpha ≥ 0.673).

In line with preliminary research (Stefanik-Sidener 2013; Zhang et al. 2016), our results show that causes and treatment options for health issues are mainly attributed to the individual. 76.5% of the articles on depression and 79.2% of the articles on diabetes assigned causal/ treatment responsibility to the patient. Nevertheless, the media also emphasize the role of the social network. Overall, 41.7% of all analyzed articles (N = 307) attribute causal/ treatment responsibility to the social network (e.g., by naming friends as sources of social support).

While the social network is crucial in the context of depression, it is not as present in the coverage on diabetes. In general, 56.7% of the articles on depression attribute responsibility to the social network, whereas this applies to only 18.3% of the articles on diabetes. This contrast is even more visible when comparing causal and treatment responsibility for both diseases: Regarding causes, 30.5% of the articles on depression, but merely 3.3% of those on diabetes assign responsibility to the social network. For treatment options, 42.8% of the articles on depression and 18.3% of those on diabetes depict the social network as responsible.

Consequently, the social network presents an important factor in the attribution of responsibility for chronic diseases. Additionally, we see a difference in the media portrayal of depression and diabetes regarding the responsibility framing of the social network.

Considering the effects responsibility frames can have on recipients, these differences are of political relevance, as they can e.g., influence the public opinion towards measures against chronic illnesses.

JOS24 - Journalists' professional views

PP 633 Assessing the multiple nature of professional roles in the news. A comparative study in six advanced democracies

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Journalistic roles research has traditionally focused on finding role typologies or analyzing which professional roles predominate in different journalistic cultures across the world, as well as on discussing the impact of individual, professional, organizational and systemic factors on journalists' worldviews and performances (Donsbach, 2012; Mellado, 2019; Mellado, Hellmueller & Donsbach, 2017; Weaver & Willnat, 2012; Hanitzsch, 2011; Mellado, 2019). However, significantly less attention has been paid to the study of how different professional roles interact each other, and what type of relationships emerge from these interactions.

According to Mellado (2015), professional roles have an overlapping nature, as they cannot be considered discrete categories. Thus, "the actual manifestation of journalistic roles is more difficult to fit into existing ideal typologies, since they are constantly changing, being mediated not only by social, organizational, and individual factors, but also by the local context of the news" (Mellado, 2019). Moreover, the concept of role performance, understood as the collective outcome of concrete newsroom decisions and the style of news reporting, supports the idea that roles are independent but not mutually exclusive structures of meanings, allowing possible hybridizations between roles.

Taking advantage of this approach, the general hypothesis of this paper is that journalistic performance will manifest in the co-occurrence and overlapping of professional roles in the news stories published by the media. This possible hybridizations of roles that will emerge from that overlapping will be context-sensitive; that is, they will either be activated or inhibited depending on a specific social or political situation. From this general argument, we set out the following research questions:

RQ1: What type of role performance hybridization emerges from the co-occurrence of the interventionist, watchdog, loyal, service, civic and infotainment roles in national news stories published in six advanced democracies?

RQ2: Do these content-based and organizational levels variables have a significant influence on the role performance hybridization that emerges within the national news stories of six advanced democracies?

Method

This paper is based on a content analysis of six journalistic roles in print news from 22 newspapers published in the United States, Ireland, Germany, Switzerland, Spain and Greece (N= 10,512). We employed the operationalization of the performance of the interventionist, disseminator, watchdog, loyal-facilitator, service, infotainment and civic roles in news content, developed and validated by Mellado (2015) and Mellado and Van Dalen (2017). Each journalistic role was examined through the explicit presence/absence of specific indicators in the news.

Findings

The results showed significant combinations of roles, identifying three main types of role hybridization: interventionist-watchdog, watchdog-civic, and interventionist-infotainment roles. Partial correlations, controlling by country, audience orientation, political leaning, reporting methods and news topic, showed the same correlation patterns.

Two cross-cutting predictors (reporting methods and sourcing) were found for the three hybridizations under analysis, having the highest explanatory power in every country. In contrast, news topic, type of media outlet, and media political orientation only occasionally appeared as significant predictors.

PP 634 The "reinvention of political journalism" or just entertainment? – An explorative approach to the moulding forces of satirists' role conceptions and performances

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In today's "high-choice media environment" (van Aelst et al., 2017), satirical shows contribute significantly to the communicative infrastructure of political systems (Dörner & Porzelt, 2016). Some authors argue satire enhances political cynicism and is related to a less informed, less engaged, and more polarized public (Hart & Hartelius, 2007; Prior, 2007). Others value satire as a supplement, counterbalance or compensation for journalistic reporting and as a gateway for motivating people for politics (Baym, 2005; Gray, Jones, & Thompson, 2009). Whether or not satire helps or hurts democracy has been analyzed regarding the content and the effects of satirical shows (Becker & Waisanen, 2013; Fox, Koloen, & Sahin, 2007; Lichtenstein & Nitsch, 2018, Lichter et al., 2015). However, little is known about the communicator perspective, such as satirists' motivation, role concepts, and their ability to fulfill functions of the public sphere (e.g., information or orientation).

Our paper focuses on role conceptions and work processes of satirists in Germany. In a qualitative interview study with 13 satirists from the fields of news satire, late night, cabaret, and online satire, we explored how satirists perceive their own role in the public sphere, which principles guide their work and how they relate to external and internal influences. We analyzed the data following a grounded theory-based approach and structured the findings according to Shoemaker and Reese's (2014) _Hierarchy of Influence Model_: On the 1) _individual level_, satirists' role conceptions range between normative self-images with journalistic and conviction-driven approaches "to deconstruct reality" and those of pure entertainers without transformative aspirations. On the 2) _level of communicative routines_, the satirists' work is guided by format conventions (e.g., of late night shows, news satires), ethical principles "to only attack the powerful" and "spread reliable information", as well as the inclusion of journalistic competences. On the 3) _level of organizations_, the satirists' statements reveal that their role performances are shaped by the pressure of meeting quotas in commercial TV, by resources and legal protection within public service media organizations as well as by risk aversion of media organizations. On the 4) _level of institutions_, emancipation from resp. professional cooperation with politics, a critical relation with journalism, and destructive satire as an audience expectation emerged as important aspects in the interviews. On the 5) _level of social systems and society_, satirists view their work to be shaped by the crisis of liberal democracy that needs satire to raise a voice and "protect democracy" but also by a societal pressure for political correctness and public distrust in the media.

In sum, findings provide insights in the plurality of approaches on political satire and how they can be explained by satirists' role conceptions, professional standards, and (their perceptions of) media organizations, extra-media forces and societal factors. The paper demonstrates that research on communicators and the production side of satire is inevitable in order to get a better understanding of the relevance of satirists and satire in the public sphere.

PP 635 Making sense of the green economy: How European journalists perceive, construct and cover sustainable finance

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Introduction & Theory

In the aftermaths of the Global Financial Crisis 2007-2008, financial journalists have been strongly criticised for having failed to warn the public of existing frauds within the financial system and its industry-friendly style of reporting (Manning, 2012; Starkman, 2014). Whereas the global financial system is seemingly moving to a more sustainable approach of managing its finances and investments as a result of public pressure and mounting climate risks (GSI Alliance, 2019), less is known how financial journalism has reacted to this shift of focus. Building on previous research, this study investigates role perceptions of financial journalists (e.g., Kalogeropoulos et al., 2015), their function in creating an elite discourse (cf. Corcoran & Fahy, 2009), and their participating role in making sense of "sustainable finance" (SF) (cf. Olausson, 2018).

Method

Starting with a pool of 114 journalists covering "sustainable finance" in industry, trade and legacy media in Austria, Belgium, Germany, Switzerland, the Netherlands, and the UK, I have conducted 33 semi-structured interviews with (financial) journalists (response rate: 56%). The telephone interviews took between 25-65 minutes and were recorded and transcribed in their original languages (English, German). The analysis of the interviews followed the coding procedure according to Strauss and Corbin (2015).

Results

Among all journalists, there was an overall agreement that SF has entered mainstream. While it has been difficult to position sustainability topics in the financial press in the past, today editorial offices consider SF as a market-relevant topic and business case. This is also mirrored in the high professionalisation of the coverage about SF, such as a number of specialised news products that exclusively deal with SF (e.g., Moral Money by Financial Times), dedicated news beats on SF (e.g., FAZ, Tagesspiegel) as well as the notion that SF has become an integral part of financial news reporting. Journalists, however, also commonly criticised the differences in "defining", "measuring" and "implementing" SF by various financial market actors. While there was a general agreement that politics take a crucial role in setting the frameworks for SF, opinions about the extent to which politics should intervene with financial markets varied sharply - and particularly depending on the political leaning of the news outlet and journalists' personal values (left vs. conservative). Furthermore, (financial) journalists overall saw their role in educating the respective audience and providing them with relevant, new and insightful information, cutting through the "PR clutter" and disclosing "greenwashing". Some of the journalists also find themselves in a delicate situation in which they have to balance their professionalisation as journalists on the one hand, and their responsibility as a member of the global society to fight climate change on the other hand. Looking into the future, all journalists agreed that SF will play a crucial role in the upcoming years. While most of the journalists consider their current job in reporting about the recent trends in the financial sector (e.g., SF), some of them are also determined to fulfil their watchdog role in the near future (e.g., measuring the impact of SF, compliance of promises).

PP 636 Perceived autonomy in Belgian newsrooms: A systematic overview of different media, beats and role perceptions based on a representative survey

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Journalism today is perceived as undergoing major changes due to presumed intertwining with commercial and political actors as well as with stakeholders from civic society and the echo chambers of social media. Therefore journalists are facing new (or reinforced) challenges as well as a decreased sense of autonomy. This subject has been broadly documented in academic literature focusing on specific journalist groups, specific medium typologies or specific news beats (e.g. Henderson, 2019; Mathisen, 2017; Skovsgaard, 2014). It is however less clear how these perceptions can be related to the way journalists themselves assess their professional role and professional values. This paper will first analyze extensively how perceived autonomy differs for a wide typology of professional journalists. Secondly we will analyze how journalists professional role perceptions schemes will mediate this relationship.

A profiling survey was taken among a representative sample of 1,223 professional journalists in Belgium in 2018. The dependent variables included in the analysis were 'satisfaction with individual autonomy', 'satisfaction with editorial autonomy against commercial interference' and 'satisfaction with editorial autonomy against non-commercial pressure' using 5-point Likert scales. The independent variables include elements of media characteristics (public/commercial, global/national/regional/local, media typology) and field of topics. In a second phase, professional role perceptions were introduced as mediator variables.

In general, it appears that journalists are particularly satisfied with their individual autonomy, while the satisfaction with the editorial autonomy against commercial and non-commercial pressure is lower. However, we do find significant differences when segmenting for different media types and topics. While media type is more related to the satisfaction of the individual autonomy, the characteristics of the news beat is closely related to the satisfaction with the editorial autonomy against commercial and non-commercial interference. Journalists working for television news outlets, especially for commercial broadcasters, report significantly lower satisfaction with the individual autonomy. Journalists covering topics related to entertainment (media, celebrities, culture, lifestyle and tourism) or related to science, health and environment report a lower satisfaction with the editorial autonomy against commercial and non-commercial pressure. Moreover, the professional role perception mediates this effect. In the relation between news beat and satisfaction with the editorial autonomy against commercial pressure, the market-oriented role perception (providing entertainment, creating context for advertisers, reporting on new trends) operates as a mediator, while in the relation between news beat and satisfaction with the editorial autonomy against non-commercial pressure, the disseminator role perception (delivering objective and reliable news, reporting in a comprehensible way) operates as a mediator.

These findings implicate that journalists perceive their individual and editorial autonomy not only in relation to the media they work for and the beat they cover. Journalists scale their autonomy also in relation to their perceived role in society. Having a market oriented role perception make journalists more susceptible to commercial interference, while those adopting a disseminator role experience less pressure by non-commercial agents. Future research and new policies on perceived autonomy should not only focus on the sector and news beat, but should also take the professional role perception into account.

JOS25 - Journalism education

PP 657 Going digital, not dying out: How journalism schools in universities are uniquely placed to teach digital practices and help future journalists cope with the pace of technologically-driven change

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With increased use of websites, social media platforms and mobile applications to access news, media organisations are switching their focus and investment to digital production. They are developing new ways of working that are subject to constant refinement because of the pace of technological innovation and changes dictated by third party platforms. This makes it challenging for journalism programmes in universities to keep up and stay relevant. Whilst there is agreement over the need to embed digital journalism in the curriculum, there is little guidance on how this can be achieved in an environment where news providers have widely different and ever-evolving digital strategies. How can journalism schools meet the needs of industry, when industry itself has not settled on what those needs are?

This study addresses that question by considering the views of digital editors from a range of the UK's leading broadcasters and publishers: Financial Times, ITV News, vice.com, BBC Yorkshire, Johnston Press, Sky News and Bauer Media. Between them, these organisations represent commercial and public service broadcasters, digital natives and newspapers. They also cover national, regional and local production, whilst reflecting a range of regulatory models.

A semi-structured, in-depth interview was carried out with each digital editor. Themes were identified through the systematic analysis of the interview transcripts, applying Braun and Clarke's thematic analysis (2006) approach. First, I searched for anything interesting and relevant in the responses of the interviewees. Repeated, contradictory and unique points were identified and categorised, using the emergent coding approach. I then organised the categories I had discovered into themes for analysis and discussion.

There are four main findings. Firstly, the interviewees identify production methods they have in common and the beginnings of a typology of digital journalism practices can be seen. The majority of the contributors engage in digital video production, social listening, re-purposing legacy content, producing explainers, analysing audience data and social storytelling. Secondly, they recommend that educators focus on process and do not spend too much time teaching students to master specific production software that they may never use or could learn on the job. Thirdly, strong support was shown for continuing to teach the fundamentals of journalism, which seem to transcend medium, platform or format, whilst many aspects of digital production feel ephemeral. Writing, interviewing, filming and being able to identify a story, are still key to being able to succeed as a journalist. Finally, the interviewees emphasise that the critical thinking skills fostered in universities can help students to cope and thrive as digital journalists.

PP 656 PhD-project: Difference experiences in journalism trainings as part of media development

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Journalism training is still an integral part of Media Development (MD). The legitimacy and quality of MD is discussed differently. The funds and offers come mainly from the "global north", such as the USA, UK and Europe. The receivers are often in the "global south", such as countries from Sub-Saharan Africa and South Asia. This constellation justifies the debate on one-sided directionality, the cooperation on equal terms and on the suspected dominance of "western" approaches. The debates are based on differences, such as the "south" and "north", "givers" and "takers" and former "colonizers" and "colonized". Furthermore these differences are based on the tension of any development work itself. Corresponding differences are e.g. "developed" and "developing". In addition, there is research on different "journalism cultures" and their norms and values. These discussions lead to the demand that the journalistic further education should be participative, respond specific needs and should consider local and contextual differences. So, how can trainings take this complexity of differences into account? There is a lack of research on the actual relevance of differences in journalism trainings. Therefor, the dissertation aims to investigate: When and how could differences become significant in journalism trainings? What are they based on? Are they connected to "culture", power inequality, disregard of locality or postcolonialism? In my project I am analysing two organisations and their trainings following an ethnographic approach - one from Europe and one from South Asia. I collected different field materials, such as discussions, informal interviews, training material etc.; and I did participatory observations of the trainings.

As a first step, I am analysing the protocols of my observations. I use an open coding analysis to derive appropriate categories and relations of differences directly from the data. The open inductive approach of my research explicitly includes subsequent surveys, to either analyse other types of data I have already collected, or to collect more data and go into deeper detail to find appropriate answers for my research question.

The analysis of individual cases allows me to go into depth and deal intensively with the structures and contents of the differences that occur. As it is usual in qualitative research, these findings can be transferred to other cases and generalised. So, we can learn beyond the concrete cases which differences can occur at all and which coping strategies result from them. Furthermore, the results can be made fruitful for further research. Depending on which different areas the differences can be assigned to (different norms and values, unconscious power imbalances, etc.), the results can be used to develop appropriate trainings and curricula that are sensitive to differences.Ultimately, the important question is: When does it make sense to explicitly consider differences in order to protect against inequalities and discrimination? And when is it necessary to treat everyone equally and make no distinctions in order to comply with equal treatment and equal rights (Fereidooni & Massumi 2016)?

Karim Fereidooni & Mona Assumi: Affirmative Action. In: Albert Scherr et al. (Ed.): Handbuch Diskriminierung. Wiesbaden: Springer, p. 701-721.

PP 655 What kind of journalist are we training? - Ethics and trust as topics in journalism education

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Transformations of the political, technological, economic and social foundations of journalism had a profound impact on journalistic skills and work processes at the same time as journalism comes under pressure from governments, political parties and interest groups and its democratic worth is being questioned by those who see it as little more than the mouthpiece of the power elites. Because journalism education makes an important contribution to ensure journalistic quality, programmes and curricula need to keep track of recent developments – not only in order to meet the demands of the industry but possibly to shape them. We may e.g. ask: How are ethical standards and the democratic function of journalism integrated in the curricula? Why and how should issues of trust in the media be addressed in the classroom? And what, ultimately, should be the core of journalism education – skills, knowledge or values?This presentation is based on a) a content analysis of 67 academic and non-academic journalism education programs in Austria with a total of 1818 individual courses, which were compared with regard to structure, content, skills and competencies and teaching methods; b) guided interviews with 29 representatives from these institutions about the aims of an adequate journalism education, its role with regard to journalism practice and the industry, the knowledge, skills and tools important for working in the media, and the relevance of issues of trust, quality and journalistic standards in the classroom. For a theoretical framework, the presentation draws on the distinction of different types of competencies in journalism practice (Gossel 2015, Nowak 2007, Weischenberg 1990) as well as on Foucault's (1980: 194ff.) concept of dispositive [apparatus] and its subsequent development by German Critical Discourse Analysis and Sociology of Knowledge Approach (Jäger/Jäger 2007; Bührmann/Schneider 2008; Keller 2011). Thus it proposes as an analytical model a "dispositive of journalism", which is understood as the relations between the journalism discourse, journalistic practices and the concrete manifestations (objectifications) of discourses and practices – educational institutions and curricula being a part of the latter. Interpreting (changes in) journalism education within this wider context allows us to bring into view its specific relation with discourses on education and on journalism and with journalistic practices in their current socio-historical setting. We may e.g. ask how institutions draw on discourses about journalism, social responsibility and trust, and how they adapt their programs in order to respond to the practical demands of professional journalism in the digital age.Results show e.g. that while digitalization and crossmedia work feature heavily in the curricula, the Austrian educational discourse is highly aware of a rising interest in ethical standards and trust, and – like others in Europe (cp. Drok 2019; Bettels-Schwabbauer 2018) – emphasizes professional "core values" over technological skills. Thus, in an international education landscape that is characterized by transnationalization and standardization (cp. Ibold/Deuze 2012), the results address issues beyond a national case study, namely how journalism education relates to the larger framework of both journalism practices and the discursive construction of what "being a journalist" means.

PP 658 Journalism students on profession and skills. Findings from an nine-year longitudinal study

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This paper presents the contradictory views journalism graduates from the Faculty of Journalism and Communication Sciences, University of Bucharest, have on profession, knowledge and skills. The study shows that during three-year formal training the students do not fully understand and internalize the journalistic professional values. They reiterate an academically induced picture of the profession, which has not been revised for years. However, the contextual analysis of research findings indicates that in-house trained students came up with more relevant answers, integrating more easily their knowledge of curriculum into practical experience. For them, academic education brings useful explanations to adapt more easily to the fast-changing work environment and makes them look competent. Moreover, this findings highlight a lack of dialogue between the journalism schools and the media organizations, as there is a steep gap between the students' expectations and the requirements managers and editors have from a potential job applicant. The results can be extended to other Central and Eastern European countries, where academic journalism education and media industry show very different pacing in adopting changes generated by the development of digital technology.

No significant differences were found between graduates' answers after an nine-year study. Their inconclusive responses to the essay questions suggested that during three-year formal training they do not fully understand and internalize the journalistic professional values. They reiterate an academically induced picture of the profession, which has not been revised for years. However, the contextual analysis of research findings indicate that in-house trained graduates more than inexperienced students came up with relevant answers, integrating more easily their knowledge of curriculum into practical experience. For them, academic education brings useful explanations to adapt more easily to the fast-changing work environment and help make them look competent. In contrast to their colleagues, the unskilled students underestimate their ability level, hoping that re-professionalization after the completion of journalism degree will bring them a better professional status.

JOS26 - Journalim outside the mainstream

PP 660 Digital longform production in the USA and Germany: more resources, more problems?

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Digital longform journalism "is increasingly recognized as a powerful way of journalistic storytelling" (Hiippala, 2017, 420): It refers to innovative multimedia stories about complex topics that are being produced by newsrooms worldwide, "embedding the user into the narrative through visuals, audio, and compelling writing" (Jacobson, Marino & Gutsche, 2016, 530). By integrating text and multimedia elements into a smooth and seamless whole (Hiippala, 2017, 420), these stories "represent a major shift away from breaking news toward a business model built on carefully crafted multimedia products" (Dowling & Vogan, 2015, 220).

Producing such a "counter genre" (Tulloch & Ramon, 2017, 652) requires a high amount of resources, both in time and money, but also in personnel (authors 2017; authors 2019; Tulloch & Ramon, 2017, 652). Therefore, different skills, such as producing videos, developing interactive graphics, or applying various storytelling techniques (Tulloch & Ramon, 2017, 652), have to come together.

This paper suggests focusing on the professional work conditions, problems and challenges within the extensive production of such longform stories, and thereby hopes to contribute new insights into global journalistic news work, with specific focus on technological dimensions.

In order to get a grasp of how these professional practices are organized within storytelling production and in order to identify problems, ten qualitative expert interviews with US-American and German producers of award-winning digital stories from the years 2018 and 2017 have been conducted. The experts worked for notable news outlets such as the New York Times, The Washington Post, Der Spiegel, and the Frankfurter Allgemeine Zeitung.

The results show a high importance of both *collaboration* of not only coworkers, but also different departments within media organizations (such as the IT department), and *adaption* to both these new work constellations and technological developments as the two key principles in this complex setting.

At the same time, these two key principles made for the biggest problems and challenges: Due to the complexity of the undertaking, most of the experts evaluated the communication effort during their productions as extraordinarily high and hindering for the whole process. Furthermore, the amount of people working on a story (five up to 20 people) did not only hinder a smooth flow of communication within the team, but also decelerated the process as a whole, since the team members usually worked on different other projects at the same time. Interestingly enough, it was also the size of the production team that was mentioned as one of the greatest benefits for the overall outcome: Everybody contributed according to his/her specific skills, hence, the outcome was described to be worth more than the single elements themselves.

The interviewees evaluated their commonly crafted outcomes as being worth the effort, anyway, understanding the roots of the problems might help newsrooms to optimize these processes and practices. In proactively structuring, organizing and/or regulating the flow of communication, for example, media organizations could conserve and save some of their limited (cognitive, timely, and personnel) resources.

PP 659 The power of performance – eudaimonic media experiences in live journalism

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The paper investigates and conceptually develops a new journalistic genre, *live journalism*, and explores its implications for the future of journalism. In live journalism, carefully edited and rehearsed journalistic contents are presented to an audience on a theatre stage or similar venue. While several news organisations are producing *journalistic events* – typically discussions hosted by journalists (Larson, 2015) – live journalism is practiced only by a few pioneers globally. The academic study of live journalism is emerging, with a few published investigations to date (Adams, 2019; Larson, 2015; Lyytinen, 2020; Tenenboim & Stroud, 2020; Vodanovic, 2020).

Previous research on live journalism has focused on the human presence of a journalist in live performances and the different aspects of audiences' engagement with live journalism. What is missing from previous studies is an analysis of the journalistic *contents* of live journalism and a reflection of how the new ideas and approaches of live journalism could be applied in journalism more broadly. This study makes a contribution by examining the journalistic manuscripts of performances in *Musta laatikko* ('Black Box' in Finnish), a live journalism production by the Finnish legacy newspaper *Helsingin Sanomat*. Since 2016, approximately 100 *Helsingin Sanomat* journalists have presented their journalistic story to a live audience at the Finnish National Theatre in Helsinki. The topics of the presentations have ranged from foreign reporting, science, politics and lifestyle to history, arts and culture, and sports.

The study analyses the 16 journalistic manuscripts from the 13th and 14th Musta laatikko productions in 2019. The analysis approaches the *Musta laatikko* manuscripts as *eudaimonic journalism* which presents and analyses news events from the perspective of human virtues, meanings, and potentials (see Ryan, Huta & Deci, 2013). Eudaimonic sentiments are catalyzed particularly by four types of elements in media contents: self-transcendence, and the core psychological needs of autonomy, competence, and relatedness. (Oliver et al., 2018; Ryan & Deci, 2000). We coded the manuscripts under these four categories. Comparing excerpts coded within the categories, the paper provides an in-detail analysis of how eudaimonic media experiences are textually produced in live journalism performances.

Like previous studies on eudaimonic media, the study suggests eudaimonic journalism as a 'serious' alternative to conventional media entertainment or 'infotainment'. In eudaimonically entertaining journalism, enjoyment is not based on immediate pleasure but on a sense of meaningfulness and reflections on the purpose of life (Oliver et al., 2018; Pelzer & Raemy, 2020). Although eudaimonic journalism is not restricted to live performances, live journalists can be seen as pioneers who are among the first to apply eudaimonia in journalism and explore the ways eudaimonia can be applied in journalistic texts.

The study explores how live journalism and eudaimonic journalism can contribute to contemporary journalism by answering the following research questions:

RQ1) How is a sense of eudaimonia implied and produced in *Musta laatikko* manuscripts?

RQ2) How can the journalistic ideas of eudaimonic live journalism be applied in journalism outside the live setting?

PP 661 Experience in immersive journalism: Comparing characteristics and purposes between an online article and a 360-degree video

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The rise of virtual reality in journalism has had a particularly hurried journey, starting as a promising trend in 2015 but moving to a progressive decline from 2017. In practice, it was aimed at placing the user in the center of the scene and generating a sense of presence. Nothing new, but the evolution of technology for production and consumption encouraged the exploration.

Some of the pioneer media had specific teams, others made bets for the frequent presence of immersive content. A brief stage of prosperity was established, with reports from the sector (Marconi and Nakagawa, 2016; Google News Lab, 2017; Watson, 2017) and the first research on 'immersive journalism' giving continuity to the definition of De la Peña et al. (2010), as Domínguez-Martín (2015), Sirkkunen et al. (2016), Shin and Biocca (2017) and Jones (2017) developed.

Immersive stories leave a learning that can be applied to its development or to other formats too. So, after this first wave, what is the role of immersive stories in journalism and how are they making a difference from the user's perspective? Recent studies have already addressed specific questions about the perception of immersive journalism (Shin & Biocca, 2017; Van Damme et al., 2019; Kelling et al., 2019; Nielsen & Sheets, 2019; Spiller et al., 2019).

In this research, the aim is to identify the main contributions to the user's experience of a traditional 2-dimensional text-based online article and the most popular immersive format: the 360-degree video. In addition, it seeks to discover what the purpose of immersive works in journalism should be.

RQ1. How do these two forms of journalism influence the perception of presence, involvement and realism?

RQ2. How these two forms enhance or diminish the interest in the topic?

RQ3. What kind of experiences are an article on the Web and an immersive story?

The methodological design consists of an experiment based on the viewing with Oculus Go of the news report 'Fukushima: Contaminated Lives' in 360-degree format and online article, with previous and subsequent questionnaires. It was carried out in Finland and Spain in 2019 with a sample of 28 participants, between 20 and 35 years old.

In general, a positive and significant contribution of the immersive format has been identified in terms of presence, realism, involvement, commitment, enjoyment and desire to continue. The 360-degree video also had a beneficial effect on interests and opinions, so the user manifests higher results after the immersive format. However, the perception of acquired knowledge is greater in the article.

In addition, preferences and values that support the use of each of the formats in different contexts have been identified. Although the immersive format is considered more attractive, and it is well valued when space and emotions have a main role, users prefer an online article when there is a lot of information or when a more developed context is needed.

This research brings some light to the definition of the purpose of immersive journalism together with traditional formats.

JOS27 - Journalism and audience interactions

PP 714 Defamation, intimidation and hate speech: Safety and consequences for Turkish journalists in an authoritarian media environment

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The elections of June 2015 resulted in AKP's loss of parliamentary majority. Through the President Recep Tayyip Erdogan's legal and discursive initiative, the elections were held again in November 2015 and before this 'repeat' election Turkish journalists were targeted by a variety of intimidation tactics ranging from attacks by secret government trolling squads to hate speech. Ever since the 2015 elections the ruling party AKP in Turkey has been using such intimidation tactics against journalists whose reporting and newspaper comments can form negative public opinion against the Turkish government. This study aims to identify the types of coverage of news items from a variety of sources during 2019 Istanbul Mayoral elections from a spectrum of three publications on the political arena. The critical coverage leads to second step of analysis for this paper which focuses on the institutional and individual aspects of journalist intimation tactics developed by AKP and its biased media. The institutional system of intimidation can operate top to bottom political coordination at the highest level (CIMER/Presidents Communication Office), or at an arms-length through an NGO (The Pelican Group) and discreetly like through individual trolls on the government payroll. The political/informal networks of attack include AKP MPs who are actively supporting these intimidation tactics (such as one cabinet minister accidentally revealed that he has a second, hidden trolling twitter account where he targets journalists reporting abuse by this department.) , the AKP youth organizations that physically target and attack journalists and other journalists who are government payroll and target oppositional journalists. The final aspect of analysis for the paper is to investigate what happens to the journalists who deliver critical news content that leads to the intimidation., firing and eventual arrest of these journalists. At this step the paper samples some of the methods and rhetoric used to undermine the reputation of journalists. The content analysis will look at the discursive tools used by the trio of intimidation: government sources (president, press office, MPs), the government-friendly media and AKtrolls spreading fake news against the journalists on social media. Such discursive tools include false reporting and photo-defaming of the journalists and the hate speech including accusations of separatism, terrorism sympathy, Zionism and atheism.

PP 715 Offensive speech against journalists on French social media

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The internet can constitute a common space for bonding and creating cohesiveness based on users interests and interactions ; hence, contributing to develop a sense of community, understood as networks of interpersonal ties that provide sociability, support, information, a sense of belonging, and social identity. These communities can be built "through opposition to other groups, and through angry, persistent messages of hate that discourage dissenting points of view' (Bostdorff, 2004: 340).

Immediacy, anonymity, "expansion" of content (Siapera & *alii*, 2018) afforded by social media, favor emotional speech and an understanding of the world through the prism of emotion. Platforms such as Facebook and Twitter, can turn into a *wild web* (Mercier, 2018), that is spaces suitable to the expression of messages that go beyond the democratic criticism of how news media work to simply convey hatred. "The Internet has become the latest technology to be exploited by extremists and hatemongers" (Levin, 2002). Cyberhate speech is broadly defined as offensive language targeting a person or a group. It aims to dehumanize, degrade, harass and to foment violence against them (Cohen-Almagor, 2011: 1-2). For instance, on Twitter, the harshest French critics of journalists built up an *ad hoc* vocabulary that takes the form of an insult, mixing news media, the press and journalists with scatological, sexual and disparaging references (Mercier & Amigo, 2021).

In order to study hate speech targeting the news sector, we automatically collected 13'582 tweets containing at least one of the most frequently used terms ("merdias", "pressetitué", "journalopes") of this made-up vocabulary posted between June and September 2017. On Facebook, we gathered violent messages against the media from the four most popular groups of the French *"Gilets jaunes"* movement during the winter of 2018-2019. Based on these two corpuses we aim to identify the figures of detestation and rejection of journalistic work, and we sought to determine to which extent these online messages contribute to the conformation of a virtual community based on "journalist phobia". Finally, we shed light on explanatory factors of these virulent messages, in the current context of citizens' mistrust of the journalistic field, that has grown to the point of becoming a "great misunderstanding" (Charon, 2007) and a "crisis of faith in journalism" (Zuckerman, 2017).

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PP 712 In the face of dark participation. Community managers' views on the efficacy of content moderation

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The participatory turn in journalism offers possibilities to gain user feedback and community creation but also poses challenges. Recently, Quandt (2018) described some of these challenges as "dark participation" which refers to forms of deviant user engagement originating from malevolent actors, driven by strategical, tactical, or plain malicious motives, attacking targets with the aim of manipulation. This kind of user-generated content stands diametrical to the goal of journalistic organizations in ensuring a civil and constructive discussion.

Journalism developed various interventions to cope with these challenges. One is the establishment of community managers who take care of discussions in comment sections and social media. Their moderation is seen as an adequate mean to shape the deliberative quality of online discussions (e.g. Stroud, Scacco, Muddiman, & Curry, 2015). Studies which investigated content moderation mostly focus on a user perspective (e.g. Perrault & Zhang, 2019; Ziegele, Jost, Bormann, & Heinbach, 2018). How effective community managers perceive their moderation in dependence of the used moderation strategy is unclear. Grounded in theoretical reasoning about moderation strategies (Frischlich, Quandt, & Boberg, 2019; Ziegele et al., 2018), we therefore looked at efficacy perceptions of community managers concerning different moderation styles.

Based on a multi-level procedure considering size and editorial line, we identified community managers from different online newspapers in Germany. Using semi-structured expert interviews, we asked 25 community managers about their interventions against dark participation. The interviews were clustered with regard to moderation strategies and reported efficacy.

The clustering yielded four clusters with distinctive moderation strategies: (1) _effective caretaker_, (2) _limited caretaker,_ (3) _non-effective gatekeeper_ (4) _effective indifferent_. They differed in a combination of the dimensions _interactivity_ (bidirectional interaction with users) and _authority_ (unidirectional interventions).

Two of the clusters reported high efficacy perceptions: The first cluster ($n = 8$) which combined interactive and authoritative moderation and the fourth cluster ($n = 5$) which was characterized by the lowest engagement in moderation. Participants in the first cluster interacted more with users than other clusters but also deleted content when their reciprocal moderation was not effective enough for creating a constructive deliberate atmosphere. They reported the highest accountability for negative user comments as well as the highest intervention efficacy perception. The fourth cluster used neither interactive nor authoritative elements extensively. Nevertheless, efficacy was perceived to be high because of low amounts of negative user comments.

Community managers of the second cluster ($n = 8$) reported mixed intervention efficacy using much authoritative and moderate interactive moderation. They either didn't have the manpower or the belief in the extensive use of interactivity. In difference to the first cluster, the motivation for feeling accountable was driven by rather external than internal factors. The third cluster ($n = 5$) had the biggest disparity of moderation elements with an emphasis on authority neglecting interactivity which resulted in low efficacy perception.

The results indicate that different moderation techniques are closely connected to community manager's efficacy perceptions with regard to handling dark participation. More engagement in content moderation thereby was associated with larger efficacy perceptions.

PP 713 Online hate speech and its management in Austrian news media – perspectives of the online community management

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Today, almost every news media outlet in Austria is offering an online comment section to its articles on their websites and/or on their social media pages. Most news media have a community manager, who is responsible for these comment sections, and in some, particularly smaller news media, the journalists themselves take care of the community management. A problem news media have to face is uncivil and hateful speech by some of its users and its growing (e.g., Coe, Kensik & Rains, 2014; ECRI, 2016; Paasch-Colberg, Strippel, Emmer & Trebbe, 2018). In this study, we define hate speech as "the advocacy, promotion or incitement, in any form, of the denigration, hatred or vilification of a person or group of persons, as well as any harassment, insult, negative stereotyping, stigmatization or threat [...] on the ground of 'race', colour, descent, national or ethnic origin, age, disability, language, religion or belief, sex, gender, gender identity, sexual orientation and other personal characteristics or status" (European Commission against Racism and Intolerance, 2016, p. 3). Following previous work by Paasch-Colberg et al. (2018), this study examines online hate speech and its management in Austrian news media. It focuses on the perceptions of hate speech of the community management and on the strategies and practices in order to prevent and counter online hate speech, on the internal organization of the community management (e.g., guidelines), available technologies, and challenges in the daily work.

In order to gain an in-depth understanding of hate speech and its management in Austrian news media, we conducted 46 personal semi-structured qualitative interviews with community managers and journalist in spring 2019. We included community managers and journalists from newspapers, magazines, TV and radio channels. 16 of our interviewees work for a tabloid outlet, 20 of them for a quality outlet and 10 interviewees work for the Austrian public broadcaster ORF. The interviews were recorded, transcribed in full and qualitatively analyzed using NVivo software.

Following previous studies, community managers and journalists in Austria perceive an increase in frequency as well as intensity of hate speech in user comments over the past decade. Differences between newspapers, magazines, TV and radio are rather small, but hate speech is more prevalent in tabloid media than in quality media. However, in comparison to tabloid news media, quality news media as well as the Austrian broadcaster generally have a more sophisticated community management in terms of greater financial resources and hence, number of people working in community management as well as internal guidelines. Interviewees highlighted that hate speech is more visible on Facebook than in the comment sections on the websites, on which they generally focus their moderation on. A great challenge of the daily work with hate speech is that the EU legal situation on the topic of hate speech has not been clarified and this affects the decision taking. An 'internal' challenge is that subscribers of the news medium are (to be) blocked less likely than non-subscribers, because of the economic pressure being stronger than ethical considerations.

JOS28 - Trust in journalism

PP 731 Journalism and young people: The relationship between attitudes, image and trust in journalists. An exploratory study of young people aged 14 to 18 in Austria

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The mediatized life worlds of young people are also a challenge for journalism and for democratic processes in society. On the one hand it is about how young people can participate in democratic processes, but on the other hand it is also about what information they trust and what role journalists play in this.

Within the framework of a seminar, an empirical project was carried out together with students by questioning young people about their attitudes towards journalists. In addition, an item battery was used to survey the image of and trust in journalists. Studies on the media trust of young people show that they trust daily newspapers above all (Kaiser 2016). Young people also attribute greater credibility to television than to the Internet (Gebel et al. 2014). Quality media in particular are granted a "leap of faith" (Wagner/Gebel 2014, 173). However, this correlates with young people's educational level (see ibid.). It is generally very important to young people that information is verified and thus credible (Gebel et al. 2014). The reliability of a person also plays a decisive role in the trust placed in him or her (Giddens 1997). Young people are a very heterogeneous group. Thus there have always been different youth scenes and also different value orientations, stocks of knowledge and, as a result, different media actions (Hunger 2014; Fleischer/Hajok 2019). For example, there are differences in age and education among young people. This is accompanied by problems of attributions such as "digital natives". Increasingly the role of influencers as "media makers" is discussed, who place their topics through cooperation with companies, and thus earn money in social networks (Jahnke 2019). It should also be noted that young people often define journalists more broadly - in other words, more media professions are included in the occupational field of journalists (Rentsch/Mothes 2013). Thus 18 to 24-year-olds also classify PR professionals as a kind of journalist (cf. ibid.). However, such a blurring of boundaries can put a strain on trustworthiness (Walter/Rentsch 2015). An online questionnaire was developed to test the research questions and hypotheses previously posed. In a further step, schools in Austria were contacted and the sample finally comprised a total of 286 participants, whereby care was taken to ensure a balanced gender ratio.

A cross-sectional examination was carried out. One of the basic results is that the majority of the young people have a broader understanding of the profession of journalist. For example, only about 40 percent of 14 to 19-year-olds assume that journalistic actors are independent of political and economic influences in their work, and almost 64 percent of young people believe that journalists can not say what they think. If young people are less and less able to distinguish between journalism and interest-based communication, because they cannot distinguish between the professions, they cannot distinguish between the content either, this may have implications for society itself. And this could also have a negative impact on the willingness to participate in democratic processes.

PP 732 Take my word for it! The construction of a trustworthy self in personal journalism

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This paper develops a typology of personal journalism and the textual strategies journalists use to establish a trustworthy self-image or _ethos_. It does so against the backdrop of journalism's current struggle to maintain its authority and commercial viability. Journalists increasingly use their personal experiences as a starting point to report on more general issues in order to (re)engage the audiences and foster their trust (Coward 2013). They write in the first person singular, acknowledging the way their world views, beliefs, and emotions shape their stories. Whereas advocates of personal journalism consider this to be a more honest and attractive alternative of reporting to objective journalism, critics argue that a more subjective practice will further erode journalism's authority (Sparks & Tulloch 2000; Harbers 2016). This paper moves this debate forward by conceptualizing different forms of personal journalism through an in-depth textual analysis of personal journalism in Dutch national newspapers.

Objective journalism establishes its reliability by assuming an unproblematic relation between reality and text and tries to hide the shortcomings of the subjective account of the journalist (Broersma 2010). Instead, personal journalism explicitly foregrounds the journalist's subjectivity, sometimes even highlighting its epistemological constraints. To persuade their audiences of the legitimacy of their account it therefore diverges from objective journalism by highlighting their own perspective. This means that the audience has to trust the reporter while accepting that she inherently mediates reality. We therefore argue that constructing a trustworthy _ethos_ is a key strategy to convince the audience of personal journalism's veracity. Ethos is defined here as the strategic self-image the journalist creates in the text to persuade their audience (Amossy 2001).

We argue that there are – at least – four ethos types which have evolved over time: _opinionated journalism_ trying to persuade their audience of truthfulness of a particular ideological perspective on reality; _confessional journalism_ sharing knowledge based on their emotional response to events and their personal experience; _witnessing journalism_ experiencing and conveying an event on behalf of their audience; and _reflective journalism_ aiming to offer a reliable description of the reality, but reflecting on the problematic nature of their representations. Each type relates to a different set of epistemological underpinnings and journalistic conceptions, which are embodied in the specific ethos the journalist puts forward in the text.

Our conceptualization of these different types of ethos in personal journalism and their historical development is grounded in a quantitative and qualitative content analysis of three Dutch national quality dailies: _De Volkskrant_, _Trouw_ and _NRC Handelsblad_. We collected two constructed week-samples for three years: 1999, 2009 and 2019. From these samples, we first determined the percentage of articles written explicitly from the journalists' first-person perspective in each year. Consequently, these articles were coded for topic, genre and epistemological practices to provide insights into the historical developments. A subsequent qualitative analysis of the rhetorical strategies is done to further conceptualize the strategical self-images journalists construct to create trust.

PP 730 Trust in institutions and the rise of fact-checking agencies in Brazil

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In the last years, Brazil has experienced a surge of fact-checking initiatives. The first journalistic projects exclusively dedicated to verifying the accuracy of political statements and rumors shared in social media platforms appeared in the United States in the early 2000s (Dobbs, 2012) and Europe amidst 2010s (Graves & Cherubini, 2016). However, up to 2014, Brazil has only two websites that proposed to challenge misinformation, but both did not qualify themselves as journalistic enterprises. The first two Brazilian dedicated fact-checking initiatives had launched amidst 2015, and many others have been implemented since then. Scholars have suggested plenty of structural factors affecting the emergence of fact-checking organizations worldwide (Amazeen, 2017) and have discussed the institutional logics that support the rise of the global fact-checking movement (Graves, 2016; Graves & Lauer, 2020). This study tries to understand the socio-political and institutional factors driving the Brazilian fact-checking movement. The sample comprises three data sources: first, annual reports of public trust in five Brazilian institutions (i.e., government, parliament, political parties, judiciary, and news media) provided by the Brazilian Ibope Institute (Social Confidence Index). The time-lapse considered goes from 2009 to 2019 to inquiry for a longitudinal relationship between public trust measures and the rise of new fact-checking initiatives. Second, a database of 32 articles in which Brazilian fact-checkers describe their missions, methods, and priorities was collected from their websites. Third, semi-structured interviews with 16 fact-checkers from 13 initiatives were included in the sample. Results of this study do not confirm a strong relationship between public trust in institutions and the surge of fact-checking organizations in Brazil. Before the most significant expansion of the fact-checking movement in the country (from 2015 onwards), the government and news media were the two only institutions that showed decreasing levels of public trust. Nevertheless, in their metajournalistic discourses (Carlson, 2015), many fact-checkers suggest that the primary motivation to implement their initiatives is to work as a democratic building tool capable of leverage public trust eroded by fake news, political falsehoods, and mainstream media crisis. Finally, the fact-checkers interviewed argue that, behind the normative ideals they embrace, the chief motivations to start their organizations were twofold: the coverage of the last Brazilian presidential elections (2014 and 2018) and the success of foreign counterparts in the US, France, and Argentine.

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JOS29 - Emotions and constructive journalism

PP 737 Immersive journalism and the impact on the public: Emotionally engaged, but not more informed

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Media organizations continuously seek innovative ways to reach and engage with their audience. In doing so, more and more journalists use affective storytelling techniques and technologies. Under the term "immersive journalism", which most often includes VR productions, 360 video, interactive web documentaries, journalists and their media organizations want the news consumer to engage with and be part of the story (Sánchez Laws, 2017), and develop positive emotional responses (most often empathy) during exposure. Which, in turn, would lead to a better understanding. However, so far, the true audience impact and causal process of affective innovation such as immersive journalism have remained largely unstudied. In this study, we use an experimental research design to gauge the effects of this particular form of emotive storytelling on the audience.

Hypotheses

Based on a previously developed conceptual model of immersive journalism (De Bruin et al., 2019), we argue that immersive journalism has three important components: technology (i.e., inclusion of the device used), interactivity (i.e., present or not), and narrative (e.g., first vs. third person), all of which are likely to have cumulative positive effects on levels of the sense of presence, engagement and emotional response. This means we hypothesize that immersive journalistic productions that are inclusive (VR-headset vs. smartphone) H1), are interactive (vs. not) (H2), and allow participants take the role of the main character (vs. third person) (H3), are more likely to incited perceptions of similarity, increased engagement, and stronger emotional responses (e.g., leading to higher levels of perceived empathy), and more knowledge and understanding of the story. Using four separate studies, the relation between the elements, emotional engagement, the sense of presence and knowledge was tested.

Method

We examine our hypotheses using four studies. Data is collected in different locations to ensure a diverse adult population (i.e., museums, event hall, festival, and a conference, total _N_ for four experiments = 320). In each experiment, participants were exposed to different versions of a VR production, varied by (a) inclusion (i.e., the extent to which the user is cut off from the real world), (b) use of interactivity, (c) first- vs. third person view. In these experiments the relation between the elements, emotional engagement, presence and knowledge was tested. Following, in a fourth experiment we tested the physical affective response using skin conductance and heart rate using ECG.

Results

Results interestingly show that interaction and inclusion influence the level of presence which in turn increases the emotional engagement. However, it does not influence the knowledge or understanding of the story. The findings of this study offer important insights for the emerging field of immersive journalism with advancing technologies. These new technologies do not only pose new questions on journalistic storytelling, but also on the role of the user in relation to the journalist.

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PP 733 Can the news be more constructive? The attitude of Flemish television journalists towards constructive journalism

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Background

Constructive journalism is bot hyped and criticized. While it is considered a way to re-establish trust in journalism by some, others suggest it has the potential to destroy journalism.

The majority of the research on constructive journalism so far focuses on its effects on the emotions, attitudes or behavior of the recipients. Some research has been done on conceptualization and (normative) theory. Research on journalists' attitudes has been undertaken in peripheral areas such as the Island St-Maarten or Rwanda, or within niche groups such as entrepreneurial journalists.

In previous research we defined constructive journalism as a journalistic approach, inspired by techniques from positive psychology, and directed towards solutions, depolarization, restoration and the future, without ignoring the core values of journalism and the critical sense of the journalist. We also measured the presence of constructive journalism characteristics in the VRT news bulletins.

Objective

Underlying research focuses on the attitudes of television journalists in Flanders, both from public broadcaster VRT and commercial broadcaster VTM, towards constructive journalism. The main research question therefore is: What is the attitude of VRT and VTM journalists towards constructive journalism? Sub-questions are: Do they know the concept? What are their associations with the term? What aspects of constructive journalism have they implemented already? How do they consider the different components of constructive journalism? What role can constructive journalism play in the future?

Method

Flanders is an interesting case to research the attitudes of television journalists as former (November 2013-September 2016) chief editor of VRT news, Björn Soenens, presented himself as a proponent of constructive journalism. He was, however, met with criticism and open hostility. Earlier research on the content of the news showed that Soenens was not able to implement his ideas into practice.

We conducted 12 in-depth semi-structured interviews with VRT (6) and VTM (6) journalists. They formed a selected sample, with specializations in foreign reporting and court reporting, but otherwise diverse in terms of gender, age, seniority, ethnic background. The interviews were conducted between 25 February and 17 April 2019. The main topics of the interviews were focused around the characteristics of constructive journalism such as solutions, future orientation, depolarization, restorative narrative and attention to positive aspects of the news. The interviews were subjected to a qualitative analysis, consisting of phases of global reading, open, axial and selective coding.

Results

Spontaneous associations of constructive journalism were made with solutions journalism, positive news and providing context. The research learns that the characteristics of solution orientation, depolarization and positivity of the news are commonly accepted and appreciated by the Flemish television journalists. More skepticism exists towards the future orientation ('guesswork and speculation') and the restorative narrative. In general, journalists fear the danger of stepping out of the journalistic role. Journalists of public and commercial broadcaster do not differ substantively from each other.

To conclude, journalists show more resistance towards the term 'constructive' journalism which is considered unnecessary ('academic') than against the contents of the concept, which are simply considered as 'good' journalism.

PP 736 Emotive, evaluative, epistemic: A linguistic analysis of affectivity in news journalism

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This paper proposes an approach to studying affectivity as a fundamental feature of news journalism. By reconceptualising affectivity beyond explicitly emotive storytelling, intentional stance-taking, or evaluative expressions, we present a methodology that highlights how linguistic conventions related to the management of affectivity permeate all journalistic genres. Drawing from Wetherell's (2012) notion of affective meaning-making, conversation analysis (Goffman, 1961) and Bakhtinian theory of language as dialogical (Volosinov, 1995), we demonstrate how different linguistic forms and structures (emotive and evaluative vocabulary, evidential and epistemic modal structures) participate in affective meaning-making in news journalism. Integrating such discourse-oriented linguistics and pragmatics into affect studies entails re-introducing a linguistic model to a post-linguistic theory frame. We suggest that this approach is necessary to understand affectivity as a form of meaning-making, rather than a disturbance in journalistic objectivity.

A scalable computational methodology is introduced to study multiple linguistic constructs in conjunction. Investigating a case study, the news reporting and commentary on a highly charged, yearlong political conflict between the right-wing conservative government and the trade unions in Finland (2015–2016), the approach allows focusing on the ways in which affectivity is mediated, modulated and managed in journalistic texts in response to generic expectations, both of the audience as well as of journalistic conventions. Our findings include identifying the intertwining of the strategic rituals of objectivity and emotionality (Wahl-Jorgensen 1993), recognising metaphoricity as a key source of affectivity for a large number of emotive expressions, and detecting different news article types having their own conventions for managing affectivity (cf. White 2003). In addition, we detect a connection between emotive and evaluative words and grammatical constructions used to express degrees of certainty, which suggests these modal constructions play an important part in how affectivity informs journalistic texts.

Our paper engages with the affective turn in journalism studies (Wahl-Jorgensen 2019, Kotišová 2019), also contributing to studies of news discourse, narration and style (Broersma, 2007; Bednarek and Caple, 2012) in an age of big data and computational analysis.

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PP 735 The complex use of emotions: Approaches in different journalistic cultures

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Journalism is not monolithic. Hence, there are no universal criteria regarding the use of emotions in journalistic work but different approaches depending on the journalistic culture of specific media. In the literature, there is a tradition of a rather dichotomous attribution regarding emotions that has recently been criticized: Quality journalism follows the ideal of objectivity and neutrality, hence, tries to avoid emotions in coverage whereas boulevard media employ emotions in language, visuals, and topics as well as often select emotional stories or deliberately dramatize them (Beckett & Deuze, 2016; Schudson & Anderson, 2009; Wahl-Jorgensen, 2019). Even though these two types have been used to illustrate two different ideals in journalism, the versatility of journalistic content and formats indicates that the question is not _if_ emotions are employed but _how_. Professional practices, editorial routines, selection criteria, storytelling, intended influence on the recipients (Hopper & Huxford, 2015; Jenkins & Tandoc, 2017; Kartveit, 2017; Richards & Rees, 2011); all these are elements that are negotiated in editorial departments based on specific journalistic cultures and role perceptions (Hanitzsch, 2007). These cultures and roles, we would argue, also define how the use of emotions is assessed and subsequently resonates in coverage.

To investigate how different journalistic cultures and role perceptions influence the employment of emotions, we conducted qualitative guided interviews with 32 journalists (age 24-64; Ø 38; 15 females) working and publishing in quality media (n=15), boulevard media (n=5), "young" online media (n=4), social media (n=4), and constructive media (n=4). Interviews were analyzed by structural qualitative content analysis (Mayring, 2000)

Results show different strategies of how to use or avoid emotions based on the journalistic culture as well as the formats, topics, and used protagonists. Overall, the interviewed journalists are aware that the ideal of objective reporting is hard to achieve. Differences occur whether journalists believe that objectivity and emotions are contrasts or if they stress that both have their own journalistic value. This, however, depends on the journalistic culture: While journalists in quality media seemed less open for emotions in their coverage and underlined the ideal of fact-based objective reporting, journalists in boulevard, young media, social media, and constructive journalism argued more openly for the benefits of emotions, such as creating empathy, hopefulness, an understanding of the matter, and entertainment. One important factor is protagonists/topics that automatically introduce emotions. In such cases, there was mostly agreement that emotional protagonists/topics should not be dramatized further but be balanced by the journalist. Nevertheless, journalists did agree that in commentaries the journalists' emotions are valid while for other formats opinions varied depending on the journalistic culture. Especially in constructive journalism, emotions are a strategy to evoke empathy and empower recipients for participation while in quality journalism this dimension is often not mentioned as a goal of coverage. In our talk, we will outline these differences in more detail to show that emotions in journalism are far from being a simple yes/no category.

PP 734 Constructive and data journalism in climate change communication

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The 2018 report of the Intergovernmental Panel on Climate Change (IPCC) puts forward a most ambitious goal: limiting global warming to 1.5° Celsius. What followed was a media outcry of despair and negativity, e.g. the *Washington Post* titled an op-ed piece "We're on mission impossible to solve global warming" (Samuelson, 2018). Climate change (CC), a "very complex topic, which is also developing sluggishly" (Ehrensperger, 2009, p. 10), is often too abstract for audiences, difficult to understand and even more difficult to communicate since source materials are mostly statistics. This puts forward the following research questions: how can journalists overcome challenges of CC communication and convey complex topics of CC in a comprehensible way as well as how do audiences respond?

According to Wibeck (2013) it is important to focus on solutions to challenges of CC and to avoid solely focusing on negative consequences. The concept of constructive journalism according to Haagerup (2015) is based on positive reporting, although it also includes negative reports to get a balanced coverage. It is a concept of "journalism that involves applying positive psychology techniques to news processes and production in an effort to create productive and engaging coverage, while holding true to journalism's core functions" (McIntyre & Gyldensted, 2017, p. 23). The method of data journalism can present the complexity of CC information in a more tangible and accessible way due to its virtues of storytelling, transparency and visualization (Coddington, 2019). Data visualizations are considered to be a distinctive and central feature of data-driven stories as observed by Ojo and Heravi (2017) who found that a quarter of award-winning data stories used visualizations to explain or to give a deeper understanding of complex topics.

Methodologically speaking, this study is based on a quantitative experimental design by confronting readers of different generations (*n* = 700) with one out of five versions of existing news pieces on CC through a randomized online survey. The array of articles comprise a (1) negative, defeatist reading of targets, a (2) neutral description of the outcomes of the IPCC convent, a (3) data-driven contextualization of CC, a (4) constructive journalism piece that engages in positive psychology and offers solutions, and finally, an (5) article that combines data-driven and constructive approaches. In a second step, we ran statistical tests to correlate the reporting patterns with the measured categorical attitudes of groups of respondents.

Findings show that subscales, that measure personal and individual attitudes and the willingness to take action, are not affected by the reporting patterns. The data-driven article and the constructive data-driven article do affect ranking climate change as a threat. The results suggest that the personal attitude and the willingness to take action, both processes on the micro-level, seem to have nothing to do with the opinion that CC might be a threat. But, the ranking of how dangerous CC is perceived by readers in comparison to other threats such as war, terrorism, or economic crisis, is affected by the reporting patterns.

MCS01 - Urban communication in (post-)crisis cities

PN 011 Re-animation and 'rhythms of endurance' in the city of permanent crisis

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This paper is about the work that media do in the wake of violence. Through the example of local radio in "post-conflict" Abidjan, Côte d'Ivoire, at once mundane and profoundly ambivalent, I interrogate everyday mediation as urban re-animation. In a city characterised, if not by "permanent crisis" (Mbembe & Roitman 1995), then at least by the constant threat of breakdown at macro and micro levels, what allows people to go on and bounce back? What sense of normalcy is there to recover, and how? Answering these questions requires looking down from the grand designs and frustrated horizons of mediated peace-building – or rather plunging these into the tumultuous phenomenology of city life. To do so, I argue we need to take seriously Abidjan's vernacular vocabulary of energies and flows, which I connect with the biopolitical analytics of Black feminism (Weheliye 2014; McKittrick 2016). This leads me to look for local radio's contribution to post-conflict city life in its affective atmospheres and "rhythms of endurance" (Simone 2018). While such an emphasis recovers the restorative power of everyday talk, music and encounters, it should not be interpreted as a retreat from the political (as the site where "crisis" might be resolved). On the contrary, it brings to the fore the various ways that power can stifle or hijack the intensities necessary for city life to resume. ReferencesMcKittrick, K. (2016) Rebellion/Invention/Groove. Small Axe 20(49), 79-91.Mbembe, A. & J. Roitman (1995) Figures of the subject in times of crisis. Public Culture 7(2), 323-352.Simone, A.)2018) Improvised lives: Rhythms of endurance in an urban South. Cambridge: Polity.Weheliye, A. (2014) Habeas viscus: Racializing assemblages, biopolitics, and Black feminist theories of the human. Durham, NC & London: Duke University Press.

PN 010 City as border? Testing and contesting migration as perpetual urban crisis

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The city has become the testing ground for policy making and media narratives that frame migration as a perpetual crisis: often represented as terrorist hotbeds and magnets for undeserving migrants, cities are spaces where borders dividing Us and them and separating the good from the bad migrants are on the rise. This presentation shows how the border has become an urban digital affair, continuously producing cities at a permanent state of emergency (Balibar 2015). While mediated constructions of crisis are not new (cf. Hall et al. 1978), at the current moment crisis is performatively enacted through a complex apparatus of mediation that engages migrants and citizens alike as bordering actors. This presentation interrogates how mediating the crisis as a regulatory narrative of migration and as an urban surveilled experience generates and formulates borders in the city. It draws on research in Athens, Berlin and London, conducted within the cross-European project Digital makings of the city of refuge. With reference to findings, the presentation shows the symbolic and territorial constitution of the digital border in the city. Symbolically, the digital border is generated through mass and social media narratives that frame migrants either as a biopolitical threat to the city or as emerging neoliberal subjects that benefit the city. Territorially, the digital border is constituted through digital technologies of surveillance that control mobility in and across space, performatively disciplining both those receiving and those arriving: constant digital surveillance of migrant lives assures they perform within controlled systems of rights, while growing regulation mobilises citizens to perform as bordering actors (Yuval-Davis et al. 2018), who themselves surveil migrant conformity to rules and regulations. Yet, and while the city becomes a site of rising borders, it is also the product of dissensus and encounters that unleash "processes which are uncharted, unrated and uncertain" (Trimikliniotis 2019). In examining performative enactments of the digital border, the discussion reflects on the city both as space of subjection and of contestation, constituted at the juncture of technologies and mediations of bordering but also of solidarity and resistance. ReferencesBalibar, E. (2015) Citizenship, Cambridge: Polity.Hall, S. et al. (2019(1978)) Policing the crisis: Mugging, the state and law and order. Basinkstoke: Palgrave Trimikliniotis, N. (2019) Migration and the refugee dissensus in Europe. London and New York: Routledge Yuval-Davis, N., G. Wemyss and K. Cassidy (2018) Bordering. Cambridge: Polity

PN 009 Assaulted in public, consoled in social media: Brexit and the mediated pacification of urban crisis

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The publication of the Brexit referendum results in June 2016 underpinned an average of 57% rise of reports of antimigrant hate crimes nationally in contrast to the same period a year earlier. I define this temporary rise of assaults in public spaces of UK cities against racial and ethnic minorities that followed the victory of the Leave vote, primarily as urban crisis, in all relevant aspects. The conditions of the inland urban working class and the historical role of (xeno)racism in handling urban crises in Britain contextualizes these events; they physically happened in urban space, which materializes broader issues like national ideologies and globalization, and where strangers are typically brought into agonistic contact, thus constituting their cultural difference and potentially leading to conviviality. Though displaying some continuity of the 'narcotizing disfunction' of media defined in 1930s, and 'abdication of responsibility' to help the victimized other in the street recognized in 1960s, the responses by witnesses to contemporary episodes of assault, also disclosed some novel, technologically-enabled, moral dimensions. As my qualitative thematic analysis of a convenience sample of online posts suggests, the witnessing was transformed into 'public shaming' through the sharing of civic social media reports about these events, which, at the same time, was completed with a curious anti-confrontational framing articulated as "just saying" and delegated to virtual, rather than left in physical space (with only one in 65 analysed posts documenting the provision of help to the victim). Assaults gradually withdrew to the backstage of public attention rather than disappearing from public space altogether, as my subsidiary post ante ethnographic visits to some of the places in question suggest, with some migrants in the street recalling similar events from before and after the period of heightened media attention. My close reading and contextualisation of the posts in this paper will observe how the intensified visibility of the assaults served to ignore their genesis and postpone their further confrontation in public space.

PN 013 Crisis Memories, Data Legacies: Exploring Post-Socialist Urban Housing Data Cultures

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This paper explores how memories of 'crisis' often form a backdrop for contemporary urban data cultures. We draw upon insights from a preliminary study into the data cultures of housing policy and delivery practitioners in four urbanising, post-socialist UNECE member states (Albania, Georgia, Kyrgyzstan and Ukraine). Across all four countries, there was a shared imaginary of the 'crisis' embodied by the sudden fall of state socialism, rapid marketisation, and the ensuing, long tail of 'transition'. These were not just stories of economic or political upheaval, but also informational upheaval, involving the loss of housing information, archives and records, as well as the means to collect, manage and retain new data. This 'informational crisis' was for some woeful, if natural and perhaps unchangeable; for others, it was positive and desirable, even a great opportunity. Arguably, however, the prominence of this apparent informational crisis was accentuated by the promotion of data-driven policy making, which encourages focused and recursive evaluations of local data practices and infrastructures. Recent years have seen a surge of interest in how new or previously untapped data sources might help deliver efficient and effective government services, and potentially meet global standards around urban equality, wellbeing and sustainability, embodied for instance in the UN's 2030 Sustainable Development Goals. The rise of data-driven policy making presents a kind of paradox, however. On the one hand, global initiatives like the UN's SDGs demand the development of nationally and internationally-standardised urban data. Yet on the other hand, data collection and management practices are very often decentralised, diversified, uneven and local. This 'contextuality' of data is often more reflexively visible for policy actors in post-socialist countries, where memories persist of an informational crisis wrought by marketisation and decentralisation. However, following Loukissas (2019), we argue that contextuality is inherent to all data: all data are "cultural artifacts created by people, and their dutiful machines, at a time, in a place, and with the instruments at hand for audiences that are conditioned to receive them" (Loukissas 2019: 1-2). If all data go hand-in-hand with localised 'cultures' of data (Bowker 2000: 635), then the apparent 'informational crisis' in post-socialist contexts and elsewhere might be seen differently. Attending to local data cultures can draw attention to where standardised monitoring is unattainable, or less efficient, effective or just; or where more subsidiary approaches might be more appropriate and viable.References Bowker GC (2000) Biodiversity datadiversity. Social Studies of Science 30(5): 643–683. Loukissas YA (2019) All Data Are Local: Thinking Critically in a Data-Driven Society. Cambridge, Massachusetts: The MIT Press.

PN 012 Participatory cultures and alternative economies in post-crisis Athens: The case of 'Meet Market'

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The paper examines the increasing spread of bazaars and markets in Athens as urban spaces where local alternative economies are generated. Fostered by, offline and online, participatory cultures these events create a direct and digital connection between creators and consumers in the city. At the same time the paper looks into the uses and role of relevant digital media as conduits of communication and awareness-raising about such events that in turn sustain digital community where creativity, freedom and resistance in post-crisis Athens are manifested. It focuses on the most successful of these markets, the 'Meet Market'; an event that supports small independent crafters by providing creative ways for them to sell and share their goods. It is a monthly contemporary design market with a nomadic character, being each time hosted at a difference space, place or venue in the city, which attracts a large number of vendors (namely designers, crafters, collectors and makers) and visitors from any walk of life that come together to shop, be entertained, listen to music and drink, socialize and exchange ideas, skills, and goods. Leaning theoretically on urban communication (Gumpert & Drucker 2008, Georgiou 2013, Aiello et al. 2017, Kim et al. 2018) and research on digital media, consumer cultures and public engagement (Couldry et al. 2007, Bruns 2008, Jenkins 2016) the paper asks: how do people and collectivities in Athens negotiate and challenge, also through digital media, the economic crisis and hardship in their everyday lives? Methodologically it draws on both participant observations of the Meet Market at different venues and a series of interviews with vendors and visitors as well as discussions with the organising team, to shed light in the relationship of digital media use, civic involvement and community building in the crisis-stricken city. In so doing it reveals the tactics, independent pursuits, efforts and creative ways employed by Athenians in order to create agency, 'get by' and develop, despite the challenging times. Findings suggest that such markets turn out to be spaces of freedom where vendors and visitors, producers and consumers, 'creators' and 'appreciators', through communication (and technology), mingle and blend their identities to become participants in a sustainable alternative community that nurtures public connection, social interaction, entrepreneurial resourcefulness and celebration of urban change. As such, the case exemplifies how urban communication can be a means for the city and its residents to attempt to creatively adapt to and confront the financial crisis and socio-economic transformations.
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MCS02 - Constructing urban identities, places and meanings

PP 231 Creative, urban, diverse and contested: the „Andräviertel" in Salzburg between insider tip, lock-down and commercial tourist attraction

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There are different conceptualizations of the mutual influence of the social, media technologies and space/place. As already stated in 1993 by Donald Norman, successful (digital) technology disappears and becomes infrastructure; it becomes "post-digital" (Negroponte, 1998). We find similar approaches for example on geospatial technologies that are pervasive but usually hidden and are described as foundation of the post-GIS era (Harvey,2013), for media technologies as a whole that "are to us as water is to fish" (Deuze, 2012, p.x), for (mobile) network technologies that are described as "post-Internet" (Mosco, 2017) and manifest as internet of things. What these approaches have in common, is a view of completely blurred boundaries between the digital and the analogue, the virtual and the material.

Sped up by ubiquitous computing, cloud technology, extended network paradigms, algorithmic processing and sorting, datafication and artificial intelligence (for example artificial neural networks or deep learning), place becomes a "hybrid"(de Souza e Silva, 2006;de Souza e Silva & Sheller, 2015), multi-layered construct that consists of technology, (social-) (inter-)action, post-human (Rose, 2017) decisions/agency, spatio-material determination (for example infrastructure), and digital extensibility (Adams, 1995, 2017). With a backdrop on social constructivist (Berger & Luckmann, 1969), SCOT (Social Shaping of Technology) or rather ANT (Actor-Network-Theory) perspective, digital placemaking then becomes a process of the mutual or "the reciprocal shaping of technology, the social, and space/place" (Fast, Ljungberg, & Braunerhielm, 2019, p. 90) and is enabled by the rise of geo-social media (Polson, 2015, 2016).

Against this background, this paper seeks to examine how place is re- and co-constructed in the case of the "Andräviertel" in Salzburg, Austria. Salzburg struggles with overtourism. The strong tourist industry lobby is in a state of permanent tension with needs and interests of local communities. On the one hand, tourism is a significant economic sector in Salzburg and provides job opportunities. On the other hand, the quality of life for residents is at risk. To explore this conflict area, we focus on the "Andräviertel" (English: Andrä quarter) in Salzburg. The district is on the threshold of becoming the new "hip" and "trendy" area, with a small but growing creative industry, identity-forming neighbourhood events, alternative "special interest" stores, bars, cafés and restaurants. Digital placemaking is an integral part of the grass-roots, local identity-forming processes in the Andräviertel. At the same time, these developments get entangled with processes of alternative "authentic" tourism, long-term processes of gentrification (Jansson, 2019), and eventually overtourism. Employing an online ethnographic approach, our first aim is to map how digital placemaking takes form for the Andräviertel. In a second step, we will analyse how dimensions of power, privilege and precariousness intersect with digital placemaking and the claiming of material places. We do so by examining the commercial platforms (e.g. Instagram, Airbnb) as well as small, alternative or specialized ones and set them in contrast to available statistical data (such as demographics, real estate development) to examine negotiation and place-making processes.

PP 234 Meaning in architecture

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According to Roger Scruton (Scruton, 1979) we have to distinguish between buildings (like bicycle sheds) and architecture (like cathedrals). This distinction complicates the general assumption that the ontology of architectural objects is unproblematic, for the distinction assumes a significant underlying difference between the two categories. In this paper we argue that the distinction lies in the difference between the communicative potential and content of what Scruton calls 'buildings' on the one hand and 'architecture' on the other hand.

We propose a new conceptual framework for architectural meaning on the basis of the speech act theory (Austin, 1962, Searle, 1969) and its application to pictorial meaning, the picture act theory (Kjørup, 1974, 1978, Novitz, 1975, 1977). We extend the theory of speech acts and picture acts to include objects in general and buildings in particular. Our theory of object acts accounts for the construction and interpretation of architectural meaning on the basis of *how* we interpret architectural locutionary acts (buildings) in the context of their production and use.

Let us explicate this with the specific example of Jean Nouvel's Arab World Institute in Paris. According to our analysis the architectural locutionary act is the architectural construct itself, the physical building. The architectural object illocutionary act is the meaning production and interpretation processes of the architectural locutionary act in the context of how the ancient Arabic heritage is combined with the highest level of modern technology. Arabic artistic motifs and patterns are transformed into geometrical forms. The functioning of the windows is analogous to the functioning of the camera (aperture). Moreover, there is an emphasis on the eye and vision, which are fundamental characteristics of the European culture. This is also a strong reference to the intimate interconnectedness of architecture and architectural photography from the twenties of the 20th century. One of the most important perlocutionary effects (besides some of the effects Goodman would also identify as expressions) is perceiving the Arabic culture through the Western eye as modern and universally human.

Our theory also allows for the presence of more immediate, perceptual-physiological effects that are not mediated by the higher cognitive mechanisms that are at play at the level of the illocutionary act. While exemplification and representation are recognised at the higher cognitive levels, the effects of abstract structures are not necessarily mediated by the processes involved in the illocutionary act. This type of effect is similar to some movie sound effects such as sudden loud noises that produce their effects on us without engaging our higher cognitive processes with any corresponding semantic content. Most of the architectural meaning of Nouvel's Arab World Institute or Daniel Liebeskind's Jewish Museum in Berlin clearly belongs to the former category, while Santiago Calatrava's Sience Museum in Valencia belongs to the latter.

In our paper we will present further examples for how our proposed theory of architectural object acts explicates the various types of communicative contents of architectural objects.

PP 232 A new Chinese cultural elite in the Milan area: The role of media in the highly-educated first-generation immigrants' distancing from Chinatown in 2019 and the beginning of 2020

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For thirty years, "Third places" (Oldenburg 1989) have been studied by sociology as those parts of neighbourhoods, such as parks or senior centres, where citizens could socialise, improving the quality of life. Lefebvre (1996) stated that the physical structure of a city vehicles meanings. Both theories find evidence in the existence of Chinese ethnic enclaves worldwide, where Chinese immigrants have traditionally gathered since the 19th Century, Sinicizing those spaces. Building on Tosoni and Tarantino (2013 and 2018), this research proceeds by addressing the phenomenon, started in 2019, of the spatial and identity distancing of Chinese immigrants in the Milan area from the traditional zone of activity of the Chinese diaspora along with the community inhabiting it.

Two case studies are presented: the birth and development of Aspirin Lifestyle Bookstore in Milan throughout 2019 and the organization of a two-day festival of Chinese traditional art and culture in the suburban village of Vanzago by the Chinese cultural association Pedone (scheduled for 8-9th February 2020 and then cancelled for causes related to the pandemic). Representatives of both Aspirin and Pedone were interviewed by the author, in Chinese and Italian respectively. In line with Tosoni and Tarantino (2013 and 2018), the research seems to indicate that both media and space play a significant role in the identity construction of what is emerging as a highbrow Chinese networked community of first-generation immigrants from a high-education background. However, more research is needed, especially in light of the many changes brought about by the pandemic, which affected the two entities diversely: while Aspirin has managed to stay open, Pedone has dissolved, with many of its members returning to China due to the impossibility of continuing their business in Italy during the pandemic.

Aspirin and Pedone are two examples of this new Chinese cultural elite, albeit in different degrees: Aspirin merges the selling of books with a cocktail bar, recreational games with lessons on Chinese history _etc_; Pedone used to stick to the only mission of organising Chinese art- and culture-related events and thus had no means of overcoming the lockdown.

In spatial terms, these two organisations' identity construction seems to have followed the following path: the more intellectual its core business, the more distant from Chinatown its events and the less important its seat. Indeed, Aspirin uses a physical shop to conduct its business, while Pedone did not possess an allocated seat; the location of Aspirin is not far from Chinatown, while Vanzago is out of Milan. These, of course, are only two cases, therefore the results have only an exploratory validity.

As emerged from the semi-structured interviews to both organisations' members, the distancing from Chinatown is aimed at underlining the cultural difference from the traditional Chinese immigrants, therefore originating what seems likely to become a geographical and conceptual fracture between the old-style diaspora and a "new Chinese cultural elite". This results, however, preceded the pandemic. A new inquiry is needed now on this topic.

PP 233 The mediated city of Ostrava: Investigation of place identity through media archives

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How do the media represent Place Identity (place-based identity), and how do the media function as a primary source for the image creation associated with a distant place? The study answers this question through an investigation of the media representations of the industrial city of Ostrava, the cultural and economic centre of the Moravian-Silesian region that is the poorer part of the Czech Republic, even though until recently it was a significant mining centre. This study draws on the tradition of Media Geographies, the field of study that has been developed more systematically, especially in the last two decades, to explore interstitial spaces, heterotopias and spaces. With interest in media representations and urban imaginaries, the research picks up the challenge of linking the concepts of Media Studies and Urban Studies by studying media representations of physical/material place, as well as by confronting two different concepts of Place Identity (in terms of ideologies and social practices manifested spatially and territorially) and Place Image (in terms of city branding).

Almost 20 000 media outputs (print as well as on-line media) were analysed during three phases. The whole dataset went through exploratory analysis by using a web-based application for performing text analysis (namely Voyant Tools). This was followed by traditional content analysis, based on a codebook that focused mainly on the identification of crucial communication topics with a keen interest in the concepts of city image, place identity, cultural and art production and urban public space. After these two steps, when the identification of the most relevant media outputs had been completed, selected text documents were investigated qualitatively through narrative content analysis and confronted with the narrative content analysis of 30 interviews conducted with cultural, political and economic stakeholders in Ostrava.

Among others, the result of the research shows how the representations and main narratives on Ostrava in the regional and national press differ, and how urban cultural mega-events influence the framing of the city in the national media.

MCS03 - Data and algorithms in urban environments

PP 513 The machinic city: analysing the future impact of AI on urban living

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This paper explores the future impact of artificial intelligence (AI) on urban living, as it becomes increasingly embedded in the technological apparatus that mediates urban infrastructures and social encounters. Through a description of current developments in AI and performance art projects that address our use of digital media technologies in the city, it proposes the concept of the machinic city as a means of framing and reflecting on the increasing intermingling of human and machine agency in urban space. This provides an alternative framework to the definition of the machine-city as representative of the desire for efficient and prescriptive urban living mediated by universal and interconnected urban infrastructure systems. The machine-city is at the core of the twentieth century modernist urban planning vision of the city as an integrated machine for living. It is also at the core of the concept of the smart city and its narrative of control through a combination of surveillance, datamining, smart objects and sensors connected through the Internet of Things (IoT). However, this concept does not take into consideration the personal needs and desires of citizens and also the ways in which they might—creatively and unexpectedly—reconfigure these technological assemblages for their own benefit.

The fast implementation of emerging AI technologies in urban space has a significant impact by either enhancing the existing smart city infrastructures and services or by facilitating new developments, such as the deployment of connected and autonomous vehicles (CAVs), automated cashierless stores and even facial recognition toilet paper dispensers. As these technologies add a layer of machine autonomy to the technological infrastructure of the city, they must be subject to ethical scrutiny to avoid AI bias and to counter issues of privacy and surveillance. It is also important to question the rationale for the implementation of these technologies in the first place and to take into account the needs and desires of citizens, which are neither homogeneous nor fully predictable. Finally, we must also take into consideration the fallibility and inaccuracy of AI systems and their potential negative consequences.

To address these issues, I propose that we take into account the relations between the multiple actants (both human and non-human) in urban space by referring to what I define as the machinic city, a framework that is based on a understanding of the machine as a performative assemblage rather than a universal technological solution for contemporary urban life. I will illustrate this by referring to current developments in the implementation of AI in urban space and also performance art projects that speculate on future urban living.

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P 511 The hidden infrastructures of digital cities

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Digitisation processes appear to be primarily immaterial. This has to do with the fact that the material infrastructures of the digital are in fact often hidden. At the same time, however, they occupy urban public space, and it is obvious that this need for space will continue to grow in the future. Examples of such infrastructures are server buildings and data centers. Both types of buildings are indispensable for digitisation processes; both for data storage, data processing and for their dissemination. Even if digital infrastructures do not have an actual centre, these buildings are important nodes. Moreover, they show how much media influence the city: materially and infrastructurally through space requirements and electricity needs, culturally because their material presence can bear a profound symbolic meaning for the city.

The data centers are widely known outside urban centers, for example in the Californian desert. At the same time, however, many of the digital architectures are located in urban areas. There they seem to be "invisible" in many respects. On the one hand, they are located in rather peripheral locations and often in zones that are not easily accessible, and on the other hand they are architecturally very simply designed. This peculiar position of built digitality becomes apparent not least in historical comparison. In the 19th and early 20th centuries, post offices, publishing houses and similar "media buildings" were still representative buildings, architecturally ornately designed and located in symbolically important places. On the one hand, server buildings and data centres can thus be understood as contemporary variants of historically ever-changing urban media architectures. On the other hand, it is also possible that we are dealing with qualitatively completely new networks of media and cities and thus with an at least partial reformation of previous "coherence regimes" (von Saldern) of the media and the city.

Our paper will explore these questions from an interdisciplinary perspective. It is based on case studies that were carried out in two German cities and in which the mentioned building types were subjected to architectural sociological and media analyses. Firstly, this hidden materiality of the digital is to be determined more precisely and the reasons for this peculiar position are to be investigated. Secondly, current developments in the field of built architecture for the digital will be discussed. Here we see first signs that computer centres are receiving more attention from an architectural point of view and - similar to the spectacular architecture of the headquarters of large tech companies - are being used as a medium of representation. This illustrates the cultural-symbolic significance of architecture for the city and urban media.

The question of what kind of future we are actually building can be discussed here in a very tangible way. The quantitative and qualitative space of the digital, i.e. its significance in urban planning and its architectural design, is thus opened up as an analytical dimension for society's handling of digitality and communication in urban space.

PP 512 How users perceive algorithmic transparency: The case of location-based platforms mediating the touristic experience

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In the platform society location-based platforms and their algorithms play a relevant role in mediating social life.

These platforms are part of the so called 'black-box society' and offer convenience in exchange for data management (Plantin, Lagoze, Edwards & Sandvig, 2016); most of the time users are not allowed to fully control the use of their personal data and to perform an accurate evaluation of the decisions taken by the algorithms. Indeed, location-based platforms do not reveal which criteria are at play when algorithms presume a particular user's intention or interest and then arrange information accordingly.

The case of touristic experience perfectly illustrates this scenario. Indeed, location-based platforms support travel planning and the selection of different paths while exploring an (urban) space. Moreover, hidden algorithmic suggestions influence the visibility of different points of interest (POI), thus shaping the user interaction with venues and places (Varkaris & Neuhofer, 2017).

The paper investigates the users' perception of the algorithmic transparency of location-based platforms. It focuses on four of the most popular location-based platforms mediating the touristic experience (Tripadvisor, Google Maps, Instagram, Airbnb). The research relies on a previous model (Parisi & Parente, 2020) analyzing the algorithmic transparency into 4 dimensions: data, model, inference, interface.

The paper relies on qualitative interviews with platforms suppliers (namely professionals managing the visibility and reputation of a specific venue) and Italian end-users of the above mentioned platforms.

The results confirm the lack of attention that users place towards documents and privacy policies (Obar & Oeldorf-Hirtsch, 2018); moreover, due to the lack of information from the platforms providers, users consider their assumptions about the functioning of the algorithm as verified and correct information. The article also demonstrates how users tend to approve and even appreciate platforms "normative apparatus" based on business logic (Van Dijck, Poell & De Wall, 2019, p.91), thus forgetting the promotion of more general public values.

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MCS04 - Mobility, navigation, and locative media in modern cities

PP 592 Communication and trust in times of extended realities: Researching the implications of digital media on the perception of physical space with mixed methods

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Today's everyday life is marked by increasingly pervasive technologies. Mobile media devices push digital content right into the middle of society's "throwntogetherness" (Leurs, 2014; Massey, 2005). Locative media and augmented reality are increasingly becoming a common, yet controversial part of urban life. However, the wide-ranging implications of such technological developments for social cohesion, trust, or privacy are not sufficiently addressed. How do people perceive living in cities permeated by digital media? What are the effects of in-situ media use on the perception of public spaces? And what are the wider implications for users, residents, and citizens, considering that these technologies may be prone to information manipulation and misinformation? Simultaneously, there is also a lack of appropriate methodological approaches suited to grasp and analyze these mobile, volatile, and yet omnipresent socio-technical developments with regard to user's experience and the perception of urban places.

The paper presents core results from an interdisciplinary mixed-methods project, which combined qualitative interviews with georeferenced mobile eye-tracking to study the perception of public parks by individuals consuming selected mobile social media content in-situ. Data collection, consisting of pre-experimental narrative interviews, quasi-experiments in public parks, and post-experimental video elicitation interviews, took place with 20 young adults in summer 2020. In the quasi-experimental set-up, the perception of two highly debated Austrian public parks in the cities of Vienna and Innsbruck with and without media consumption was measured while participants walked along fixed paths in the parks.

The study shows that during the walks, the parks were initially perceived by the participants as peaceful, well-maintained spaces of urban green and associated with positive imaginations and memories. The in-situ use of mobile social media however changed the participants' sense of place (Massey, 2005) and their perception of people to the negative, making the participants scrutinize their surroundings. Overall, the results suggest that mobile media can have unsettling effects on the in-situ perception of physical public places. Furthermore, the project sheds light on how research on today's complex, digitally enhanced spaces in times of extended realities benefits from an interdisciplinary outlook that also involves different avenues of methodological thinking.

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PP 593 Where are we going? - Navigation tools in everyday life

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The use of navigation devices and navigation apps is a widespread daily occurrence throughout the world. The paper analyses the role of navigation tools and apps, in particular Google maps, in everyday life. We conceptualize navigation tools as part of users' media repertoires (Hasebrink/Domeyer 2012) while also acknowledging that navigation tools are an expression of the mediatisation and datafication of space (Jansson 2019; Polson 2016).
This study focused on the three main research questions:
1. How are navigation apps employed in everyday life?
2. How do users reflect upon their use of navigation devices?
3. How are technological advances regarding navigation and (future) mobility assessed?
Empirical data was gathered with a tool called 'map recorder', which allowed us to trace user activity on Google maps. In a second step, we interviewed selected users who had installed the map recorder on their mobile device. Our results show that (1) the use of navigation tools goes well beyond actual navigation. (2) The process of locating a place is embedded in a wider use of the media repertoire. (3) The use of navigation tools and the future of mobility supported by AI causes a sense of ambivalence and overwhelm for users.
Our findings suggest that strategies of coping with digital privacy are "rational emotional response[s] in the face of undesirable situations that individuals believe they cannot combat." (Draper/Turow 2019: 3). We could extract two streams of coping: (A) Digital resignation (Draper/Turow 2019: 3): users who seem not to care about their digital traces any longer. (B) Resistance: users who are engaging in some form of 'minimal data'-strategy by activating services like geolocation as little as possible.
We could understand that behaviour concerning the handling of personal data combined with feelings of passivity and powerlessness result in individual strategies for using navigation apps and geolocation services.
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PP 793 The city is where the logo is: Mobility and naturalization of tridimensional territorial brands

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The present research is an exploratory approach to the role, effects and implications of three-dimensional city logos in the urban landscape and public space, based on an ongoing Ph.D project at the University of Minho, Braga, Portugal.

Three-dimensional logos are commonly perceived as solid visual elements conveying different messages and identities: cities, territories, events, advertising icons, among others. The big three-dimensional letters spelling the name of Hollywood on top of the hill are probably the most popular and iconic ones.

In recent years, following the example of the "I Amsterdam" case (Allam, 2020; Zenker & Braun, 2017), launched in 2003, several cities in Portugal have joined this kind of movement, displaying in their squares and gardens their name in three dimensions.

What is the impact of these objects? How do people interact and relate to them? What is their perception of the city and its brand? How do they contribute to building the city's image? What is the added value to the city brand?

In this specific research, we will focus on the city of Porto and on the display of its internationally recognized territorial brand "Porto.".

Preliminary results of exploratory observation (direct and indirect) in the city reveal several research paths:

1) significant interaction both locally and digitally. Although cities are distinct from each other, most of the time, our view of cities is not integral, but "rather partial, fragmented, involved with other references" (Lynch, 2014, p.10). The impact of media, communication and advertising has been changing the way we interact with city brands, thus to identify them becomes crucial;

2) the logo's mobility — as it sporadically changes place — suggests the relocation of the symbolic city center as well. It is to the center that "effectively and symbolically every city converges" (Dupuy, 1995, p.91.);

3) the logo's naturalization in the territory. These objects seem to be integrated in the environment, embedded in the landscape (Cullen, 2018, p. 97), as a seal, stating that the city is always wherever the logo is;

4) the logo's appropriation and the blurring of the private/public space borders. Many people pose, lie down, sit down, lean on the logos for their photographic records, appropriating these brands by spreading their images on social networks. It is the public invading the private, with total, tacit consent and spontaneity as people are surrounded by the imagery effects generated by the brands' symbolism, where three-dimensional logos seem to perform as captions;

5) And what are the measurable gains for cities? And for tourism? What happens when the city image is projected by the people? Besides its testimonial value, stating "I've been there", there might be a sense of territorial belonging emerging from these photos.

It is precisely this interaction that we want to investigate through combined qualitative methodology (Freixo, 2018), involving observation, inquiries to digital and territorial influencers as well as to the people who take and share photos, in order to gather significant information on the relationship people establish with cities' three-dimensional logos.

PP 594 Wheels on a route: Navigation of wheelchair users

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Navigating and following a route is a matter of course for many people. Technological developments allow us to move from one place to another without much effort, even in unknown environments. However, how do people in wheelchairs navigate in their everyday lives? Can they easily use a smartphone application like Google Maps or a traditional paper map and have all the information accessible that is needed to navigate themselves to a desired destination and successfully follow a route?

Space can be considered a representation of power, ideologies, gender and other factors (Soja 1996: 6) that increases in complexity through mediatisation and digitalisation and affects the social reality of everyone (Hepp 2016: 230). Consequently, navigation media are fundamental for the perception of our surroundings and how we move. Still, navigation tools (digital and analogue) hardly ever offer route options that go beyond _car_, _bicycle_ or _walk_. They primarily seem to remain addressed to and representing the 'able-bodied', even though disability "is central to the human experience [...] whether as part of the aging process or unexpectedly at any age" (Alper 2014: 1f.). As a result, navigation applications and websites that are not easy to follow or even inaccessible for wheelchair users "strongly discourage individuals with disabilities from [...] societal participation" (Alper 2014: 58).

I want to present the first findings of my dissertation project that investigates the significance of media technologies for the navigation of wheelchair users. It focuses on the following research questions:

(1) What (digital and analogue) navigation tools are used to plan and follow a route as a wheelchair user?

(2) How are they used?

(3) What obstacles and challenges do wheelchair users face?

In a first step, data is collected through online interviews. As soon as the Covid regulations allow it, there will be walking interviews covering the entire process of wayfinding, from planning a destination to reaching it. I accompany the participants in assorted cities in Austria and Germany and ask them to elaborate on places or items that pose a somewhat meaningful situation; be it because they face a high curb or use an intelligent traffic light (Adlam 2007: 3) Combined with the data collected from interviews and notes, repertoires of media and other assisting items will be developed. Moreover, obstacles the participants faced within the infrastructures and navigation services will be discussed in a broad understanding of space, representation and power.

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PP 595 Age, mobility and the smart city

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This paper investigates mobility, age relations and social inclusion in smart cities as an interface of material and digital environments. Transport mobility is a core smart city application (Gassmann, Böhm, and Palmié 2019; Loos, Sourbati & Behrendt 2020). The potential of smart mobility to improve quality of life, sustainability and economic opportunities through digital support for connected mobility in cities and communities is increasingly recognized in public policy in Europe and internationally (European Commission (EC), no date). The focus of this investigation in on new social asymmetries fuelled by the global megatrends of demographic change (population ageing), urbanisation, and digitalisation and sustainability and the environment. There is a growing population of older people in Europe's cities and public transport and walking are their most used transportation mode. The paper discusses emerging findings from a new collaborative study into older people's experiences of public transport in four European smart cities (Barcelona, Bucharest, London, Utrecht). The research uses mobile methods, including mobile ethnography (Novoa, 2015) and interviews with pensioners living in these four cities, and digital data (GPS tracking) to investigate how participants' transport mobility practices (Levin, 2019) and mobile ICT practices (Fernández-Ardèvol et al., 2019) interact in smart urban spaces. Drawing on insights from mobility studies, mobile communications and critical data studies these practices are conceptualised as phenomena at the intercession of age, digital ICT, data, mobility and environmental sustainability. The discussion of empirical findings is situated within the emerging debates on data justice and mobility justice (Sourbati & Behrendt, 2020) highlighting new questions for public policy around data gaps and social inclusion: Old age and mobility is an area with significant gaps in the data available to policy makers and our study contributes findings that address this gap. The presentation concludes by outlining a framework for research and policy thinking about smart, urban mobility as a sustainable all-age-inclusive service.

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MCS05 - Platform power and citizen agency in the digital capitalist city

PP 678 Airbnb's 'home sharer' narrative in Berlin and Rome. Neoliberal city, platform citizenship and digital labour

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As a powerful socio-economic actor within contemporary urban space, the hospitality platform _Airbnb_ has created a network of _hosts_ offering short-term rentals. While Airbnb has undergone a widespread professionalisation with globally more than 45% of hosts offering several listings, it is still considered part of the so-called sharing economy. Currently, Airbnb is propagating the idea of hosts renting out (part of) their own living space as "home sharers", as "Airbnb citizens" to connect with international visitors while improving their income and supporting local business. This positions said home sharers as a hybrid form between autonomous platform workers and part of an altruistic grass-root society. Our project qualitatively explores the ways these hosts perceive their own role in relationship with the digital platform, focusing on the ambiguity between the role of workers and citizens.

Building on the notion of digital capitalism and its particular facet of platform capitalism (Srnicek 2016; Olma 2017; Vecchi 2017), the project places digital platforms at the centre of contemporary urban economic transformations, which facilitates a critical analysis of the role digital business models play in capitalist production. Airbnb as a "lean platform" reduces owned assets to a minimum in order to maximise profits. Through the concept of Airbnb citizens, the business however emphasises the political aspect of citizenship over the economic focus on work (Parisi 2018). The platform is portrayed as enabling human connection, belonging, neighbourliness and sustainability in a neoliberalised society (Fuchs 2017). This disregards the for-profit orientation of the business as well as potential impacts such as precarious working conditions, touristification (D'Eramo 2017), gentrification processes and "airification" (Celata 2017).

We compare data from neighbourhoods in two major European tourist destinations: Kreuzberg and Neukölln (Berlin) as well as San Lorenzo and Pigneto (Rome). These "new urban tourism hotspots" typically have a lower number of entire apartments/homes being listed on Airbnb compared to traditional tourist areas as well as a lower number of hosts with more than one listing. To capture the core of the "home sharer" narrative, we interview hosts who rent out (a) room(s) in one home, preferably their own living space. Additionally, we analyse how hosts construct their user profiles on the platform to get insights into self-branding strategies.

This project expands the notion of platform capitalism and platform labour with the new narrative of platform citizenship, focusing on the effects of this process on urban space and cultures. Profit-oriented digital platforms impact and transform the meaning of labour in 21st century capitalist conditions by blurring the lines between digital and physical space/infrastructure as well between economic and political activity. Our findings are in line with conceptualisations by Fuchs (2017) and Srnicek (2016); despite the platform's insistence on the citizenship narrative, "home sharers" de facto experience their platform work as an employment relationship with Airbnb or as self-employed entrepreneurialism. Their focus lies on economic, self-sustaining factors instead of on community.

PP 680 Platform-ready regeneration? Heritage, work and lifestyle in London's King's Cross redevelopment

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Where there were once gasworks, railways and heavy industry, north of King's Cross Station today is one of London's largest urban redevelopment sites. Built over 67 acres by a single landowner (King's Cross Central Limited Partnership), the area – often branded 'KX' – has been billed as a comprehensively-planned new 'cultural' or 'knowledge' quarter for London. For architecture critics, urban designers and property developers, an aesthetic that mixes old and new has been perhaps the most notable quality of the new redevelopment. Industrial heritage is prominently showcased: a curated retail area has been built into an old coal drops yard; a greenspace set within the wrought-iron shell of rebuilt gasworks; and a design school incorporated into the expansive premises of a former granary.

But there is another quality which has not escaped the attention of observers and commentators: the remarkable extent to which the new 'KX' has become a locus for digital platform and technology companies. Among the area's main tenants are: Google, which is building a £1 billion, 1000-footlong 'landscraper' that alongside other offices could eventually help the area host nearly 7,000 'Googlers'; Facebook, which has acquired 611,000 ft^2 of office space – 15% of the rentable space available for the entire development, and London's most significant property deal in the last decade – enough to host at least 6,000 workstations; Samsung, which has opened a 20,000 ft^2 Samsung 'brand showcase' that promises to "bring the latest technologies to life with curated experiences"; DeepMind Technologies, a UK artificial intelligence firm now owned by Alphabet, which has opened a new, custom-designed headquarters; and YouTube, which has laid down local roots in the form of YouTube Space London, a dedicated space hosting events, training and production facilities.

Our paper will ask why 'KX' has emerged as such a hub for digital platform companies. We will ask in particular whether the Kings Cross development can or should be seen as embodying an emergent form of 'platform-ready' regeneration – and what exactly would characterise that kind of regeneration. Does the constellation of flats, offices, shops, galleries, bars and restaurants in the new Kings Cross somehow respond to the qualities, ideals and requirements of digital platforms? To what extent has this carefully planned, curated and branded configuration of heritage, work and lifestyle been conceived with platforms specifically in mind?

PP 679 Subversive imagination in the landscapes of code? Reflections on agency, infrastructuration, and alternative futures

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This presentation reflects the intertwinements of 'agency', 'infrastructuration', and 'imagination' in our contemporary and increasingly networked everyday life. The presentation builds on and elaborates further the key finding from my dissertation _Imaginaries in the Landscapes of Code_ which navigates at the interfaces of critical media studies, domestication theory, science and technology studies, and critical software studies.

The multidisciplinary, multimethod, and multi-data approach employed in the dissertation sheds light on the complexities around the human agency in the contemporary 'landscapes of code'. The four cases study (1) interpellations to agency in EU's _Digital Agenda for Europe_, (2) the pre-domestication of Google Glass in the Finnish press, (3) user and non-user negotiations on the power of Facebook's technical architecture, and (4) the experiences of deeply networked daily life. The results suggest that administration, technological corporations, and mainstream media persuade people to adopt a form of agency that promotes increased consumption and economic growth. At the same time, the direction of technological development and values that guide the development as well as questions of connectivity and infrastructural conditions disappear from sight. A similar process can be observed in the focus group and interview data when people talk about their relationship to smart devices and social media.

Based on the results, I suggest that many people share an almost resigned sense of their own agency in relation to the conditions of their media technological everyday life. Despite sporadic negotiations and dissonances, it seems that people have become accustomed to the idea that they have very little if any chance to influence the structures of their networked environments. I interpret that this illustrates how people have become schooled to ignore the conditions of the mundane software (Thrift & French 2002, 311). The process is well captured in the idea of 'infrastructuration': networked media technology becoming such a self-evident part of daily life that it is often reflected upon only when it breaks (cf. Star & Ruhleder 1996; Edwards 2019; Ridell 2020).

Visions that could challenge or radically alter the sociotechnical forces that currently condition agency remain in the margins. Thus, my argument is that the imaginaries of the media technological landscape as ruled by the tech giants contribute actively, though not necessarily in a conscious manner, to consolidating the structures of power. I contend that critical research should make visible alternatives to current modes of technology-related action as well as urgently develop ways to challenge people to creatively (re)imagine the kind of technology they want to live with. In the presentation, I elaborate further on what this imagination and acts of imagining could look like.

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PP 681 Addressing the urban consumption of outdoor advertising as a 'media technology': The joint contribution of historical sociology and urban media studies

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This presentation aims to address the historical trajectory of urban outdoor advertising as a pervasive 'media technology' related to the rise and development of consumer capitalism. Building upon previous work conducted by the authors on the history of consumer capitalism and on urban communication from a sociological perspective, the presentation will tentatively propose a theoretical framework to study how the development of outdoor advertising changed the personal experience of urban life and altered the social usages of public spaces.

The proposed approach draws on, but also intends to move beyond, current attempts to read the new role played by outdoor advertisement in the contemporary city because of digitalization. From this perspective, the new possibilities offered by interactivity, media-convergence and real-time personalized communication, would transform the whole space of the city in an advanced marketing environment; in fact, marketing practitioners speak of "ambient marketing" as the end point of "experience marketing" and "event marketing" when targeting urban audiences. However, if one shifts the focus to the rise of consumer capitalism at the turn of the 19th into the 20th century, it appears that, far for being simply the effect of digitalization, current trends in outdoor advertising have their roots in the role imagined for analog media as billboards, signs and shows windows.

Therefore, the presentation suggests that to fully understand the impact of contemporary forms of outdoor advertising on personal experience and social usages of urban life it is necessary to understand both commonalties and differences between older analog and newer digital media technologies. It is also important to carry out a genuine genealogical perspective in order to trace back the conditions of emergence of contemporary forms of outdoor advertising and to fully appreciate their lasting effects on social and personal life. In particular, four characters of digital outdoor advertising have been identified as supposedly radical departures from analog media: first, personalization, as for example advanced informative totem, including the social robot "Pepper"; moving images, as commonly shown in digital screen; real time measurement of the audiences; lastly, transmediality, that is when an advertising campaign involves different media in an integrate strategy (for example, through the use of Qrcode). We will show how this transformation cannot be interpreted as a radical departure nor as a full outcome of technological innovation. On the contrary its roots may be found in the discourses and experiences of the outdoor communication of the modern city.

MCS06 - City-shaping: (Infra)structures of governance, communication and grassroots civic action

PP 797 CeNTER: A digital tool to promote trusty mediation to foster territory-based innovation

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Regional agents have an important role in fostering social, cultural and economic dynamics of a territory. The opportunity to create networks among different agents, who share interests and values, can strengthen ties between them in physical spaces, promoting information, knowledge sharing and synergies, that can potentially generate territory based innovation, and benefit local communities. However, to establish bridges between these actors, trust and credibility are key assets.

This presentation is based on the CeNTER platform, a mobile digital tool designed to host and promote mediation processes between territorial innovation agents, located in the Centro Region of Portugal, an area of 28.199 km^2, with 2.327.755 inhabitants asymmetrically distributed in the territory (CCDRC, 2014).

In this presentation three dimensions of the CeNTER platform, aiming to promote interaction and trust between agents, are addressed:

i) Promotion of mutual awareness and interaction in the real world

The creation of trust between actors is a core feature of the CeNTER platform since its primary objective is to bring actors, that share the same limited geographical region, to know each other, and to create personal relationships, based on trust, which are intended to evolve into different forms of cooperation (e.g. development of common initiatives/events or resources sharing).

ii) Accreditation of agents registered on the platform by honourable entities (e.g. Municipalities and National agencies) and regulatory organizations (e.g. Consumer Directorate-General, National Tourism Registration or Economic and Food Safety Authority).

The regional agents are concerned with developing their credibility and show a greater interest in developing partnerships with entities/agents of trusted and already recognized credibility.

iii) Informed by the best practices in the field of usability in digital systems, and by ten tests with experts and potential end users of the platform, the CeNTER digital tool complies with several design principles, in different dimensions (identified by Sousa, 2017), that contribute to the generation of credibility and trust. These dimensions are: at a visual level, consistency, continuity, proximity and scale and contrast; at the information architecture level, contextual help, search engine and hierarchy; at the interaction level the use of metaphors, customization and configuration; and, finally, in terms of social presence, the possibility to find actors geographically closer, and the existence of a system of classification of initiatives and events, with the participation of registered users.

By encouraging interactions, personal knowledge, mutual recognition, and actions between regional agents, the CeNTER platform provides an example of how a digital media tool can contribute to a lived experience, within a given spatial context.

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PP 764 Undoing optimization: Civic action in smart cities

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This presentation describes how ideas of the smart city have emerged and changed over the past twenty years, and charts the way that *techno-systems thinking* shapes the way city systems are designed – as well as the way that citizens and activists try to make their voices heard. Based on a recently published book, this presentation analyses three different smart city modes: the Networked City, the Data City and the Sensing City, whose development extends the commodification of communication and personal data and defines 'good' technological citizenship in service of optimization that reflects the interests of powerful actors including the state and commercial actors.

From both "top down" and "bottom up", technology companies, cash-strapped governments and enthusiastic tech-savvy activists have celebrated and legitimated thinking about optimizing and rendering more efficient ever more features of urban life. However, networking, reinterpreting data and sensing may also create spaces for collective voice and some novel forms of civic participation. This presentation examines how autonomous community networking projects engage with and re-imagine the techno-systemic frame of the *network*, how civic organizations restructure contracting and access provisions for *data systems,* and how debates over the use of *sensing systems* reveal fractures, tensions and new directions for hybridized knowledge. If the current arrangement of technical systems and discursive frames reinforces a certain approach to technology, perhaps other perspectives are required in order to challenge these dominant sociotechnical frame. Evoking the importance of the *commons* as a metaphor and practice that continually unfolds beneath the techno-systemic frames of the smart city, this presentation identifies different ways of seeing urban entanglements. These entanglements, full of frictions and tensions, hold the potential to reinvigorate acts of solidarity and to inspire new connections and hybridizations of knowledge between technologies and all living beings. Traversing the territory from narrow technological perspectives on change towards more radical ideas of 'being-together', new opportunities emerge for being together in the world.

PP 766 One step beyond! Music interventions in the urban landscape.

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Music plays a crucial role in urban landscapes, creating both linkages and borders between people and communities. Sound coming from the loudspeakers in a flat expresses the feelings of the inhabitants, and music offered in bars and clubs, live or recorded, creates an atmosphere for the beginning of new relationships (Glass 2012; Baker 2019).

Making sense of music's role – mediated or non-mediated – in myriad environments is an important task for media and communication studies researchers, as is teaching students about these roles. In times of increasing segregation within cities, with an increasing dislocation between university life and city life, it is time to reconsider the roles we play as researchers and teachers. We should not only observe and research, but also take part, maybe even act as mediators ourselves in encouraging connections that would not happen otherwise.

Practice-based, action-oriented approaches are increasingly important within media and communication studies (Kember and Zylinska 2010; Ratto 2011; Löwgren and Reimer 2013; Jansson, 2018). Taking seriously this development, our current objective is to concretely intervene in the music scenes in our hometown Malmö, thereby intervening in the life of the city itself. The authors of this paper teach and research at Malmö University, and have worked to bring their practical competencies to their roles as scholars. The three of us have experience in music producing, film sound engineering, DJing, playing in bands, writing music journalism, etc. Our work includes various interventions,: clubs at public venues where teachers and student DJ; public lectures in public spaces (pubs, nightclubs, restaurants) with musicians, record producers, and graphic designers; and a vinyl 45 of interviews with DJs and clubgoers. We have also developed production-based courses on local music scenes. Students produce music, make websites, do podcasts, etc., to critically apply media theory to their local contexts. Lectures are delivered by a mix of academics and professionals (e.g., musicians, record producers, and events managers).

In this paper we discuss the possibilities and challenges of this approach. At its core this paper calls for renewed commitment by researchers and teachers in acting as conduits between their immediate urban environments and classrooms. As communities – including the university community – are fractured by tensions related to economics, culture, politics, and issues of belonging, we seek to maintain a radical hope that something as pedestrian as music might be a force for understanding, sharing resources, building sustainable communities, and making cities vibrant places to live in.

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PP 767 Architecture Biennials and Triennials as multimodal communicating platforms and as promising/effective builders for conceptual and/or (be)li(e)ving spaces with(in) the city

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The observation of the 11.th goal for _The 2030 Agenda for Sustainability_ naturally allows the recognition of the huge role that Architecture may signify in attempting to "make cities and human settlements inclusive, safe, resilient and sustainable". Its importance in "transforming our world" (_The Agenda_'s main objective) cannot be set apart from its representational and mediation systems, about which Biennial/Triennial Institutions work on a daily basis. However, it is also true that these Institutions live, with and to, construct a reality that is anchored in regular Events and in their in-between times, in a relation that overflows its expected boundaries and interlaces communication mediation processes.

With the call up into a settled city, at a certain time, to debate a stated theme, Architecture Biennials and Triennials act as reflexive mode of embracing realities (from past and present), but also as a promising way of fabrication - even if dialectical - of conceptual, real, virtual or purely imagined spaces (embodying all tenses), as open prospects for the future of cities and society (SENNETT, 2018), happening in a complex and networked context (MCQUIRE, 2016). The multiple levels interrelations go far beyond the previous stated vectors, aggregating manifold actors – thus, not only those who produce contents to the Exhibition, but also those involved in the Event Management and Press actions.

Architecture Biennials and Triennials may notably be placed as a valuable source to demonstrate how these mediation processes can influence not only _the city_, but also _the idea of the city_ and, thus, to attest the potential for new architectural manifestos (COLOMINA, 2014), capable of molding and reshaping patterns, either to construct space or to generate and debate notions of reliability within our society - demonstrating the inherent empowerment imprinted in these cross-disciplinary "rhizomatic" and participatory processes (CARPENTIER, 2019).

It is here proposed clarifying a way in which these Exhibition-based Events can be perceived as a multimodal platform of communication, _about space and with space_, capable of generating new geographies (SZACKA, 2018), both in an endogenous or exogenous perspective. Firstly, considering the way how the exhibition or events, that involve immersive (SLOTERDIJK, 2006), fictional (HIGHMORE, 2005) or performative processes, may constitute themselves as demonstrative approaches for the perception of space. Secondly, considering the way how established paths in the host city, based in walkable circuits between venues and/or other city spot references (targeted either for the visitors, Press or guests) may allow to demonstrate a differentiated production of discourse about a "trustful" idea of the city, depending on each of the above-mentioned viewers and their own cultural experience (0'NEIL, 2012).

Based on qualitative research methods, related to the inherent ongoing PhD research process and fieldwork outcomes, this communication collects empiric examples from European Architecture Biennials/Triennials – and their in-between time Events – highlighting their potential as platforms of mediation, aspiring for an analysis capable to deepen the knowledge of this problematic, thus, contributing to our living/believing spaces, eventually foreseeing, or even acknowledging, "How will we live together?" (Venice Biennale 2021's curatorial theme).

PP 765 The driving actors of digital social innovations in rural Germany

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Rural areas, particularly in structurally weak regions, are often affected by out-migration, a continually ageing population and a growing backlog in digital infrastructure and innovation dynamics. Those trends reinforce each other and make the day-to-day life in rural areas increasingly problematic – which feeds the circle again. But there are villages that come up with their own solutions. Even, innovations have been traditionally connected to cities and urban environments. However, digital social innovations aren't limited to urban space. In rural areas it is often the inhabitants themselves who start and push digitalization projects to develop problem-specific local solutions. In consequence digital social innovations such as care and community apps, smart community centers, digital education courses or digitally supported tourist attractions also emerge in rural areas. Still not much is known about the main actors: _Who are the digital social innovators in rural areas and what is their role?_

This qualitative empirical research seeks to better understand the individual main actors that take on the responsibility for the digitalization processes of their villages. Its aim is to empirically describe the different actors, their roles and characteristics. The theoretical foundation is inspired by literature on social innovation (Butzin & Terstriep 2018), citizen partizipation in smart cities (Cardullo & Kitchin 2019) and digital social Innovation (DSI) (Bria 2015). Based on semi-structured interviews, document analyses and field notes the focus is on two cases in rural Germany: Wesedun is part of a regional digitalization project empowering villagers to evolve own ideas, and Wokisrab shows off a bottom-up driven digitalization strategy. Both villages are aiming to improve the quality of life. Indicated by these cases and inspired by literature, the actor groups are identified as drivers, supporters, and users. Based on the interactions and collaborations of these groups, we introduce Smart Villagers, the bottom-up actors of rural DSI.

MED01 - Framing Mediatization: Time, Logic and Usage

PP 542 Medicalization of mediatization: Understanding diagnoses of problematic media use

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Concern over harmful media influence has a long history, and oftentimes this concern has manifested itself in the form of "media panics" where novel technologies are ascribed with destructive abilities. In a combination of an increasing digitalization in all parts of society, and the increased significance of neuroscience as prime scientific field for explaining human behavior, this concern has recently shifted in character. Harmful media influence is now discussed in pathological and medical terms of *addiction*. In everyday vernacular stories about misuse and addiction in relation to smartphones and social media are commonplace. News media report how proponents from the tech industry keep their own children from using their products, and "renegades" from the same industry expose and testify how they have exploited cognitive vulnerabilities to get consumers "hooked" on their products. Another expression of this concern is the current tendency to pathologize problematic media use with diagnoses such as internet addiction disorder (IAD) and internet gaming disorder (IGD). Simultaneously, we have a culture where the significance of media is strong and its presence so ubiquitous that some talk of media as our environment (Peters 2015), that reality is a mediated construction (Couldry & Hepp 2017), and that there in fact is no life "outside" media (Deuze 2012). Digitalization and mediatization contribute to an existence that to a large extent depend on digital technology of communication. It is easy to recognize the tension between a digital media-saturated everyday life, and the concern that this use might turn harmful.

This paper presents preliminary findings from an interview study about how social workers in Sweden relate to the tension between use and misuse of digital media. The central research question is "How do professions such as counseling and social work relate to problematic media use and what recommendations do they follow?". The inclusion of gambling addiction into the Swedish Social Services Act in 2018 initiated the question whether diagnoses such as IAD or IGD should fall under the same jurisdiction, and if professions such as social work and counseling are prepared to meet this. From a theoretical point of view, the object of study is to explore the relation between dependence and addiction: the medicalization of mediatization, and how limits between use and misuse of digital media is negotiated. The paper ends with a discussion about the theoretical implications of this pathologization for how to study and understand mediatization.

PP 541 Logic is not a trinity: A critical theory of mediatization

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How can we make mediatization research communicable? It seems not only social scholars cannot grasp this metaprocess, but even media researchers have difficulties. I propose that the notion of logic is the best for producing and communicating findings among communication scholars and other researchers. On top of that, logic needs a critical and sociotheoretical reconstruction. Mediatization is a way of "theorizing the interplay between media, culture and society" (Hepp, Hjarvard & Lundby, 2015) and it needs a clear, communicable and critical framework. I will try to show how 3Cs could work.

Couldry & Hepp (2013: 192) maintain there are "three approaches to media research... textual analysis, political economy of production, and audience or reception studies". They believe approaches fail to answer why media matter so much and that we need conceptual integration. Yet, the only integral concept available is that of media logic, which Couldry and Hepp see as a reductionist concept that should be avoided. On the other hand, logic is a "trinity" shorthand that constantly changes its elements: it can be symbolic, expressive, aesthetic, social, institutional, economic or techno-logic (Hjarvard). 3Cs should find a compromise.

Content, economy and audience correspond with symbolic, economic and social logic of the media. Moreover, both Couldry and Hepp recently tackled another theme, that of technology - a fourth aspect of media logic. Why is this important? First, by clearly distinguishing four approaches, media scholars can easily produce and communicate findings in their area of expertise. Textual analysis will contribute to the understanding of symbolic logic; knowledge about user participation on digital platforms is the basis for social logic; datafication is the core of techno-logic. All media scholars and all methods can be a part of some aspect of research on mediatization. Second, this will provide a clear framework for economists, data scientists, programmers, sociologists, political or even natural scientists, that can be interested in mediatization metaprocess.

This is particularly important because mediatization is just one of aspects of "inter-institutional configuration" (Hjarvard, 2014: 202), just one metaprocess among many involved in the global interplay of metaprocesses, studied by other disciplines: globalization, urbanization, individualization... When it comes to mediatization of politics, the interplay of media and political logic should be understood and used by all. We cannot understand symbolic logic of the media without textual analysis, and we cannot understand the content without knowledge about conflicting political and economic interests.

Mediatization of politics is formally relying on Habermas' theory, yet public sphere was marked by a political confrontation between private entrepreneurs (commercial media) and the government. If tension between "authority and publicity" (Habermas 1989: 73) is the basis for interplay of political and media logic, than policy, polity and politics are a contested terrain between different social groups. What Critical theory brings to the table are notions of power and political - a fourth aspect of political logic, a realm of social movements, pop culture and public opinion. Mediatization has to explain populism or datafication, and logic seems to be the only notion that meets the 3Cs requirement.

PP 794 Time-expression and time-content: Temporal modelling in the condition of mediatization

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How to structurally approach temporality as an object of research in the modern condition of mediatization? This paper proposes an analytical tool for approaching temporality in communication research. Specifically, temporality is considered a semiotic phenomenon in the context of mediatized and accelerated society. First and foremost, the design of the argument entails that time stands for something other than itself. Such conceptualization consequently allows temporality to be viewed as a dichotomic structure with its expression and content plane. Aforementioned division is methodologically inviting because it enables for specific data categories, which correspond to either qualitative or quantitative approaches: time-expression functions as a sign system (thus suitable for qualitative approach) and time-content can be modelled as discrete quantitative data. Apart from articulating the dichotomic structure of temporality, this paper concentrates on putting time-expression and content into relation, which is done in order to address temporality as a functioning whole. Finally, for exemplifying the concept, a two-axis model of temporality is suggested, onto which some of the key points in acceleration of media and communication are projected.

The argumentation of this paper stands on Saussurean structuralism and Juri Lotman's concept of modelling systems within the macro-sociological context of Hartmut Rosa's acceleration society and mediatization. Structuralist analysis of temporality in communication is employed mainly for two reasons: a) it serves as a strong background of theoretical approaches dealing with complex cultural, textual, societal etc. phenomena and b) the digital age exhibits inherent structural (e.g. computational, algorithmic) relations between the underlying logic of information and its meaningful expression plane. Additionally, the time-expression/content model is considered to be of analytical usability for the reason that it helps to methodologically constrain the growing complexity of the modern phenomenon of time. Mediatization is to be considered one of the dominant characteristics of the logic of modern expressions of time and an active participant in organizing the content which unravels in time.

MED02 - Cultures, contexts, and effects of mediatiatization

PP 628 Aging in rural Italy through digital media

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Italy is the oldest country in Europe and the second one in the World and it is attending a demographical decline (UN, 2015). Aging is reported to negatively affect the welfare system, and it raises particular concerns in relation to rural and remote areas, which are simultaneously attending depopulation and migration towards urban areas. Rural populations, and the elderly in particular, are therefore considered to be more affected by isolation in terms of services provision due to geographical constraints (Naskali et al., 2019) In this regards, digital technologies are largely seen as an important tool in order to foster aging in place (Rasi and Kilpeläinen, 2015).

The mediatization caused by technology continues to proliferate and to produce important transformations in every aspect of society (Couldry - Hepp, 2017). Mediatization also affects elderly people everyday life, especially how they relate with each other's (Loos et al., 2012).

In this vein, the present research tries to understand how digital media uses are interwoven with complex aging processes in Italian rural areas. The research is settled in a mountain area located in the center of Italy. The biggest town, called Castel del Monte, counts less than 500 resident citizens. Based on 20 in-depth interviews with over 65 digital users, this study explores how ICTs uses are embedded into their everyday life and how they contribute to social change in isolated areas.

In particular, the research studies:

- How living in a rural context affects the use of ICTs among elderly
- What factors (e.g. _social, cultural or economic capital; social network belonging_) facilitated older adults' ICTs adoption
- How ICTs affects older adults' relationship inside and outside the local community
- In what practices are ICTs adopted.
- How ICTs uses support new form of connection in a context of geographic isolation
- The relationship between technology, learning and digital competences.

First results show that ICTs represent an important tool for the elderly to strengthen relationships outside the community and to access public services lacking in the area. Meanwhile, in a context of strong solidarity and community identity, ICTs do not significantly modify social habits and rituals. Rather they risk hindering them.

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PP 627 Media activity of Russian youth as a driver of the mediatization of politics

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According to the Russian media researchers, the mediatization of politics is characterized by two models of communication: one-sided (setting the agenda, modeling public opinion) and two-sided (public participation in communication, principles of equality) (Labouche, Puyu, 2019). According to foreign researchers, the mediatization of politics can be considered both as a path to open government (Noveck, 2012) and at the same time as a result of civic engagement of young people in the media space (Ross, 2018).

Modern Russian youth are increasingly showing their interest in participating in political processes. Although young people are often described as apolitical participants in civil society, empirical evidence from Russian (Dunas, 2019) and foreign studies (Ross, 2018) challenges this and suggests that young people today have different political views and are motivated to participate in political discussions. They are particularly interested in a number of topical issues, mainly relating to human rights, migration and (anti)nationalism.

The hypothesis of this study is that public authorities in Russia today do not use new media to expand the boundaries of the openness of public policy, and Media are used only as a mediator to construction the necessary public opinion, without taking into account the role of new media and the characteristics of the younger generation. However, this does not prevent today's youth to express their positions through media opportunities and to form a new media space of the political sphere.

But today we can see how Russian young people demonstrate such a level of activity in the manifestation of civil rights and participation in political processes that the mediatization of politics is forced to take the path of increasing openness and democratization. We can do such conclusions based on the results of the study of three cases: the Golunov case, the Voice-Children case and the church case in Yekaterinburg.

As a result it can be concluded that politics is now increasingly moving into the Internet space, while the mediatization of politics in Russia is not from the government in order to increase the openness of political processes, but from society, and primarily from young people as the most active users of new media and as new politically active actors of a mediatization society. Thus, we can observe the transformation of the very essence of the mediatization of politics, when the communication process cannot be characterized only as one-sided "from the state to society", demonstrating on the contrary the unidirectional nature of communication "from society to the state".

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PP 625 Connecting soldiers: Mediatization of warfare, media ecologies and media materialities on the East Ukrainian frontline

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The war in Donbas has sent powerful ripples around Europe since 2014, leading to a spike of interest in information warfare. Yet there has been virtually no inquiry into how media and communication technologies are habitually used on the ground by the actual combatants. Civilian technologies are systematically converted to military use, such as mobile phones as a combat communication, artillery aiming and wiretapping tool, often a booby-trap component. On the fighting ground, instant connectivity and omnipresent mobiles created a nursery for genres of war gore: footage "from a dead soldier's phone", brutal interrogation videos, phone conversations with the unsuspecting relatives of a captured or killed soldier. Crucial is also a media infrastructure war. While rebels created their own GSM operators and reconnected optic cables from Ukraine's to Russia's grid, Kyiv has led a counter-effort to re-establish its technical grip on broadcasting in Donbas. Early on, the frontline developed its own distinct environment, a media ecology that has made experiences of combatants and civilians different. It has arguably heralded a new stage in the mediatized warfare.

Based on the concepts of mediatization, mediatized conflict and mediatization of war (Cottle 2006; Couldry & Hepp 2013; Clark 2009; Maltby 2012; Mortensen 2015) as well as arrested war (Hoskins & O'Loughlin 2015) and digital war (Merrin 2018), this paper will present the results of an empirical study into media use at the frontline in Eastern Ukraine (primarily by soldiers but also by civilians who live in the war zone on the side controlled by the government of Ukraine) by way of in-depth interviews and participant observation. Using material from 16 such interviews, the paper will present evidence of the broad and unorthodox use of media infrastructure and personal technology in the Donbas war. Its relevance and urgency are stipulated by the potential to shed light on the heretofore unstudied aspect of the Ukrainian conflict, one of Eastern Europe's gravest currently, and to enable new critical perspectives regarding the dynamically changing use of media during war as empirical studies from battlefields are lacking. The theoretical approach is based on mediatization theory as well as using some insights from actor-network theory focusing on interaction between humans and technology in a specific context (of war, in this case), problematizing the politics of media access, media infrastructure and materiality of media. The study is situated in the growing subfields of the critical studies of mediatized conflict, soldiers' media cultures and media witnessing.

MED03 - Mediatization and new Technologies

PP 705 The "making" of deep mediatization: How the organizational elites of pioneer communities gain influence on deep mediatization

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In media and communications research, media change is typically described as a process of 'diffusion' of new technologies, which is treated from an individual perspective: a technology spreads from innovators via early adopters, an early and a late majority and laggards (Rogers 2003: 261-266). In this paper I would like to argue for a different perspective, less centered to the individual and more to the social and cultural. My theoretical framework is anchored in mediatization research, according to which we experience a process of deep mediatization today (Couldry & Hepp 2017, Hepp 2020): With the increasing spread of digital media and their infrastructures, culture and society are being transformed, whereby this is a dialectical process that cannot be resolved into a simple cause-effect chain in such a way that the diffusion of a single technology would have an individual effect.

In such a broader perspective, the question inevitably arises as to what the driving forces of transformation are. Generally, the answer coming from political economy is state agencies and the big (tech) companies (Murdock 2017). Of course, we cannot imagine the "making" of deep mediatization beyond such corporate actors. But as Fred Turner (2006) has shown in his historical study, we also cannot understand it beyond figurations like the Whole Earth Network as an 'extraordinary influential group of San Francisco Bay area journalists and entrepreneurs' (Turner 2006: 3). This network imagined a world shaped by personal computers and computer networks long before these ideas entered the public consciousness.

In this paper, I would like to call such groups or networks 'pioneer communities'. There are several reasons for this. While they typically refer to themselves as 'movements', on closer inspection they are not social movements in the strict academic definition; they are too apolitical, too close to companies and also institutionalized politics. As a group they are rather 'intermediaries' (Bourdieu 2010: 151) who present themselves as 'movement'. However, they remain highly influential in the "making" of deep mediatization as pioneer communities form the "haze" in which ideas and concepts of new technological development emerge and spread. The aim of this paper is to reconstruct how the organizational elites of the Quantified Self and Maker movements – two examples of today's pioneer communities – curate their respective pioneer communities. Based on a media ethnography carried out in Germany, the UK and the USA (29 interviews, 34 observations of events and spaces) it is demonstrated that the two movements represent different curatorial models: Curation through the use of an "unenforced trademark" in the case of the Quantified Self movement and curation through "franchising" in the case of the Maker movement. The fragility of both models is not necessarily a disadvantage to either but, ultimately, it contributed to the rapid global spread of each pioneer community. The fragility of curating is, then, an acute expression of the pioneer community phenomenon: being pioneering means to be fragile, because you are only a pioneer for a certain amount of time.

PP 706 MeSort and MeTag: On the sustainable development of a sorting software and a media diary software for qualitative research on media repertoires and media ensembles

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In times of deep mediatization (Couldry & Hepp, 2017), cross-media research approaches are becoming increasingly important for the investigation of different forms of media use. The concepts of 'media repertoires' at the individual level (Hasebrink & Dohmeier, 2012) and 'media ensembles' at the level of communicative figurations (Hepp & Hasebrink, 2014) can provide a conceptual framework for such empirical mediatization research. As described by Hasebrink and Hepp (2017), a methodical triangulation of media diaries, interviews and sorting techniques is particularly suitable for qualitative research in this area.

Research software can facilitate the research process, especially when sorting techniques and media diaries are being used. Our software _MeSort_ for example offers the possibility to survey the structure and composition of media repertoires and ensembles by supporting various sorting methods for their reconstruction. The software _MeTag_, in turn, is designed as a media diary app, with the help of which participants can document their media use over a certain period of time. Through this temporal component, the media diary can provide insights into the processes within the use of media repertoires or ensembles. The use of research software, especially for mediatization research, can thus help grasping the interrelated cross-media functionalities of media that only become defined in the contexts of their use.

In our contribution we want to show the creation of both types of research software and, based on this, reflect on the use of research software for media repertoire and media ensemble research. The development of both MeSort and MeTag is part of a three-year DFG-funded project with the goal of making the research software available to the scientific community on a sustainable basis. To ensure that this is done as closely as possible to the requirements of media and communication research and to build a community of interested researchers in the long term, the project is based on a co-creation approach (Piller et al., 2010; Sanders & Stappers, 2008). This means that (future) users of the research software already take on certain roles during the development phase: On the one hand, they are able to contribute suggestions and ideas for possible applications and functionalities of the two apps and, in addition, they can share already existing experiences in the use of versions of the software in a research context and thus contribute to the further improvement of the software.

Based on the presentation of the development of both forms of research software, we want to discuss the advantages of co-creation for the development of such tools (e.g. early inclusion of research interests and successes), but also the limits of co-creation (e.g. limited time for the researchers to participate or conflicting demands on the software). Despite these problems, the use of co-creation practices offers a possibility for the sustainable provision of research software, because such a community of interested parties can be created already in the development process. This will be illustrated by the two examples MeSort and MeTag.

PP 703 It's with me everywhere, in the bedroom, in the kitchen, in the toilet. The role of new media technologies in mediatization of family life

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The aim of the paper is to present the results of research on the mediatization of family life conducted in 2019-2020 on Polish families. The main goal is to explain how family life is mediatized through the smartphonization. The analysis takes into account the family dynamics, diversity in use by children and adults; as well as time dimension differences (significance of the different seasons of the year; days off and working days). The question was also posed about the diversity of families in terms of intensity and quality of mediatization. The consequences of different levels and ranges of mediatization were determined.

The analysis is embedded in the theory of mediatization (in particular approaches of such researchers as: André Jansson, Friedrich Krotz, Knut Lundby, Göran Bolin, Joseph Pallas) and examines microdynamics of mediatization processes at the same time developing methods of research on qualitative and quantitative dimension of media saturation.

Triangulation of five research methods was used in the research. There were 15 in-depth interviews with all members of different types of families (1), which were combined with self-monitoring and self-reflection of family members based on an extensive diary method (2). This included the experiment of putting aside the chosen media technology in the family and tracking the effects of abstinence. Moreover, 80 in-depth individual interviews (3) with selected family representatives, complementary survey (4) on 30 selected families and expert online focus group interviews (5) with 12 directionally selected participants were conducted.

Diversified research samples and research instruments allowed to draw conclusions concerning the situation in Polish families, including the answer to the question about specific mechanisms of mediatization, the degree, scope and character of mediatization of a contemporary Polish family, both from the perspective of the technologies used, mediated processes carried out and the time spent on the use of media technologies at home. The methods of dealing with technologies, the effects of conducting and not applying regulations on the use of technologies and the biggest challenges for families related to the use of technologies in their homes were determined.

PP 704 The mediatized home and new technologies - the domestication of voice assistants in private settings

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From the early days of mediatization, the home has been a place of interest. Silverstone's studies on the 'moral economy of the household' (Silverstone et al., 1992) modelled the 'domestication' approach, which was taken up by many scholars, such as Berker and Hartmann (2006) or Peil and Röser (2014), who conducted long-term studies on the mediatization of family interaction and within family roles. As homes are becoming more and more 'smart', new options but and new challenges for privacy, family interaction and family cohesion have come up. With the introduction of voice assistants - or smart speakers - new technologies which are based on processing voice commands and execute them according to their capabilities, another stadium of the so called 'smart home' has been reached. Speech assistants can be defined as "software agents that can interpret human speech and respond via synthesized voices" (Hoys, 2018, 81). Due to the fact that these VAs are located in people's homes, the connected mediatization processes have to be seen from critical perspectives, as undoubtedly such technologies pose a severe risk for privacy breaches, data collection, and surveillance (Lau et al. 2018). With the aim to shed light on the ways why and how individuals adopt these technologies into their homes, we conducted a set of three studies in order to assess individual's overall attitudes, usage patterns, and daily routines with a selected brand of smart speakers (Alexa).

Following the model of the 'domestication of technology' approach we conducted three studies:

- · Study (1): Online survey (n=408) on user attitudes in respect of practicability, acceptance, data safety, surveillance, and privacy
- · Study (2): Case study with users' media diaries on daily practices in the home (10 households)
- · Study (3): Cooking with Alexa at home (one selected cooking skill with 5 participants)

Results show that most participants limited their activities in the beginning, but soon adopted the technology fully into their lives. Some even regarded Alexa as a companion. Furthermore, the detailed analyses of family's verbal interaction showed that Alexa became a 'partner' in various family past times. The consequences of these findings will be discussed from the critical mediatization perspective.

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MED04 - Mediatization and Religion: Innovations, Adaptations, Challenges

PN 176 Christian Past, Nationalistic Future: Religion and the Mediatization of Far-Right Online Narratives

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Contemporary political discourses are often circulated through media. In particular, far- right actors frequently use social networks to communicate with potential voters and articulate political campaigns (Froio and Ganesh 2018). From American Donald Trump, to British Boris Johnson, to Italian Matteo Salvini, digital media become a new arena for far-right discourses, characterized by ideologies of nativism, authoritarism, and populism (Mudde 2007).This presentation argues that religion is reaching increasing attention in online far- right narratives. In the European context, some politicians use online platforms to talk about Islam, especially in relation to migration. At the same time, they discuss Christianity (and, sometimes, the notion of "Judeo-Christian civilization") as a symbolic resources to define European past and present identities, sometimes in opposition with Islam.Through a qualitative analysis of tweets sent by far- right political actors and collected over a period of a year, this presentation analyzes the media strategies and online affordances that allow such narratives. It focuses on the Twitter account of Matteo Salvini, leader of the far- right political party Lega Nord (Northern League), who is an active social media user often vocal about his Christian identity and anti-Islam ideas.The analysis suggests that the theory of deep mediatization might explain some aspects of these online discourses. In particular, Salvini and other far-right actors employ simultaneously various platforms and live-tweet speeches and political rallies. This can be explained though some contemporary characteristics that Hepp, Breiter, and Hasebrink (2017) attribute to the theory of deep mediatization, namely the differentiation of media technologies in a variety of platforms, the increased media connectivity, and the omnipresence of media in society.However, there are some additional characteristics that emerge from the analysis. The tweets also hold a strong emotional character, something that has been observed in online narratives (Papacharissi 2015; Abdel-Fadil 2019). For instance, Salvini often spreads fear by posting news of Muslims and migrants committing criminal acts, and shares pictures of Christian symbols (such as the rosary) that likely provoke intimate identity feelings among the Catholic population. This narrative production, I would argue, is enhanced by some specific characteristics of contemporary mediatized society: the possibility of circulating pictures with an high emotional character, the proximity and trust that social media users might feel when engaging online with political leaders, the spreading of so- called 'fake news'. This leads to an increased nationalism where religion becomes a topic to mobilize citizens around perceived threats to national religious identities. Therefore, this presentation shows how the theory of deep mediatization can capture certain facets of contemporary far- right online narratives. At the same time, there is a need to focus on the emotional character of these discourses, especially in relation to the characteristics and possibilities of Internet platforms. Through intense online circulations, political actors such as Salvini mobilize followers by evoking an emotional and imagined "Christian past," and circulate religious images and narratives to create voters' trust for a nationalist future.

PN 180 Mediatization and power struggles in the Russian Orthodox Church

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The research focuses on mediatization of parish communities of the Russian Orthodox Church. Since digital media have gained a deep penetration into almost all spheres of the Russian society (Global Digital 2019 reports), they have change communication flows within religious communities as well as bring about a need in digital professionals that shape new communication flows. Some digital professionals belong to lay people while some are clergymen. The research is aimed to analyze of the position of digital professionals in the ROC and to identify how the role of priests and laity people, who work with digital media, has changed in comparison with the role of priests and laity people as it was conceptualized by the previous sociological and theological studies. As a theoretical ground of the study we combine mediatization theory with Bourdieu field theory. The social-constructionist tradition in mediatization research approach mediatization as a changing "communicative construction of certain mediatized worlds across the variety of different media" (Hepp, 2013). In order to tackle the change in a practical study Andreas Hepp proposes the concept of 'communicative figuration' as a network of actors that constitute a social entity through reciprocal communicative interactions. To grasp changes in communicative figurations of the ROC due to the work of digital professionals it is essential to take into account power relation between religious hierarchy and laity. For this reason we look at the religious communicative figuration through the concepts of field, capital and habitus as they elaborated by Bourdieu (Bourdieu, 1993; Martin, 2013; Shaefer, 2015).The study is bases on a series of biographic interviews with digital professionals from the ROC and on netnographic study (Kozinets, 1995) of their activities on social media. We argue that work with digital media has not change the position of digital creatives in the religious field: there position in parish community is secured by other religious and social activities that they do besides activities on media. Whereas their positions in media field makes help them to gain more visibility in the ROC. Working with digital media they enhance their religious and social capital which they use according to their religious habitus: to maintain or to contest existing power structure. From this perspective digital media make religious debates within communicative figurations of the ROC more diverse and open to a plurality of positions.

PN 178 Cartography of the values: Deep mediatization, religious diversity, and conspiracy theories

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Within the expanding studies on mediatization of religion, issues connected with the cartography of communication versus disinformation, have not received any attention to date. Therefore, respecting the underlying assumptions of deep mediatization, the primary goal of this paper is to analyze the media-related changes in articulating religious diversity and conspiracy theories in the Polish-speaking digital environment.As a theoretical framework of my analysis, I develop the post-structuralist and post-Marxist discourse-theoretical approach (DTA) by Laclau and Mouffe (1985). It means that I understand discourse as a structured unit resulting from articulatory practice. This practice refers to a group of articulated signifiers that are continuously changing, shifting, and renegotiating. As a consequence, every social phenomenon has to be seen as temporary and not stable and permanent.In the study, I focus on online content. The empirical material for this qualitative analysis is based on 175 YouTube videos with compiled textual commentaries in the years 2015-2019. By doing so, I identify the central signifiers of the discourse around its nodal points, and the construction of an antagonism. Such a partially fixed organization of the discourse helps me to face the research queries on how religious diversity and conspiracy theories are articulated as well as the place of transforming figurations within the field.As a result, five nodal points in the discourse on religious diversity are brought out from the data: "Catholic faith," "Catholic Poland," "papacy," "Jews," and "religious chauvinism."I conclude that not so important practice of discussing religious diversity has become a vital and robust reference point of counter-religious, counter-dialogical, and conspiracy practices on the Polish-speaking internet.

PN 179 Mediatised belonging? Mediatization theory and the future of religious communities

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Several reflections of the effect of media on religious institutions and communities depict the media as a field or a sector of society with its own logic, interests, and mode of functioning (Altheide 2013). Hence, the influence of media on religion is based on the assumption that media "colonises" religion, and that religious organizations and groups adapt the logic of the media reality. The notion of crisis of authority, banalisation of belief, and dissolution of modes of belonging (cf. Turner 2007) is often a theme of such analyses. A change of perspective, however, may help understand how mediatised religious communication can create and foster a sense of belonging, and construct the future of religion which may not necessarily involve the existence of traditional institutional frameworks.The paper will be based in the concept of deep mediatisation (Hepp, Breiter, & Hasebrink 2017), which focuses on the changing function and meaning of media in the societies of today. The concept points to the fact that what we are experiencing is not just more media, more devices, faster connections and so on, but that media use changes the social construction of reality: it is an inherent element of the communication matrix, and the form, means, and content of communication transform as well. Deep mediatisation also takes into account the transmedia perspective: people use various types of media, often simultaneously, which shows we should talk about a media environment or media ensemble rather than specific features of each outlet. This also pertains to religion and religious communication. From believers conversing on a Facebook group, and using apps to pray or meditate, to religious organizations positing on Youtube, to robot Buddhist monks, there are countless examples of how media have been - and continue to be - part of what we understand as religion.Applying the aforementioned user-centric mediatization perspective to two empirical studies, the paper will discuss what the analyses of media use among users of two Roman Catholic forums in Poland, and religious media professionals of Seventh-Day Adventists (in Poland and the UK) indicate about mediatised forms of religious belonging. It will be shown how the diagnosis of a crisis of traditional Church membership, and the questioning of the meaning of institutionalized religion is supplemented with a narrative of community, but one that transcends the boundaries of locality and evades traditional markers of religious affiliation. It will be shown how such communities, comprising of believers and non-believers alike, are constructed discursively. It will also be discussed how through media use, religious minorities create a narrative of being part of a larger (national, and multi-religious) community to legitimize their presence and emphasize their positive contribution, but also to face existing challenges and fight against discrimination. To conclude, it will be argued that a user-centric mediatization concept may help reveal how religious communication creates a sense of belonging even if traditional structures may dissolve.

PN 177 Political mediatization of religion on Facebook: Salvini and the Gospels during elections in Italy

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According to the deep mediatization theory (Hepp 2019), all elements of our social life are intricately and deeply related to digital media and their underlying infrastructures (Couldry and Hepp 2017). Media's pervasiveness in our lives is made possible largely by the high penetration of the internet, social media, and mobile connections. Religion is not excluded from these dynamics. Despite a high level of online religious activities (Campbell 2005; 2013) is evident on the internet from very early in the history of computer-mediated communication (Rheingold 1993; Cheong et al. 2012), and the well-known debate about a new visibility of religion in the latest years (Hjelm 2015), religious online expressions continue to receive low attention among media scholars. A possible cause of this lacuna could be the methodological difficulties to analyze religious discussions on social media, which add up to the recent restrictions to social media data access (Bruns 2019). In this sense, the deep mediatization represents a challenge for mediatization scholars, since they are called to integrate traditional analyses with the ones of algorithms, digital data and infrastructures (Hepp 2019).Besides taking into consideration computer mediated communication, a comprehensive reflection on the mediatization of religion should not overlook its politicization: on the one hand, the disintermediation (Chadwick 2007) of political communication allows leaders to speak to the people through social media (Engesser 2017), on the other hand, the renewed relevance of religion in the public sphere (Habermas 2006), and the empirical link between Christianity and national identity (Pew Research Center 2018), represent a strong driver for populist conservative politicians to address religious issues. Emblematic of the intertwining of mediatization and politicization of religion is Matteo Salvini, the leader of The League, an Italian populist, far-right party (Rooduijn et al. 2019). Salvini is among the most followed political leaders on Facebook in Italy (Kalia 2018), where his posts reach millions of followers, renowned for his massive use of social media and for the unscrupulous use of religious symbols for propaganda purposes, also on social media.With reference to this emblematic case, this study aims at empirically tackling the issue of mediatization of religion at the crossroads of politicization and social media communication. We queried CrowdTangle to gather posts mentioning Salvini and a set of religion-related keywords published on Facebook pages and groups that shared political news stories in the run-up to the Italian and European election (Giglietto, Righetti and Marino 2019). Using a combination of quantitative and computational methods, and qualitative in-depth focuses, the contribution will analyze actors involved in the discussion, frames of reference and most popular posts on the platform, with the general purpose of understanding if and how politics and social media logics – including possible strategies of digital propaganda and social media manipulation (Giglietto, Righetti and Marino 2019; Giglietto et al. 2019) – have been shaping the discourse around religion and can affect its online representation.Against this theoretical and empirical background, we will ask which could be the consequence for religion of such deep, political mediatization.

MIP01 - New Concepts, New Approaches

PP 052 Streaming platforms as challenging analytical objects

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In recent years, streaming platforms have become increasingly important for both media companies and media users as well as media researchers as some of the many research contributions about streaming within the field of media industry studies demonstrate (Grainge & Johnson 2018; D. Johnson 2018; Lobato 2018a; Lotz 2017). However, doing textual analysis of a streaming platform can be a challenging task since these objects are constantly changing and responding to user behaviour – and thereby causing the researcher to co-construct the analytical object through his/her actions. By drawing on some of the recent contributions about streaming platforms, this paper compares the existing work and suggests a number of possible _analytical approaches_ in order to further the methodological discussions about the challenges when analysing streaming platforms.

As the first approach, the paper explores how to understand and analyse the platform _as an interface and a webpage_ (C. Johnson 2019) by analysing the front page as a curated webpage of high communicative importance. A particularly interesting element is the so-called "merry-go-round" (Bruun 2020: 95f.) at the top of the page and how its content can communicate the platform's genre assumptions and implied users.

As the second approach, the paper understands the platform _as a catalogue_ (Lobato 2018b) and analyses the composition of the catalogue by quantifying and counting content within different categories. This approach has some similarities with analysing flow programming schedules (Williams 1975: 86ff.) and can track the continuous evolution over time and check for issues such as the potential lack of genre variation.

As the third and final approach, the paper suggests _a comparative analysis of different platforms_ that have different institutional mandates (public service vs. commercial), are from different media sectors (video streaming vs. podcasting) or have a different company history (broadcast native vs. online native). This approach offers a media systemic and macro-oriented look at the platforms' overall structural setups and visual identities combined with an understanding of their inherent media logics.

Using these three analytical approaches, however, reveals an array of new methodological challenges and points to how maintaining a streaming platform can create many challenging tasks in terms of communicating clearly, reliably and with a unique brand identity. In my analysis, I might also address how particular important genres (such as reality programming and sports) are somewhat overlooked in the existing literature.

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PP 054 Music events as stories: The case of Spanish music festivals. A methodological approach

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Modern music festivals have become a key sector for the current music and cultural industry. In Spain, 900 music festivals are celebrated annually, mainly in June, July and August (Cultural Statistics Yearbook Ministry of Culture and Sports of Spain, 2018). More than 4 million people attended only 50 of these festivals (APM, 2019) with indie-pop-rock style festivals those which had the most festival-goers at 33.1% (Neo+Sponsor Analytics, 2018). This cultural sector growth has been driven by three variables: policy and business strategies, new definitions about the concept of the festival, and new stakeholders (Fouce, 2009).

Public administrations have been attracted to the economic returns of festivals, as by organizing a music festival they obtain a growth in tourism, improve the local image, attract more media coverage and, maybe, help to win future elections (Castilla, 2007).

On the other hand, new stakeholders have emerged who prefer festivals in order to be able to consume live music rather than individual performances, as they are mainly attracted by the deeper experience than just music as a festival isn't only live music (Fouce, 2009).

In this context, festival organizers are building their own festival concepts and developing new business models which they need to be able to attract and engage key targets: namely festival-goers, public administrations, and sponsors. So, today, modern music festivals are social and cultural events (Portela, 2008, in Fouce, 2009).

Purpose

The purpose of this paper is to offer a capable methodological approach to addressing the research of this complex phenomenon. So, we focus on analyzing the vision of the music festivals organizer companies. To do so, we propose to use a quantitative approach from audiovisual narrative. In such a manner, modern music festivals are considered to be hypertext, namely, places where different corporative speeches have been found from organizers, artists and bands, public administrations, sponsors and festival-goers (Getz y Andersson, 2008; Stone, 2009; Getz, 2010; Channey, 2019; Van Vliet, 2019).

Research design and methodology

We propose a piece qualitative research using a narrative approach. For this, we use two of most important techniques: semiotic analysis and narrative analysis, and we apply these to audiovisual communication elements issued by these companies (photos, videos, line up, planes and corporative graphic identity). In addition, we have completed this research with a documentary review of the existing scientific literature on the subject.

Findings

The first finding that we have obtained is a research methodology for the study of this sector from the cultural industry, which is capable of providing the most instant results related with economic impact or motivation for attending. This method allows gaining knowledge on, for example, vision, mission and strategic goals from social and cultural organizer companies by analyzing their audiovisual communication.

This method has already been tested in the study of three of the most important Spanish pop-rock festivals, namely Primavera Sound, Bilbao BBK Live and Mad Cool. A detailed overview from their business model vision has been obtained with this method from inside this highly competitive sector of the Spanish music industry.

PP 053 The infrastructural turn in media and internet studies

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Recent media studies, 'screen studies', television studies, internet studies and media industry studies have paid increasing attention to the concept of infrastructure (Parks and Starioselski, 2015). In a related move, media researchers have in recent years begun to pay sustained attention to the concept of distribution (Braun, 2015). Such research on the seemingly mundane systems that shape aspects of our digital worlds has opened up fascinating new avenues for investigation. This piece focuses on two problems with this 'infrastructural turn'. The first is an increasing tendency to use the term 'infrastructure' in such a bewildering variety of ways that the term risks losing meaning. The paper traces these divergent uses, and pleas for a rather restricted use of the term to refer to physical and organizational structures needed to make systems work. The second problem is a lack of dialogue between sub-fields and approaches over the concepts. Much of the impetus for the rise of concepts of infrastructure and distribution in recent media and cultural studies has come from the field of study known as science, technology and society (STS), especially approaches influenced by actor-network theory. There has been a surprising lack of attention in work influenced by these fields and theories to research on infrastructure and distribution that has been carried out within the approach or sub-field known as political economy of media (or variants on that term), where distribution (or a variant of it, circulation) and infrastructure have in the past been key concepts. This has meant that concepts of fundamental interest to critical political economy, such as ownership, influence and control have achieved at best only a minor status in the burgeoning sub-fields of media infrastructural and distribution studies. Equally, it has to be recognised that recent variants of political economy research have paid relatively little attention to infrastructure and distribution questions. This chapter discusses some of the tensions between these different approaches to infrastructure and distribution, and discusses some of the valuable contributions that political economy research has made in the past, and might make in the future, to research that mobilises these concepts. The paper closes by assessing potentially valuable ways forward for infrastructural approaches to questions of distribution and circulation in an era of digital media.

PP 055 Artistic legitimisation through category emulation: The case of art photography in Italy

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The article examines the world of Italian art photography and focuses on how actors and institutions construct the artistic legitimacy of the medium. Specifically, the study combines the sociology of art and communication and organizational research to address the relationship between categorisation and legitimisation. The processes of legitimisation and categorisation are central aspects of cultural production, distribution and consumption. However, ongoing research has only partially focused on the relationship between categories and legitimacy, as well as on cultural fields struggling for recognition and autonomy despite prolonged efforts of field professionals.

Photography in Italy struggles to secure the status of a legitimate art form because of historical processes and local socio-economic dynamics. The world of art photography occupies a position of "segregated inclusion" within the Italian art world and art market. Specifically, this condition is determined by low levels of institutional legitimacy and cultural autonomy, which is reflected in: the contested identification of photography as art; the ambivalent presence of Italian photography in contemporary art markets; the lack of resources devoted to photographic institutions and events.

In order to study the actors and institutions involved in the production, circulation and consumption of art photography, I collect and analyse various sources: in-depth interviews with critics, historians, curators, art collectors and photographers; historical and critical texts on Italian photography; institutional documents; ethnographic data collected during field-configuring events. Data analysis is conducted following the Constructivist Grounded Theory approach and concentrates in particular on the relationship between issues of categorisation and legitimisation within discourses and practices.

The results show that field participants adopt three legitimisation strategies: differentiation, emulation and sublimation. The article focuses on the latter, which consists of a categorisation strategy involving resource mobilisation and theorisation. Emulation implies the discursive and material presentation of a cultural product so that it corresponds to the qualities of a designated high-status counterpart. Two strategies can produce this effect: one is the emulation of the material and symbolic characteristics of contemporary art; the other is the inclusion of photography within the market infrastructure of already legitimate art forms. Both mechanisms provide the grounds for a cognitive equivalence between photography and contemporary art through symbolic and material proximity, provided that field actors' claims are accepted by authoritative audiences.

Furthermore, in both emulation mechanisms, trust plays a fundamental role in substantiating legitimacy claims. In market contexts, for example, the reputational component of trust provides the infrastructure on which market transactions develop (as in the case of limited-edition photographic prints). Relative to the critical evaluation and artistic theorisation of photography, the credibility of well-regarded subjects or contexts encourage the diffusion of legitimacy through status-spillover effects.

Through empirical analysis, the paper argues that the combination of analytical approaches is more appropriate for the theoretical development of legitimacy studies than the adoption of a single disciplinary perspective. This allows art photography to be treated as a distinctive domain, while allowing for comparisons with other fields of research.

MIP02 - Shifting business strategies and approaches

PP 149 Between algorithms and editors: An examination of the cultural industries perceptions of personalization and diversity in streaming services

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One of the most prominent claims about media in our time is that they facilitate so-called filter bubbles: echo chambers that restrict the information a single user encounters through algorithmically filtered services. Another assertion highlights how users of streaming services tend to gather around an increasingly narrow scope of information (eg. in the form of trending lists and such), where popular content (at the expense of niche content) is cumulatively boosted by clicks and plays. Even in a time characterized by an information abundance, we might end up getting recommended "more of the same".

However, these critical views of the algorithm "as a social concern" are complex and disputed (Bucher 2018). Compared with previous media periods, when audiences relied on a limited number of media channels, administrated by editors and opinion leaders, ways of measuring personalized usage offer more tailor-made content – hence embracing the different tastes of each individual user.

Consequently, as different media actors pursue different agendas and social responsibilities, new methods and tactics that filter content in different ways, emerge. Among others, BBC has launched the "public service algorithm" which, by recommending "unexpected and challenging" content, wants to "pop our bubbles" (Savage 2019; Van den Bulck & Moe 2018). Here, users should be able to come across content that is experienced as "new and unknown", rather than something reinforcing existing preferences. The idea rests on a "public broadcaster norm" regarding diversity and universality (Hesmondhalgh 2019), that challenges recommendation engines who primarily follow a logic based on equality ("those who liked this, also like this"). In the music industry, actors similarly outline the idea of automated features that challenge the user's personalized recommendations, while others emphasize the value of editorial teams in algorithmically curated media services (De Vito 2017).

Through approximately 30 qualitative interviews with Norwegian actors in the book, music, film and television sector, this paper explore what perceptions in the matter of personalization and diversity exists in the cultural industries – seeking to capture the insights from both public and private actors. Hence, this paper addresses the following question: How do actors in the media industries perceive the effects of personalization and universality, in both algorithmic and editorial filtered streaming services?

Although public service media indeed use personalized filtering, the views on how personalization affects diversity and universality varies. This paper suggests that the various perceptions on this matter, may correspond to the experienced responsibilities and interests of the different services.

PP 148 Using artificial intelligence to engage the popularity bias in music branding: Introducing the ABC_DJ algorithmic b2b brand music recommender

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Music branding is the professional practice of employing already existing music for means of brand communication in adverts, product design or at point of sale. In the past decades, this business has started to form a significant further revenue source for composers, interpreters and copyright owners of music. Professional music consultants from branding agencies typically choose suitable tracks from music labels' databases or stock music providers based on their personal expertise, aiming to reach a maximum semantic 'fit' between intended brand image and listener-perceived musical expression. When basing their selection decisions on their personal implicit musico-cultural knowledge or algorithmic music recommendation services (that nowadays still predominantly draw on collaborative filtering), this necessarily leads to a *popularity bias* affecting every music branding campain: Music tracks that are already very popular within society will be better remembered by the consultants and will therefore also always be preferred, leading to a disadvantage of small emerging musical artists and their works within the music branding sector. Furthermore, employment of very popular music tracks in music branding campaigns can also endanger their success due to resiliency effects stemming from over-exposure, as has been demonstrated by empirical aesthetics research.
Hence, an algorithmic recommendation service that performs audio content-based filtering of music archives in terms of tracks' suitability to express certain brand values would form an obvious improvement of the current situation. Funded by the EU Horizon 2020 research and development program, our working group has created such a system together with partners from the audio branding industry and music information retrieval research. The development draws on ground truth from online listening experiments with 10144 respondents from three European countries (UK, Germany, Spain) and 549 popular music tracks which was analyzed with machine learning algorithms and state-of-the-art audio signal analysis toolboxes. The resulting ABC_DJ indexing system is able to predict four central dimension of listener-perceived musical expression with a 5-fold-crossvalidated R^2 between 44-74% and is mainly drawing on algorithmic audio descriptors for rhythm, instrumentation, genre and style information, while timbre and harmony descriptors play a minor role for prediction. Based on interpreting the estimated partial prediction models of our system, we plan to discuss current challenges and limitations of statistically predicting semantic musical expression, how exploiting digital traces from music streaming might improve future prediction performance and how algorithmic tools will change the audio branding industry on the long run.

PP 147 Understanding Facebook's strategy towards news media: An approach through its Newsroom and its blog "Facebook Media"

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Although Facebook was not originally conceived as a network for accessing journalistic news, it has soon become, in the words of a Pew Research Center's report, "a critical player in news". According to this report, as early as 2011, most of the United States "top [news] sites [...] derived at least some of their audience" through Facebook's platform (Olmstead *et al.*, 2011: 10). Yet, it was not until 2013 that Facebook implemented a real strategy for exploiting this function of "infomediation" (Rebillard, Smyrnaios, 2010) it already had, with the objective of increasing the number of its users and the number of their interactions at a world scale, but also of competing with its rival Twitter. Despite its importance, this strategy has rarely been touched upon. When they are addressed, the conditions of the development of Facebook are treated in very general terms (Fuchs, 2016). The algorithm governing Facebook's News Feed has been studied with more precision (Bucher, 2012; DeVito, 2016), but the works that were devoted to it do not take into account the economic strategies that explain its successive changes. Revealingly, one article sketching out a "literature review" on Facebook did not even notice this research void on the platform's strategies and did not consider this issue as an important one when drawing "future research directions" on the platform (Caers *et al.*, 2013). In the continuity of some of the rare works that have recently tackled the issue (Bell *et al.*, 2017; Nechushtai, 2018), we would thus like to study the strategies implemented by Facebook for investing in the market of news. Given the "evolving nature of platforms" (Nieborg, Poell, 2018: 4278), we will analyse the different stages of the strategy conducted by Facebook in that area. We will base our argument on an exhaustive analysis of its Newsroom (https://newsroom.fb.com/) and of its blog "Facebook for media" (https://www.facebook.com/facebookmedia/blog), specifically aimed at media professionals. Thanks to this corpus, we will study how Facebook, with the explicit objective of converting the media of the world to the realities of the social media-driven journalism, has, from 2013 to 2018, designed a model of production and distribution of news that is in total harmony with its private interests but that may not be in harmony with the public interest.

MIP03 - Media work, labour and corporate social responsibility

PP 241 No longer nomads: Freelancers as creative place-makers

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Freelancers constitute an occupational group of highly skilled, responsive, resilient and creative individuals, and form a significant component driving innovation and creativity that are crucial to the creative industries. According to Creative Skillset, in 2015 89% of all workers in the film production sector and 52% of those working in independent television production in the UK were freelance. However, although there has been a general acknowledgement of the importance of freelancers to national creative economies, existing studies often remove this occupational group from the localities in which they work. This paper, based on original empirical research for two reports, argues that, rather than being 'placeless' nomads, freelancers are important place-makers as well as key contributors to the creative economies of cities. It argues that freelance work is strongly situated in place and locality and, as such, understanding the nature and importance of freelance work requires understanding the local cultural, political and economic contexts in which it takes place.

As the UK's third largest cluster of film and television workers after London and Manchester, Bristol provides a valuable case study for analysing how creative freelancing is intrinsically situated in place and locality. While other 'out of London' production clusters such as those in Cardiff and Manchester have been subject to national intervention to boost growth in recent years, Bristol's creative strategies are largely the responsibility of the local authority, local companies and local entrepreneurs such as Fiona Francombe who persuaded the council to set up The Bottle Yard Studios. Bristol City Council has played a pivotal role in funding major production facilities and promoting the region as a creative hub, including leading Bristol's successful bid to become a UNESCO Creative City of Film in 2017, and in persuading Channel 4 to local one of its two regional creative hubs in Bristol. These positive changes and growth in Bristol's film and television industries have largely been a result of how the city has been promoted and sold on the basis of its strong local talent pool of highly creative, innovative and experienced freelancers.

This paper concludes by arguing that any policy directives aiming to nurture a thriving 'creative city' should, rather than attempt to duplicate universal best practice in local contexts, recognise regional creative economies as the agglomeration of particular production cultures situated within a specific place. Rather than 'placeless' nomads, freelancers need to be reconceived as those whose place-making is a key element in forging the creative economies of cities.

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PP 242 The profile of media workers' co-ops in Ibero-America

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The paper presents a map of media workers' co-ops in Ibero-America, with the aims of analyze the profile of these cooperatives. In a scenario of individualization and flexibilization of labor relations, there is the emergence of initiatives in communication that build collective alternatives of organization. We consider cooperatives as a specific type of work organization in the media industries, currently being affected by platformization of labor (Casilli & Posada 2019, Nieborg & Poell 2018) and platform cooperativism (Scholz 2017). They have potential of prefigurative politics (Sandoval 2016, Fenton 2016, Siapera & Papadopoulou, 2016), but there are contradictions about their role in the capitalist mode of production (Sandoval 2019, Cant 2019). Thus, there are struggles around the meanings of cooperatives. The methodology of research involves cartography, analysis of websites/platforms and interviews with a sample of cooperatives. The focus of the analysis is: meanings of "co-op", worker organization, and the role of digital platform / platformization. There are 62 media co-ops in Ibero-America, most of them from Argentina and Spain, most notably the Catalonia region, but there are also in Brazil, Uruguay, Portugal, El Salvador, Chile and Mexico. Most of the initiatives were born in the 2010s and there are co-ops in journalism, cinema and audiovisual, advertising, public relations, games, photography, multiplatform production. In general lines, in Latin America there is a more political meaning of cooperatives, involved in community media, explicit relation with working class issues and close to the notion of "autonomous communication practices" (Brophy, Cohen & De Peuter 2015). The scenario is different in Spain, where there is a more entrepreneurial view of co-operatives, presenting themselves as "communication managers".

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PP 243 'Greenwashing', climate lobbying, and corporate social responsibility

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This paper will explore the relationship between the promotional industries, economic growth, and environmental degradation. Bringing foundational critiques of consumer society – and the role of the media industries therein – into conversation with contemporary research on promotional culture and ecological crisis, I will provide a critical analysis of the promotional strategies of global fossil fuel companies. As observed by Adorno and Horkheimer (2002 [1944], p.96), "the most powerful sectors of industry [are] steel, petroleum, electricity, and chemicals. Culture monopolies are weak and dependent in comparison. They cannot afford to neglect their appeasement of the real holders of power." Today's global oil and gas brands remain among the world's most powerful companies, and exert tremendous influence via marketing, public relations, and lobbying.

Rather than focusing on the most visible sites of promotional communication, I will explore debates about greenwashing by examining the twin phenomena of climate lobbying and fossil fuel sector spending on corporate social responsibility (CSR) and sustainability initiatives. First, I will evaluate corporate influence over a regulatory environment that encourages fossil fuel production and increasing energy demand. Second, I will examine fossil fuel companies' approaches to sustainability and methods of communicating these efforts. The analysis will distinguish superficial or misleading approaches whose primary focus is on reputation management from substantive approaches that could make a meaningful contribution to addressing the climate crisis. Finally, I will reflect on the relevance of studying sectors adjacent to the media industries, but sectors on which commercial media rely for advertising revenue, for media industries research. The analysis will focus on: corporate reports, CSR documents, and promotional materials; environmental watchdog and non-governmental organisation (NGO) documents; and trade press and newspaper articles. I will adopt a conceptual framework that draws on critical theory, political economy, and political ecology, and will contribute to critical scholarship on public relations, lobbying, and CSR.

PP 240 Elemental labour in the cloud-based media economy

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For more than two decades, discussions of media labour have focused on theorising different aspects and forms of creative work that underpin the cultural production and circulation of symbolic commodities produced in industrial and informal media environments. At the same time, critical studies of media infrastructures have urged the analysis of labour that enables the everyday operations of media technologies through which media reception and production take place, in order to understand how specific cultural ideas and experiences of digital connection, wirelessness or media distribution are materialised (Mayer, 2019; Parks & Starosielski, 2015).

Picking up on the latter call, this paper discusses digital labour in a data centre owned by a large Russian platform company located in Finland. Drawing on a combination of visual ethnography, elicitation interviews and participant observation that took place between 2018 and 2019, this paper shows how the labour of maintaining a crucial part of Russian internet consumption and data practices is contingent on the creative work of everyday inhabiting and humanising the industrial space of a data centre. With feminist art critique Lucy Lippard (2010), and anthropologist Mary Douglas's (1991) ideas of home, I suggest how work in the data centre rests upon mobilising traditionally feminine domestic crafts and hobby art work such as gardening, cooking, and waste reuse as mode of critique and ultimately, a transformational rehabilitation of a space designed to cater for the machines rather than for the people who care for machines.

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MIP04 - Public Service Broadcasting in a Platform Ecosystem

PN 076 Caught in between. The struggle of Public Service Media between old norms and new competitors.

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Digitalisation, technical innovations and emerging platforms have changed the way that media content is produced dramatically. Traditional television providers such as public broadcasters are losing users in favour of new audiovisual online providers (Newman et al., 2019; Schulz et al., 2019). This challenges its core tasks, namely to provide a universal service for the whole population (Schulz et al., 2019). Public Service Media in particular, have difficulties reaching young audiences, esp. users under 35 years of age (Schulz et al., 2019; SRG, 2019).By bearing this development in mind, this paper would like to discuss two questions: 1) what role does public service broadcasting still play in young audience's everyday media use and how do young people evaluate PSM compared to new private providers? 2) How does the Swiss public broadcaster (SRG) strategically respond to the current challenges of the internet era?These questions will be answered based on qualitative interviews (N=40 in-depth and N=20 expert interviews), document analysis and representative survey data (N=1114 online-surveys) collected in 2019 as part of an ongoing research project looking into the acceptance and future perspectives of PSB in Switzerland. The results indicate that the new networked media environment has significant effects on media use and leads to a "usage-evaluation-paradox": The offerings of PSM and local private providers with a public mandate are used little or not at all, but are normatively assessed as socially relevant. In contrast, the private (audiovisual) media providers and international platforms are dominant in the daily usage routines. As the qualitative data show, these offerings are perceived as of poor quality, especially with regard to their quality of information. Nevertheless, users feel that consuming content from these private media is sufficient in order to understand current world affairs.The strategic reactions of public broadcasting companies demonstrate that PSM's management is aware of these developments. However, the analyses show that the organisational response to these challenges is passive. New formats are often just launched when private companies have been successful with similar ones. So far, mainly small and relatively poorly funded production units have been set up and quantitatively many new audiovisual formats have been produced. However, as our study shows, this does not lead to making the PSM offerings more known and more attractive to young audiences.By analyzing this seeming paradox of normative approval to PSM and a deviating user behavior by young audiences, the paper tries to derive suggestions for a strategic reorientation of the Swiss PSM. Literature: Newman, N., Fletcher, R., Kalogeropoulos, A., & Nielsen, R. K. (2019). Reuters Institute Digital News Report 2019. Reuters Digital News Report, 156.Schulz, A., Levy, D. A. L., & Nielsen, R. K. (2019). Old, Educated, and Politically Diverse: The Audience of Public Service News. 38.SRG. (2019). 2019-09-19_Bericht-Public_value-Phase_1_de.pdf. https://www.srgssr.ch/fileadmin/dam/documents/publikationen/Public_Value/2019-09-19_Bericht-Public_value-Phase_1_de.pdf

PN 075 From Scheduling to Trans-programming

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In 2000 John Ellis posed the question whether scheduling had become the 'last creative act' in television (Ellis 2000). His analysis pointed to the importance of the work of the schedulers to secure the relationship between the broadcasters and the viewers in a de-regulated competitive television landscape in Europe in the 1990s. Ellis' work contributed to a small wave of academic interest in the schedule as a televisual genre and in scheduling as a professional craft that has been almost neglected in the history of media studies (Søndergaard 2003; Ytreberg 2002; Paterson 1990). This paper argues that the digital era brings along fundamental changes to scheduling for media studies to consider, and the impact on scheduling as a craft actualises old familiar as well as new issues and dilemmas in the production culture (Bruun 2020; Lassen 2018; Johnson 2017, 2013, 2012; Van Den Bulck and Enli 2014). Especially in public service television companies scheduling for the traditional linear television paradigm is presently transforming into what this paper terms trans-programming. The paper argues that this development is a result of the inclusion of linear channels and non-linear services within the companies' portfolios, and a merger between linear and non-linear distribution of content is being produced by the trans-programmers. The paper presents the major characteristics of this merger and it is based on a comprehensive genre production study at the public service company TV 2 in Denmark from 2016 to 2019. The study combines field studies and extensive interviewing with the analysis of the changing generic features of linear and non-linear trans-programming. TV 2 is a commercially funded public service company and the in-house streaming service, TV 2 Play, is at the centre of the company's present strategy to adapt its business model to the digital era, the effort to stay relevant as a provider of audio-visual content as well as to meet public service obligations. The paper will show that the development includes adjustments in the production culture in two ways. First, organisational changes are taking place that strengthens the desk-top organisational structure in the company that is already a demand led company with very little in-house production. This change is putting trans-programming and the trans-programmers in an increasingly powerful position. Second, a 'broadcastification' of non-linear services as well as a re-working of the programming and commissioning practises of traditional scheduling for the linear channels is taking place. This change involves a focus on specific genres and target groups. These two changes to the production culture re-surface a number of classic issues concerning creativity, commercial pressures in the tv ecology and public service core values that will be highlighted in the paper.

PN 079 Aggregators, Worlds and Prominence: The Discoverability of PSB Online

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Television is increasingly delivered and accessed online through internet-connected devices from smart TVs to tablets. This paper argues that the shift to online TV (Johnson, 2019) has fundamentally altered the wider landscape within which television operates from earlier broadcast and digital models to an interconnected and networked device and platform ecology. This new ecology is altering the ways in which people find and access television. Rather than the linear schedules of the broadcast era, or the electronic programmes guides (EPGs) of the cable and digital eras, today viewers are accessing television through the interfaces of connected devices, such as smart TVs, digital media players (Roku, Amazon Fire TV Stick, Apple TV), set-top boxes and mobiles. This paper examines how different players from the television and tech industries are vying to control access to television in this new connected device and platform ecology. Focusing on the UK context, it examines how pay-TV providers such as Sky and infrastructural platforms (Van Dijck et al., 2018) such as Apple, are attempting to position themselves as aggregators, not just of television content, but of the television services of a range of different providers. Through developments such as SkyQ and Apple TV, these commercial companies aim to position themselves as centralised 'worlds' for accessing a range of apps and content. Control over these worlds enables companies like Sky, Apple and Amazon to determine which apps, programmes and films are most prominent on the homepage, search results and recommendations of their services. Such aggregators, therefore, function as powerful gatekeepers of online TV.Drawing on trade press and policy research, combined with qualitative depth interviews with 30 UK participants, this paper asks what consequence the rise of online TV aggregators might have for public service broadcasting. Engaging with current debates about the ongoing relevance of prominence legislation, which aims to ensure that public service media is easy to find by giving PSBs the top slots in the EPG, the paper argues that the role of aggregators need to be at the centre of industry responses and regulatory debates about the discoverability and accessibility of public service media.

PN 077 Desperately Seeking the "Total Audience": Capitalizing Audience Ratings in the Online Ecosystem

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The transition from traditional television to Online TV (Johnson, 2019) poses new issues both for the media industry and media scholars: the technological change and its consequences, the role of interfaces and content aggregation, the use of algorithms and data to inform commissioning and programming. One aspect that has not been sufficiently analysed yet is how internet television and its new ecosystem is changing the ways in which audience is quantified, commodified and sold. This issue involves the consideration of the new methodologies and techniques used by audience measurement companies (such as BARB in UK or Auditel in Italy) and the ways in which traditional broadcasters are adapting to the new context, characterized by the permanence of taken-for-granted practices of audience measurement and the relevance of data that derive from streaming, on-demand, non-linear TV consumption. Considering the case of the introduction of the "Total Audience" in the Italian context (July 2019), this paper will illustrate how the search for the audience remains central for media companies that largely relies on advertising revenues and how also the public service broadcaster is re-defining its editorial strategies to face the challenges of an internet distributed television.

PN 078 Social Platforms as Gatekeepers of Public Service Media in Small Markets

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With the increasing convergence of television and social media, online platforms have been deeply affecting everyday practices of public service media (PSM) content development, production, distribution, as well as audience measurement. Online platforms offer an opportunity for a wider and more efficient circulation of PSM content, which is crucial for long-term sustainability of small media systems, limited by the scope of the market, scarcity of public resources, as well as cultural barriers. They allow PSM to reach a digital native youth audience, to stimulate audience engagement and content spreadability, and access valuable analytics; they also provide tools for content innovation and scouting for new talent. At the same time, however, handing over control over PSM content to powerful commercial platforms and their algorithms implies multiple risks that may compromise core public values, such as universality, accountability and transparency; it may especially affect the way PSM content is framed and recommended. When interacting with global platforms, small PSM are disproportionately affected by asymmetries of power, and they also struggle with financial, legal and technological barriers limiting their control of social media presence, as well as with the lack of specialized talent and expertise. This paper is based on an ethnographically informed analysis of the Czech public service broadcaster Česká televize's (ČT's) social media presence and on the participant observation of the process of developing its new online portal; it is a preliminary outcome of a collaborative project of a mixed team of researchers and ČT's employees. Using the critical production studies approach, it asks about the changing role of social media in the decision-making processes, worker reflexivity and professional lived realities within ČT's institutional culture. It draws on two kinds of literature: a) on "social TV", PSM strategies in the platform era and public values in the broader social media ecosystem; b) on PSBs in small countries and on the politicization of the Central and Eastern European media systems in the era of "post-globalization" and populist nationalisms. In its conclusion, the paper shortly compares ČT's approach to social media with other European PSM's online strategies, including the German funk.net, which uses YouTube and other commercial platforms as primary distribution channels for distributing its extensive online-only production.Selected references:• Bennett, James, and Niki Strange. 2018. Adapting to Social Media: Commerce, Creativity and Competition in UK Television Production. London: Royal Holloway.• McElroy, Ruth, and Caitriona Noonan. 2018. Public Service Media and Digital Innovation: The Small Nation Experience. In Public Service Media in the Networked Society, ed. Gregory Ferrell Lowe, Hilde van Den Bulk, and Karen Donders, 159–174. Göteborg: Nordicom.• Stollfuß, Sven. 2019. German Public Television, Social Media and Audience Engagement. View 8(16), http://viewjournal.eu//article/10.18146/2213-0969.2019.jethc178.• van Dijck, José, and Thomas Poell. "Making Public Television Social? Public Service Broadcasting and the Challenges of Social Media." Television & New Media 16, no. 2 (2015): 148–64. • Vašíčková, Dorota, and Petr Szczepanik. 2018. Web TV as a Public Service. The Case of Stream.cz, the East Central European Answer to YouTube. Media Industries 5(2): 69–91.

MIP05 - Changes to screen media production

PP 415 How "Netflix original" are Netflix originals? Towards a typology of Netflix investments in European television fiction

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OTT services have generated both opportunities and challenges for European players and content. Netflix is leading the digital revolution, challenging the way audiovisual content is produced, consumed and delivered. By producing its own content, Netflix competes with established audiovisual services and through advantages of scale, it can heavily invest in original content which increases both the quality of content and its delivery. OTTs' platform presence brings new prospects for television drama, as new platforms and investments expand the distribution capacity and production scale, which increases content exposure and potential revenue. Contrastingly, due to the complex nature of the fragmented and diverse European audiovisual market, structural and contextual factors impact OTT services' investment strategies. Netflix's presence in Europe has increased fragmentation of financing and windows, has redefined the territorial pre-sale model, has shifted the media chronology release and has contested content exclusivity that broadcasters have held onto for decades. This is especially affecting TV drama in small European markets, which suffer from a lack of market capacity, audiences, small budgets and difficulties in pooling resources and exporting the productions, amongst others.

A perceived lack of content investments and the observed disruptions have stimulated policies, both on a national and on a European level. This is also reflected in the latest Audiovisual Media Services Directive (AVMSD) which allows Member States to impose financial contributions to providers of on-demand services targeting audiences outside their country of origin, in the form of a levy per subscriber or based on turnover, in addition to the strict content quota of 30% European works which are required in their catalogues. Netflix, in turn seemingly anticipating pressure on the OTT platforms, has emphasized its importance for domestic production, and increasingly for European investments.

Nevertheless, despite significant increased scholarly attention, little is known about Netflix's actual investment strategies and patterns, partly because changes and developments are taking place rapidly and partly because Netflix is secretive about their actual investment strategies and specific financial data. The questions this study tackles are to what extent is Netflix currently investing in European markets, what patterns we see manifesting despite Europe's market fragmentation, and if these investments provide leeway for sustainability of European television markets. Rather than providing an in-depth financial overview, the paper reveals different patterns in Netflix original (co)productions investments in the European market. The data collection commenced in January 2018 with the database being constantly updated. It currently includes more than 200 fictional television series.

First part discusses the European fragmented market, how this aspect might affect Netflix's strategies and it suggests several hypotheses. Second part includes the methodology, which is followed by part three that presents a quantitative analysis of the overall volume of titles backed by a qualitative analysis. Based on the latter, part four presents a typology of Netflix investments based on Netflix's financial composition of investment strategies. Material is backed by additional qualitative primary and secondary evidence using case material and data collected through trade press on budget talks, co-investment partners, and rights and windows.

PP 416 The economic integration of US-based SVOD service providers in Spain: Their involvement with local creators and production companies

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The arrival of US-based SVOD companies to Europe – such as Netflix, HBO (WarnerMedia and AT&T) or Amazon Prime Video (Amazon.com, Inc.) – has provoked different types of changes that range from an increase in the number of audiovisual works available in the European markets to the reinforcement of more flexible ways of audiovisual consumption (EAO, 2016 and 2019; Digital TV Research, 2018; PricewaterhouseCoopers, 2018). In this context, these companies have emerged as new players that compete with existing public and commercial audiovisual operators as well as fight for the citizens' attention, time and expenditure in culture (Evens and Donders, 2018; Lobato, 2019).

Spain has not been an exception, having by mid-2019 up to 41 SVOD services available over-the-top, of which 16 were operated by US-based companies (García Leiva, 2019). Among them were, of course, Netflix, launched in the Spanish market on October 2015, as well as HBO and Amazon Prime Video, that began operations by the end of 2016. Apple TV+ (Apple Inc.) is available since November 2019 and Disney+ (The Walt Disney Company) is expected for 31 March 2020.

Apart from competing with established and new local players, these transnational companies have established numerous alliances with other audiovisual content distributors (notably telecommunication companies) as well as producers. These partnerships account for the degree of economic integration of these transnational companies and their impact in national audiovisual ecosystems, since among the main worries they have raised the following can be mentioned: low presence of European/national works in their catalogues (against the abundance of American tittles), few (or no) legal obligations regarding the support to national audiovisual sectors, and lack of transparency regarding audiences/consumption (Albornoz and García Leiva, 2019).

In this context, agreements with local creators and production companies are especially important to be analysed, giving an account of quantitative and qualitative aspects. Therefore, considering the different initiatives put in place in Spain as regards production, special attention will be dedicated not only to the performance of US-based companies that have been operating for some time (Netflix, HBO and Primer), but also to newcomers (Apple TV+ and Disney+). The relevance of this study is justified because understanding their degree of integration in the Spanish market, via the study of their activities regarding production, could provide lessons about their strategies and impact for other European national markets.

Based on documentary evidence and currents news, as well as on interviews to key agents, the paper will seek to answer questions such us: What are the characteristics of the Spanish creators and production companies that work with/for Netflix, HBO and Prime Video? What kind of contents are being generated by local producers for their catalogues? What are the plans of Disney+ and Apple TV+ regarding these matters? What are the repercussions of the Spanish production for US-based SVOD providers at international and domestic levels?

PP 417 Broadcasting cinema: Origin and scheduling strategies in European general-interest television (UE5)

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One of the most symbiotic relationships in the cultural industries is probably the connections between the cinema and television industries. Apart from the production relations and other linkages related to different players on both sectors, broadcasting cinema has been historically one of the classic television contents. Even though cinema is currently available to the audience through different platforms and it is one of the main successful genres in most of the audiovisual services (Lange, 2015), cinema is still a necessary piece and a strategic element on the general-interest television schedules (Prado and Delgado, 2010: De-Bens and De-Smaele, 2001).

Over the years, many European policies have addressed the protection of European cinema and domestic fiction in the programming strategies of the general-interest channels. Despite these efforts, fiction coming from other markets have dominated the schedule of general-interest European television (Buonanno, 2002 and 2008; Bechelloni and Buonanno, 1997; Delgado and others, 2017). In this context, cinema produced in the US has a predominant role with a certain advantage since local audiences are accustomed to these products (Hoskins and others, 1997). On the contrary, European cinema has circulated with great difficulties among the European television channels (Esser, 2008 and Trepte, 2008).

In this communication we study the cinema programmed by the DTT general-interest television channels from the main European television markets (France, Germany, Italy, Spain and United Kingdom) which represent 25 channels: 11 public (Das Erste, ZDF, BBC One, BBC Two, France 2, France 3, Rai Uno, Rai Due, Rai Tre, La1 and La2) and 14 commercial (ProSieben, Sat.1, RTL, Channel 4, ITV1, TF1, M6, Canale 5, Italia 1, Rete 4, Antena 3, Cuatro, La Sexta and Telecinco). Our sample is formed by one scheduling week from the last three seasons (2017/18, 2018/19 and 2019/20).

The main objective of this research is to collect data of the films scheduled in these channels over the three seasons to question different aspects related to the cinema broadcast, mainly focusing on origin, year of production and genre. Also, we study different aspects related to the scheduling strategies as the time slots where the movies are aired or how films are used as a competitive asset. Due to our sample, we can also compare the results considering other factors such as country or ownership of the channels.

PP 413 Public service broadcasters as place-makers: Issues and sustainability

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One of the traditional and arguably most important roles played by Public Service Broadcasters (PSBs) is to represent the breadth and diversity of regional voices in the nations they serve. That role distinguishes PSBs from commercial broadcasters or subscription channels, which have no such responsibilities. PSBs' obligation to broadcast programmes reflecting regional interests should, it could be argued, be coupled by siting production facilities in the regions rather than solely in the capital with an inevitably metropolitan bias. As publicly-funded institutions with high status, PSBs have the potential to function as influential place-makers that reflect the particularities of their region, as well as acting as 'anchor firms' which attract additional investment, thereby helping to provide employment, sustaining a local media infrastructure and nurturing talent. This paper explores whether PSBs can continue to perform this function in an era of radical transformation in audiovisual distribution markets, notably the growth in Subscription-Video-on-Demand providers, which encourage television production companies to produce globally-oriented productions that are neither nationally regulated nor obliged to comply with national media policies and directives,

To explore these general issues, the paper will examine the regional policies of one UK PSB, Channel 4. The paper will explore the reasons why Channel 4 decided to move out of London in 2017 and the competition – '4 All the UK' – through which the company decided where to locate its new headquarters (Leeds) and its two 'Creative Hubs' (Glasgow and Bristol). It will examine why Bristol succeeded, scrutinising the City Council's pitch and why this might have been attractive to Channel 4. It investigates how Bristol sees itself as a 'creative city' and the historical and cultural reasons why its particular 'brand' has emerged. It will argue that Bristol's distinctiveness is based on cultural traditions and that these were as important for Channel 4 as much as if not more than economic and infrastructural strengths, and its location. Through interviews with Channel 4's Head of Regions and Nations and its Bristol team, the paper will analyse the role Channel 4 envisages playing in Bristol's regional ecology and how this will help fulfil Channel 4's reinvention as a regionally-based television commissioner.

This paper is based on a range of secondary sources about the role of PSBs in the UK regions and nations, a comprehensive examination of the '4 All the UK' documentation, several extended interviews and privileged access to material used in Bristol's bid.This research forms part of a wider project investigating UK regional production, and of a comparative European network organisation. It complements several recent studies, notably McElroy and Noonan, *Producing British Television Drama: Local production in a Global Era* (2019) that concentrates on Cardiff.

PP 414 What's different? Channel 4's relocation and its digital content unit

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Television tends to be a relatively centralised media industry, both culturally and economically. The high costs of production especially concerning specialised labour and equipment and its reliance on personal networks are just some of the factors facilitating a lack in diversity both on and off-screen. Within the European context, there have been attempts to decentralise and diversify the television industries, for example, through the establishment of multiple channels, the encouragement of an independent production sector, and subsidies for specific content or business development. Yet, content still tends to be dominated by a relatively small number of large, often multinational, production companies and distributors – alongside their inherent biases and inequalities. And the majority of these clusters in a few locations often linked to the sites of traditional mainstream TV networks.

The British television industry is a typical example for this as most of the country's productions are created by London-based broadcasters and producers with just a few active production centres outside the capital. British Channel 4's recent (partial) move out of London presents one of the latest attempts to decentralise and diversify British television production and distribution. In 2019, the network opened a National Headquarter in Leeds and two Creative Hubs in Glasgow and Bristol, moving commissioning and other departments out of London with the aim to encourage better representation of "all the UK, on and off-screen".

The move is claimed to bring creative and commercial benefits both to the organisation and the regional production sectors. This paper introduces an on-going research project that investigates the impact of this move on the local production ecology and explores to what extent it regionalises commissioning activities and diversifies production staff and programming. Combining the multi-modal study of broadcaster, production companies, educational institutions, screen agencies and digital DIY producers with textual analysis, the project aims to critically investigate the complex interconnections in regional media production ecologies focusing on power, diversity and sustainability.

The paper focuses in particular on Channel 4's newly created Digital Content Unit, which aims to increase the channel's reach on social and digital platforms, especially among youth audiences, and to support emerging digital talent. It discusses the unit's creative and commercial aspirations, assesses their commissioning practice and relates them to the characteristics of the local production ecology with the aim to explore the production logic of regional online content, highlighting challenges and barriers for existing and aspiring independent producers.

MIP06 - Media industries and audiences

PP 775 Media industries and audience research: An analytic dialogue on the value of engagement

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This paper offers a reflection on the value of dialogue across media industries and academia in enhancing understanding of audience engagement and disengagement with media. The basis for this reflection is an industry-academic collaborative project between Lund University and Endemol Shine. The Media Experiences project conducted production and audience research on a range of drama and reality entertainment during a three year period in several countries, primarily Sweden, Denmark, and UK, with smaller off shoot research in Japan, Colombia, USA, and Mexico, and one case study which included transnational audiences from around the world (2014-2016).

The project was designed to look at the connections across media industries and creative production, genre, and audiences. It builds on an innovative approach where production research intertwines with the crafting of genre and aesthetics within particular texts and live events, and crosses over into audience research that explores people and their experiences of these genres, texts and events. This way of conducting multi-site and multi-method research is a means of taking seriously production values for creative content, such as the various ways people craft sonic and visualscapes; and it is a means of taking seriously everyday lives, such as the various ways people engage with these texts, and embed their engagement with entertainment into the fabric of their lives. This approach of a dialogue highlights the value of listening and respect (Sennett 2003) across creative production and audience practices. The researchers on the project listened to the voices of producers and the values they created alongside the voices of audiences and their experiences. As such, we became a bridge across the industry-audience divide, humanising audiences so that alongside ratings performance and social media analytics, producers could get a sense of engagement as cultural resonance. From a more theoretical perspective the intense relationship work of the research suggests a new semantics of engagement as relational, a means to understand the cultural resonance of digital television for future audiences (Hill 2018).

The type of research exemplified by an analytic dialogue across creative production and audience engagement aims to make an intervention in media industries so that we open up the language of engagement to include socio-cultural as well as economic values. This way of researching media engagement sees the interface between media structures, content and processes, as difficult to identify and research but significant to our sense of the media producer-audience relationship. In particular, the role of academic research can be to creatively explore engagement in varieties of forms. Indeed, by considering the value of media for both producers and audiences, the research can be a form of public engagement, where we as academics can add cultural and social value to the existing forms of ratings and social media analytics. Corner (2017: 5) describes this kind of engagement as a resource for living, a means to improve the conditions for social and cultural equality. Here then, moving beyond conventional forms of engagement can highlight the long view of engagement as a cultural resource for lived experiences.

PP 777 Selling shoes, selling shows, selling services: Discontinuities in SVOD business models and broadcast audience measurement

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In 2016, Jeff Bezos explained why it made business sense for Amazon to push high-end original content: 'When we win a Golden Globe, it helps us sell more shoes.' Netflix, on the other hand, needs high-end original content to monetise its service in a more direct way, with content driving subscriptions and reducing subscriber churn. However, for the broadcast industry, these two services are often viewed in a monolithic way as disruptors to 'normal viewing'.

Using the UK as a case study and drawing on industry publications and interviews, this paper looks at the need for broadcasters to measure SVOD audiences, why some SVOD services may need this more than others, and whether SVOD is a false classification in a growing video-on-demand market.

As broadcast audience measurement developed, there was a simple catch-all for non-broadcast viewing. Containing everything from viewing of VHS tapes of family vacations to video games, the number which Broadcasters' Audience Research Board (BARB) called 'Unmatched Viewing' was just that – any time the television was in use but not attributable to broadcast television. As more on demand viewing became possible outside of linear catch-up the size of 'Unmatched Viewing' has grown, now sitting at just over 20% of all viewing.

This growth correlates with the growth of reported SVOD uptake, and the majority of the industry accept that it is the proliferation of non-broadcast streaming that has caused the shift into Unmatched Viewing. While there have been different approaches to measuring this viewing, it remains outside the scope of traditional audience measurement.

While there is some desire on the part of broadcasters to bring SVOD platforms under the greater umbrella of JIC measurement, this is not always shared by the platforms themselves. Historically, Netflix and Amazon have both indicated they had no need for measurement through a TAM agency, as they had sufficient viewing metrics from their own data sets, with Netflix's Reed Hastings saying that they 'learned to be defensive about hiding information'.

However, there has been a shift in this recently. Last year, declaring it was time they 'grew up', Hastings stated that he would like Netflix to be BARB measured. BARB responded saying they were ready and just needed Netflix to begin supplying the necessary files for audio matching. (To date, there have been no formal announcements of anything beyond this statement and response.)

While Netflix softens to the idea of BARB measurement, this is not necessarily a shift that should be anticipated across SVOD platforms, particularly as new services are launched in the coming years. If Amazon is really just selling shoes, Apple is really just selling iPhones, and Disney is really just selling everything in between, should they conceptually be separated from platforms like Netflix, Peacock, and Britbox where the primary thing being sold is the platform itself? While it may be convenient to think of SVOD platforms as a single bloc, the fine differences between business models is likely to be more important than earlier thought.

PP 776 When a TV channel moves online-only: Post-broadcast audience change at BBC Three

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It is becoming increasingly common for newspapers and magazines to stop printing and move online-only. The few studies that have examined the audience effects of such moves indicate that the titles' reach remains stable, but the attention they receive (in aggregated reading minutes) falls dramatically, by 72–81% (Thurman and Fletcher 2018, 2019).

So far, only three prominent TV channels have moved online-only. The Danish Broadcasting Corporation moved DR3 and DR Ultra online-only on 2 January 2020, four years after the BBC had done the same with _BBC Three_—this subject of this study. _BBC Three_ launched in 2003 as a free-to-air television channel aimed at 16–34 year olds. In 2016, for financial reasons, _BBC Three_ was moved online-only with its annual budget cut from £85m to £30m.

There is no published academic research on the audience effects of a TV channel's move online-only, a gap this study aims to fill.

Some research (see, e.g., Cha 2013, Jang & Park 2016, and Taneja & Viswanathan 2014) indicates that audiences may not consider broadcasters' video on demand (BVOD) services to be good substitutes for broadcast television. Other research (see, e.g., Panek 2016 and Youn 1994) suggests that the relatively high level of choice BVOD services offer compared to broadcast television might change the mix of programmes watched on a TV channel after it moves online-only.

To investigate the audience effects of _BBC Three_'s move online-only we analysed data from two sources: the long-running IPA Touchpoints survey and BARB—the UK's television audience measurement organisation.

The Touchpoints data shows _BBC Three_'s weekly and monthly reach fell by between 60–70% after it went online-only. In comparison, six of its competitor TV channels, who continued to broadcast, experienced much smaller falls in reach, of between 5–19%.

The effects of _BBC Three_'s switch are even more pronounced when the intensity of viewing is considered. The weekly gross half-hour claims (GHC)* registered by the channel fell by between 80–86%. In contrast six of its competitor channels experienced, collectively, a fall of just 4%.

We are still analysing the BARB data, which will allow us, firstly, to compare the minutes of viewing _BBC Three_ received as a broadcast station against the minutes of viewing it now receives through the BBC's online streaming service, iPlayer, and, secondly, to look at whether what audiences watch on _BBC Three_ (the programme genres) has changed since the transition.

This study contributes to a nascent 'theory of media platform cessation' by, for the first time, studying the effects on a TV channel's audience when it moves online-only. Our findings thus-far suggest that by going online-only TV stations may be more negatively affected than print publications in terms of their reach. Furthermore, TV stations are likely to suffer sudden and substantial falls in the attention they receive, falls of a similar magnitude to those experienced by newspapers and magazines who quit print.

* Estimated total number of ½ hour periods in an average week (Mon–Sun) during which one unique adult in the UK reported watching the TV channel.

PP 778 Can streaming and cinemagoing co-exist? Identifying the differences in theatrical and streamed viewing motivations of young audiences

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Theatrical film is facing a threefold competition through the continuous rise in outlets (e.g. Netflix, Hulu, Amazon Prime), leisure activities (e.g. escape rooms, concerts) and content (+58% film releases between 2009 and 2018, U.S./Canada excluded) (MPAA, 2019). While European cinema admissions dropped 3.3% in 2018 compared to 2017, new all-time box office records are still made (European Audiovisual Observatory, 2019). _Avengers: Endgame_ (2019) grossed internationally at $2.8 billion (IMDb, 2019), and globally, the film industry still generates significant revenues ($103 billion in 2019) and job opportunities (466,155 jobs in 2019) (IBISworld, 2019). Whereas up until 2015 online piracy was perceived to disrupt film business models and said to cause significant losses for the industry, today the new game changer for film business and film viewing appear to be the streaming services.

The latter have fundamentally shifted the relationship between key segments in the film value chain. Streaming services convey new business models and, consequently, new consumer expectations. The younger generation has different needs and habits regarding film viewing. More access, content and diversity provided the consumer with more choice. Increased choice shifted the market from supply-led to demand-led (Evens and Donders, 2019) which is confirmed by the importance of personalization and the collection of big data. This shifting economic valorization and consumer behavior is also most likely modifying the relevance and meaning of cinema for the consumer. This raises questions concerning the future of cinemagoing: will streamed viewing cannibalize or complement cinemagoing? In this paper we therefore analyze the audience's motivations for both cinemagoing and streamed viewing since motivations are a core factor in the decision-making processes (Crompton and McKay, 1997).

This paper builds on approaches from consumer behavior (Hawkins & Mothersbaugh, 2004), collective spectatorship (Hanich, 2014) and the longtail theory (Anderson, 2006) to analyze motivations for film viewing in terms of cinemagoing and streamed viewing. The core questions the paper addresses is to what extent motivations for cinemagoing differ from motivations for streamed viewing. Therefore, a survey is distributed to young audiences aged 18-24, as young audiences will contribute to the sustainability of the future market and success of the industry and form the largest audience of streaming services. In the analysis,

- we firstly identify film viewing motivations by applying exploratory factor analysis;
- we secondly determine the difference in motivations for "cinemagoing" and "streamed viewing" by applying regression analysis to both viewing types;
- we finally segment groups of film viewers to further explore the difference in motivation between the two viewing types by applying cluster analysis.

On a scholarly level, the study contributes to the longstanding tradition of media audience research and cinema studies. While the motivations for film viewing have been analyzed before (Austin 1986; Flynn 2018), little is known about the link between motivations for cinemagoing and streamed viewing. On a more pragmatic level, the underlying goal is to provide recommendations for theatrical exhibitors to design improved services to stay attractive to audiences and better frame discussions on the cannibalization of theatrical release due to streaming services.

OSC01 - Trust I

PP 070 In governments we trust Enacting trust in Finnish and Swedish state-owned enterprises

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In governments we trust
Enacting trust in Finnish and Swedish state-owned enterprises
The Swedish and Finnish states are significant owners of enterprises. In both countries, the results for the state-owned enterprises (SOE) are compiled into an annual report presented to the Parliament. It is a way to report on financial performance as well as a way to build trust and legitimize state ownership. The document is thus a meeting point and place of negotiation for economic and political discourse.

The aim of this paper is to increase understanding of how trust is enacted on microlevel when goverments produce these documents and thus strive to create trust for state-owned enterprises. We analyse and compare the processes of producing these annual reports in Finland and Sweden.

The data of the study consist of six interviews with key actors involved in the process of producing the report in Sweden and Finland. In addition, the annual reports from 2014–2018 have been analysed. We apply a mixed-method approach to the data.

The process of creating the report is governed by the OECD Guidelines on Corporate Governance of state-owned enterprises as well as by national guidelines which emphasize the need of consistent reporting annually and writing in a way understandable for the general public. The routines involve individuals as well as agencies which leaves room for interpretations. The study focuses on how the different actors involved in the process interpret and enact the task and how they justify a particular process, design and genre. Special attention is paid to how UN's sustainability goals are seen in this context. In a trustworthy report, various expectations are considered as well as the need to construct trust in general. Moreover, the processes in two countries are compared.

The analysis describes a process which has not yet been studied. It shows how the international policy has been interpreted and how it is enacted in each country. In the Swedish case the actors combine the practices from corporate annual reports with motivations for state-owned enterprises, for some of them financial targets and for some both financial and societal targets. The corporate annual report serves as a role model for the government report on SOE performance. In the Finnish case, the process and the genre are strictly steered by the context, i. e. the annual report being a document approved by the Parliament. The authors of the texts highlight their role as representatives of the owner and as portfolio manager. Apart from that, the process of producing the SOE annual report is not linked to the corporate annual reporting. The study contributes with knowledge about trust building, institutional routines and the interface between financial, societal and sustainability targets.

PP 072 "Social media manager as trust mediator. Investigating the role of digital communicators in public sector organizations"

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The study aims at investigating the role of social media managers as trust mediators in the context of local government. Little attention and empirical studies have been devoted to this issue and the purpose of the paper is to provide a better understanding of whether and how social media managers working for Italian municipalities perceived the trust work routines in the relationships with their digital publics. With the expression "trust work" we refer to the work performed by public officials to overcome barriers to trust in both interpersonal and institutional relationships with citizens (Corbett & Le Dantec, 2018) in digital communication environments. Indeed, in a society characterized by a growing distrust in institutions (Edelman, 2019), failure of "public trust" can have serious consequences (Warren et al., 2014), likewise damaged reputation, and civic and political disaffection.

This study can be framed within public sector communication (Canel & Luoma-aho, 2019) and public relations, focusing on the impact of social media on communicative processes and practices between organizations and citizens, but also on trust propensity (Bertot et al., 2010; Porumbescu, 2016), on civic engagement (Haro-de-Rosario, 2018; Dahlgren, 2009), and on fostering greater government transparency and responsiveness (Picazo-Vela et al., 2012).

Scholars have started to study social media use by public sector organizations focusing on PR models and strategies (Lovari & Valentini, 2020; Valentini, 2015), highlighting the processes of institutionalization of these platforms in governments (Mergel & Bretscheider, 2013), or listening to digital publics' expectations in the social realm (Lovari & Parisi, 2015; Macnamara, 2015). Despite scarce studies (Gálvez-Rodríguez et al., 2018), little research has been carried out on the strategic role of social media managers in public sector organizations.

In this framework, the research questions that guide our study are the following:

RQ1: Are social media managers adopting specific communication strategies to stimulate citizens' engagement and to develop trust?

RQ2: How do they play the role of "trust mediators" to increase positive organizational outcomes?

RQ3: How does social media management challenge public sector communicators, both from citizens' side and internal publics' one?

Authors adopted a qualitative approach, using semi-structured in-depth interviews with a selected panel of PR professionals managing social media channels on behalf of twenty Italian municipalities. The sample was selected according to the latest studies on the efficacy of social media communications in Italy (Census, 2019; PaSocial, 2018). Each interview lasted just over an hour; it was digitally audio-recorded and transcribed; qualitative data analysis was conducted by pattern matching (Strauss, 1987) of the interview transcripts.

The results of this pilot study show how Italian social media managers are aware of having a key-role in nurturing trust with digital publics. Nevertheless trust is a design value of their ordinary activity, they reveal different level of engagement and different perception of their organizational role. At the same time, they adopt specific "signs of trust" perceived as strategic to foster citizens' engagement in digital environments and to increase the municipal trustworthiness, factors particularly important in this period of uncertainty due to the Covid-19 pandemic.

PP 073 Trust as a key success driver for internal Corporate Communication. Results from three consecutive interview studies concerning internal social media among up to 500 German companies 2013-2019

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According to Niklas Luhmann (see 2014, pp. 27-37), trust can be understood sociologically as a "mechanism for reducing social complexity". Trust is therefore seen as a necessary basis for any cooperative action, something which specialist literature in both business management (see Dasgupta 1988; Curall & Judge 1995; Meifert 2003; Herger 2006) and organizational sociology (see e.g. Malik 2006; Covey 2009) has addressed. In communication studies, Bentele (see 1994 and Bentele / Seidenglanz 2008) developed a "theory of public trust". After all, according to Safko (2010), building trust is one of the core aspects of social media in general.

However, all these approaches deal with trust primarily as an external communication issue and tend to take little account of it internally. This is regrettable, as internal communication is today mainly understood as an integrative part of holistic communication management (see Grunig, Grunig & Dozier, 2002). Particularly against a backdrop of increasing digitalization also in internal communication (see e.g. Chui et al. 2012, Lee et al. 2013, Smith & Mounter 2008, Huck & Sandhu 2016), trust, as a communication issue, is becoming ever more important, especially via internal social media.

For the paper proposed here, trust, as a framework for internal communication and internal social media, was examined in three successive survey studies, with Germany used as a sample country. The underlying survey studies were conducted in 2013, 2016 and 2019, in each case online in January, with 579, 555 and 352 respondents respectively. The questionnaire link was issued to company representatives in the areas of communications, human resources and general management via address lists and editorial references. This study is, unfortunately, like many company studies not really representative; it does, however, illustrate a good selection of companies in the country, roughly corresponding to official statistics. Above all, however, it is most comparable in terms of developments, since there is a very similar composition of distributors and participants for all three surveys.

Some of many results shows that currently "only" 30 percent of those surveyed see a strong culture of trust as an important or very important basis for internal social media in companies; there is hardly any change vis-á-vis previous figures. However, there are clear developments when the question arises of what the reliable development of internal social media can foster: in a six-year comparison, the importance of flatter hierarchies increases by almost 13 percent, while the supporting role of clearer guidelines falls by 7 percent in the same period. Nowadays, internal (corporate) influencers are also given a much larger role in creating an internal culture of trust. At the same time, cross-hierarchical communication grows the most slowly.

In summary, trust represents a condition precedent for successful internal communication: to function successfully as a company, one needs employees to not only trust in management decisions, but also for management to trust employees to act responsibly. If this happens, a positive development of trust, with and without internal social media, is possible for building a safe, sustainable and promising future for organisations.

PP 071 Trust in communication: Transparency and Good governance in Strategic communication/PR

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In a fractured world with decreasing trust in governments and institutions, we notice a growing need of sustainability, social responsibility and good governance, in relation with changing public spheres and critical citizens. Communication is a critical success factor in realizing civil societies. At the same time the growing network society has a fundamental impact on communication processes. Communication/PR finds an important perspective in the social world (Ihlen et al., 2009). 'Transparency' and 'Good governance' seem to be buzz words, used by many governments, companies and organizations, but at the same time we recognize increasing tensions and a growing lack of trust. It's a task of Communication Science to define and operationalize these keywords, to build bridges between organizations, communities, individuals, religions and ethnical groups.

The concept of 'transparency' seems to be obvious, according to literature: open access to information, disclosure, telling the truth. In the reality of a civil society transparency is a complex phenomenon with complex implications (Lord, 2006). Qualitative research shows that information exchange or the 'right to know' itself is not crucial; greater 'informational' transparency is no guarantee of fewer misunderstandings and conflicts of interests. Transparency, from communication point of view, is connected with a number of valued objects like effectiveness, accountability, confidentiality, privacy, fairness and legitimacy (Hood et al., 2006). Qualitative research in 5 European universities showed that there is a lot of bias in the definition of transparency in public communication, even in a group with communication and journalism students.

For this reason, in our paper we will discuss a new definition of 'transparency', based on the concept of Trust: credibility, improving mutual understanding, reputation building, the public's right to understand, the freedom of information, building relationships and managing diversity in civil society. In short, the new paradigm is focusing on building bridges between the organization, the media and its stakeholders.

From this stakeholders approach we don't consider 'communication' anymore as a linear, nor even as a merely interactive process, but as a strategic, multivocal, network oriented process, in which transparency, as a part of good governance, is an important strategy to improve the quality of stakeholders communication (Anderson et al., 2004).

For communication science it's a big challenge to relate strategic communication and PR to developments in society, characterized by cultural diversities and polarization, related to gender, ethnicity, and environmental issues. In this regard we will present an effective Strategic communication model in our paper, which is applicable not only in context analysis, but also for developing inclusive and sustainable strategies for organizations and institutions.

OSC02 - Civil Society

PP 166 Diversity, corporate social responsibility and organizational constitution of a public service media: A negotiation of identity in and out the Belgian PSM organization's boundaries

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European Public service media (PSM) are torn between different tensions such as the need to attract a large audience while having the mission to serve the population (Horsti & Hultén 2011). In the last years, corporate social responsibility (CSR) discourses emerged in European PSM (Tania Fernández-Lombao, Andrea Valencia-Bermúdez, and Francisco Campos-Freire 2017). The Belgian PSM, a key and influential actor in Belgian's media landscape (Komorowski et al. 2018), is using "diversity", which is often use in CSR discourses (Hou and Reber 2011), as a keyword of its current organizational change and its long-term vision. It develops a "diversity" policy not only because of obligations appearing in its management contract but also because it is pushed by the European Broadcasting Union (EBU) and other stakeholders.

"Diversity" can be understood (and used) by PSM in various ways, from organization management to social cohesion, through marketing use (Horsti & Hultén 2011) or innovation (Mayer et al. 2018). Using the perspective of the constitutive role of communication in organizations (CCO), in which communication is *making* the organization (Schoeneborn et al. 2018), communication around "diversity" is seen as one of the "sites" where the economic and social tensions are negotiated and therefore where the PSM is constituted. In the CCO perspective, the organizational boundary is continuously (re-)established through communication and involves third parties, which "becomes particularly evident in the case of CSR, where practices of stakeholder involvement invite third parties to co-constitute these communicative boundaries" (Schoeneborn and Trittin 2013).

This study intends to understand the interplay between different discourses of "diversity" and how the organization defines itself through this concept. This paper analyses Belgian PSM's communication, understood as the polyphony of voice towards the audience(s) in its polyphony of organizational voices "that contribute to the attribution of collective actorhood of the organizational phenomena" (Trittin and Schoeneborn 2015). In order to catch and understand the variety of voices, a mixed methodology is used including discourse analysis through a variety of sources intended to communication (press releases, managerial discourses, social network and media content related to the topic, internal documents such as "diversity" policies etc.) as well as in-depth interviews with key staff members responsible of (any form of) communication: PR, managers, HR, diversity manager, media content producers, etc. It will help to understand how the organization is "showing" itself and how it is "seeing itself". An analysis of "diversity" discourses holders that are interacting with the PSM will then be done in order to understand the third parties that might be co-constituting the organization. Results are expected to show that, while a communication strategy about "diversity" might be found (Maier and Ravazzani 2019), such big organization (+1000 employees) have a polysemic and complex use of "diversity" in its communication, which is representative of PSM's current identity's definition. A mapping of the negotiation of the PSM's identity through "diversity" discourses is expected to be created, integrating the PSM in its polyphony of voices as well as influencing third parties.

PP 167 The automation of strategic communication: Transparent labeling vs. trustworthiness?

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Public trust is a valuable basis for non-profit organizations (NPOs) to secure and expand their scope for action (Schultz et al., 2019). Previous research has shown that the transparency of strategic communication and the credibility of its contents in particular lead to a higher perceived trustworthiness of the NPO (Schnackenberg & Tomlinson, 2016). Strategic communication therefore has the function of acting as an intermediary of trust between an organization and the public (Hoffjann, 2011). This intermediary is undergoing a fundamental digital transformation with automation increasingly finding its way into strategic communication. Advances in digitization technologies and artificial intelligence allow algorithms to create and distribute content in social networks (Galloway & Swiatek, 2018). This changes communication between an NPO and the public significantly. Individuals often cannot know whether an algorithm or a human share content, if automated strategic communication is not transparently labeled as such.

Hence, this study aims to answer the following research question: _Does the (non-)labeling of automated strategic communication (in social networks) have 1. effects on the perceived trustworthiness, transparency and credibility of an NPO 2. and effects on the trusting intention towards an NPO?_

Based on studies on the perception of automated content in journalism, the research question was investigated in March 2019 in an online experiment using a 2x2 design containing the conditions _training vs. no training about the use of automated communication_ and _automated post vs. not automated post of an NPO_ (N = 265).

ANOVAS show no significant differences in perceived transparency ($F_{(3,247)}$ = .531, p = .661) and trustworthiness ($F_{(3,255)}$ = .805, p = .492) between the experimental groups. However, there are significant differences in perceived credibility ($F_{(3,255)}$ = 3,052, p = .029, η^2 = .035; effect strength according to Cohen f = .18). Considering the willingness to donate for the NPO as trusting intention (dependent variable), the regression shows that the perceived trustworthiness (ß = .427***) and credibility (ß = .134*) are significant predictors; this effect is controlled by the general propensity to trust (ß = .156**) and the prior knowledge of UNICEF (ß = .197***). The experimental group training/automated post compared to the control group has a positive effect on the willingness to donate (ß = .113*). The perceived transparency, on the other hand, has no significant influence.

Possible explanations for the small effects of the experimental groups found in this study could be, on the one hand, weak competences of individuals to recognize automated communication as such. On the other hand, there may also be a lack of awareness regarding automated communication being used by NPOs nowadays. Both lead to even greater ethical responsibility for organizations: Strategic communication is not neutral, as relevant content is brought into the public discourse in the organization's interest. As soon as parts of the public cannot recognize whether algorithms create and share political and interest-driven content, it is the responsibility of the organizations to mark this transparently and to sensitize the public.

PP 163 "Institutional storytelling and visual strategies for enhancing citizens' engagement and trust: A focus on Italian municipalities"

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In the evolution of models and practices of public sector communication, it becomes increasingly important for municipalities to inhabit with awareness, responsibility, and competence the current hybrid and convergent media ecosystem (Chadwick, 2009; Jenkins, 2013), characterized by the growing role of social media. This is the condition for building new relationships with citizens and media to develop transparency and foster a sense of trust in offline and online environments (Lovari et al. 2020).

This paper presents a study focused on the adoption of storytelling strategies, characterized by the growing use of visual dimensions (infographics, images, animated gif, stories, videos) in the social media official channels managed by Italian municipalities. Indeed, public sector organizations have started experimenting storytelling strategies and techniques in online spaces to inform and engage with digital publics. They are enriching their interface with citizens opening new digital platforms (apps, instant messaging, social media), communicative environments where the visual dimension is prevalent and strategic for interacting with citizens and media outlets.

The theoretical framework of the study is based on the international and Italian literature on public sector communication (Canel & Luhoma-aho, 2019; Graber, 2003; Ducci, 2017; D'Ambrosi, 2019), on public relations (Grunig, 1992, 2009; Kent & Taylor, 2013) and on the institutional uses of social media (Mergel, 2013; Lovari & Valentini, 2020). These theories intertwine with the concept of institutional storytelling (Ducci et al. 2019; Salmon, 2013), with specific attention on the visual dimension and its application on public sector communication (Rizzuto et al 2020). The paper presents an exploratory and qualitative study focused on Italian public sector organizations conducted through the analysis of social media channels of selected municipalities, supported by in-depth interviews with communicators and social media managers. Many research questions arise in this context:

1. What does it mean to do storytelling in municipalities' communication? How are storytelling models implemented in municipalities? What is the role of visuals in organizational strategies?

2. What role do citizens have in municipalities' official storytelling? Are institutional storytelling models favoring two-way symmetrical communication or perpetuating one-way, top-down communication flows?

3. What are the barriers to strategically manage social media and to fully adopt storytelling strategies in Italian municipalities?

These research questions have been investigated in 15 Italian municipalities, selected considering different factors likewise geographical location, number of inhabitants, and their effectiveness in using social media according to national rankings (Censis, 2019). Main results show interesting innovations in public sector communication flows and in adopting storytelling strategies, giving a central role to images, stories and videos in the relationships with citizens and media, also used to enhance transparency and trust toward organizations. At the same time, interviews highlight specific barriers related to the resistance to change by a relevant number of bureaucrats, the marginal role of communicators in some dominant coalitions (Grunig et al. 2002), or the lack of a digital communication culture. In particular, the study highlights the need to invest in training activities to develop new competencies on visual communication to improve the quality of public sector communication.

PP 164 Are they honoring the public trust? NGO ethics and Communication

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Non-Government Organizations (NGOs) and other civil society groups are not only stakeholders of governance, but also a driving force behind greater international cooperation, through the active mobilization of public support for international agreement, performing _Civic Relations_, meaning the civic exercise of pursuing and seeking the common good through communication (Oliveira, 2019, p.24).

NGOs communicate to their publics in the hopes of building legitimacy (Oliveira, 2019). As reputation and legitimation are two crucial aspects for NGOs, according to the _Instigatory Theory of NGO Communication_(Oliveira, 2019); setting up an ethically accepted internal as well as external communication strategy is essential.

Although stakeholder groups recognize that NGOs have a better image and credibility than other organizations, legitimacy is still a major problem (Arenas, Lozano & Albareda, 2009). There is even an alleged crisis of trustworthiness (Keating & Thrandardottir, 2017). To regain trust, NGOs promise complete transparency in their communication and operation, meaning among others an ethical conduct and transparent rules of the decision-making that ensure all stakeholders have sufficient information on who is doing what and at what stage (Lloyd, 2005).

The purpose of this paper is to analyze how NGOs are perceiving and addressing ethics and discuss their implication on their communication. How do NGOs define and regulate ethical questions? What are the implications to communication management? Is the attributed public trust being honored by those organizations?

Data was collected from four International NGOs: Amnesty International, openPetition, Human Rights Watch and Transparency. International. Taking Pattons (2002) sets of questions approach, an interview guide was developed and included experience and behavior, opinions, values and knowledge questions. The Interviews were made to German based staff member of the above-mentioned organizations, to mirror the international-local scope. The analysis procedure was based on Miles et al. (2013), where the transcribed interviews were coded in two cycles.

The findings of this paper suggest that most of the NGOs interviewed have a similar definition to the word ethics. Mentioning it, is an internal guideline, that includes also specifying on how they should communicate and operate correctly. By understanding the definition of ethics in NGO headquarters and how they communicate those ethical standards to their different outpost locally, this work brings new insights on integrated communication management issues.

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PP 165 Strategic communication beyond organizations. The case of fridays for future

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Friday for future is a disruptive social movement that seems to having managed to set a global agenda, while extending the discussion towards societal challenges for the common good. Fridays for Future has achieved in one year higher levels of global mobilization beyond the capacity of any NGOs.: In March 2019, FFF mobilized 1.6 million people (Wahlström, M., _et al_, 2019).

The concept of strategic communication, here is highly relevant, therefore this explorative case study tries to identify clues that help understanding the communication patterns of such movement; as well as the dynamics of the actors intervening in the communication process. Such analysis helps discussing the question of whether, and to what extent, one can consider strategic communication to happen without an organizational form behind it.

The new disruptive social movements, emerge as hyper-modern answers to societal issues and challenge the notions of public sphere while overtaking the communicative role typically attributed to the third sector. In a complex media landscape in which the patterns of media consumption change, this appears as the new form of setting a hyper-modern-global agenda; but it is also a lesson of mobilization led by young citizens that show how fit they are for public discussion and for the enabling of new communicative spaces (Rodriguez-Amat & Brantner, 2016).

The explorative case study will follow the methodological proposals of Robert Yin and Donald Campbell (2018). First, there will be the search for clues on how the societal actors and the media dynamics are changing, in a liquid modernity, where individuals are called for solving systemic issues (Bauman, 2000). Second, drawing from the concept of civic relations (Oliveira, 2019, p. 24), the case study will be analyzed on the process of exercising political life while discussing to reach consensus in the Habermasian sense (1), but also on boosting and/or performing communication around the subject (2). Furthermore, the concept of Agenda Setting (McCombs & Shaw, 1972) will be considered from the collected elements. To do this, document and media analysis from desk research will combine with digital methods (Rogers, 2013) to collect analyze and map the data, and to contribute to the available knowledge in the field. .

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OSC03 - Strategic Communication

PP 259 Communication managers in the public sector. Comparative evolution of profiles and their performance in Latin America (2015 - 2019) from the Latin American communication monitor

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The main international studies of recent years reflect the development and growth of the areas of strategic communication in the public sector. There are significant changes in a traditionally operational function (press management, protocol, events) and not directive or political. Perhaps, these advances are due, after decades of cyclical theoretical-epistemological debates, that today and thanks to the efforts of associations such as ECREA, EUPRERA or the Global Alliance among others, there is a set of consistent foundational constructs that legitimize work in strategic communication (Falkheimer & Heide, 2018; Holtzhausen & Zerfass, 2015; Nothhaft et al., 2018). One of those contributions is the Global Communication Monitor (GCM) led by Zerfass, which today is the largest worldwide study on the profession: four surveys on five continents and 90 countries in total in European annual editions since 2007 (Zerfass et al., 2018) and biennials in North America (Meng et al., 2019), Latin America (Moreno et al., 2015, 2017, 2019) and Asia-Pacific (Macnamara et al., 2015, 2017). Each edition conducts surveys of more than 6500 active professionals. From Latin America study, this paper aims to analyze evolutionarily and comparatively the characteristics during the last five years (2015-2019) of the profiles of professionals and their impact on practices and functions in the public sector in Latin American (more than 3000 professionals surveyed in 18 countries). The questionnaire has an average of 40 research questions and hypotheses. In particular, we have analyzed age, gender, experience, training, participation in professional organizations and strategic issues. Among the most prominent results, the LCM reflects a slight difference in the proportion of men over women. The average age is between 44 years. The highest level of training is a sum of 98%: doctorate, master or degree. In addition, on average, 7 out of 10 are members of a national association and 2 of an international association. A third on average, is department director and on average, approximately 60% have senior profiles. Finally, the issue of major concern is "dealing with the digital evolution and the social web". In conclusion, these are some of the characteristics that international studies show the communication profession in the public sector in Latin America: the almost complete university training level of professionals; the growing gender balance; an extension of formal work areas, a large participation in professional associations; and a generational change in leadership are some of the main conclusions of an increasingly strategic, global and interconnected profession.

PP 257 The context in communication planning for triple bottom line. The case of B corporations in Europe

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25 years after coining the term Triple Bottom Line in organizations to lead the shift towards sustainable capitalism, in 2018 Elkington declared the failure of the concept and decided to step forward (or withdraw it): _"I propose a strategic recall to do some fine tuning"_ (2018:12). The TBL was supposed to set the course for a profound change in the way businesses think, that companies would stop focusing solely on profits (economic impact) to also focus on improving people's lives (social impact) and the health of the planet (environmental impact). However, _"TBL thinking has been reduced to a mere accounting tool, a way of balancing trade-offs instead of actually doing things differently"_(Elkington, 2018:3). But the "light at the end of the tunnel" currently shines in the emerging Fourth Sector of the economy (Sabeti, 2009) that according to the "Overall B Corp Metrics" (September 2019) already binds 3,023 B Coporations (B Corps) around the world (150 industries in 64 countries; 394 in Europe) that join the countless Benefit-Corporations, which are moving the needle towards planning and action for real TBL thinking (Honeyman and Jana, 2019). Within this framework we ask ourselves: what responsibility does communication have? Are the communication objectives accompanying the organizational objectives of TBL? How dynamic and adaptive is strategic communication planning considering that the context is constantly changing? This paper presents the results of an exploratory study conducted during 2019 in 30 B Corps of Europe from interviews and surveys applied to CEOs and Dircoms in these companies. With this, we seek to analyse the communication objectives and planning perspectives (Macnamara and Gregory, 2018) in relation to TBL organizations objectives and contexts (Krishnamurthy et al, 2013; Molleda and Moreno, 2006; Vercic, Grunig & Grunig, 1996); and identify the different actors (Miguez, 2010; Ihlen, 2008; Gregory, 2007). Based on these questions and their respective hypotheses we verify that, according to the perception of the organizational and communication directors in this type of organizations (H1) the communication objectives (aligned to the TBL organizational objectives) are defined by listening and considering the interests of stakeholders, publics; and to a lesser extent, those of society and environment. In addition, (H2) strategic communication planning is understood as a method of creative, flexible and adaptive intervention in relation to the complexity of the social, economic, political, cultural, media and environmental context. Indeed, the political, directive and operational function of public relations (Simões, 2001; Dozier, Grunig and Grunig, 1995; Matrat, 1971) is more naturally deployed in these types of organizations with greater scope in their objectives and more levels actors that go beyond the classic stakeholders. The interests (in the medium and long term) of communities, society and the environment have a significant impact on the definition of the objectives and activity of organizations (for example, to reach the SDGs). Thus, the relationship between strategic planning and the role of context is especially important (Macnamara and Gregory, 2018). Perhaps, Elkington's unease finds a second chance by dimensioning the strategic role of communication in organizations.

PP 258 Integrated communications: Uses and applications in scientific production and communication agencies and advisory services in the Brazilian context

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This summary reports results of the study "Integrated Communication: disciplinary, conceptual and practical perspectives on the intersections between planning, communication and integration", carried out over a twelve-month period (2019-2020) and linked to the Center for Studies in Organizational Communication and Public Relations (University of São Paulo), under the theme of "Epistemology of Organizational Communication and Public Relations".The research theme is "Integrated communications" (IC), a conceptual field that circumscribes the disciplines of public relations, organizational communication, marketing, and advertising, mainly. The term is commonly used by the communications and public relations industry as well. Thus, we proposed a metatheoretical and empirical analysis regarding the applications attributed to the concept, in the academic scope, and to the term, in the professional field, particularly in the Brazilian scenario.The main objective of the study was to collate theory and practice through comparative analysis of the applications and uses of the term "integrated communication" in conceptual studies and also by communication and public relations firms currently active in the Brazilian market. The theoretical objective was to identify the roots of this concept in the Brazilian literature, as well as its interfaces with international literature. The practical objective of the study was to identify and analyze the different appropriations of the term "integrated communication" by academics and professional industry in the Brazilian context. The methodology of the study includes literature narrative review and descriptive survey through content analysis of uses and appropriations of the term "integrated communication" by local and international public relations firms currently active in the Brazilian market. Based on two editions of the Corporate Communication Yearbook ranking, respectively published in 2019 and 2020, the sample included 62 eligible websites (among 141 pre-selected).The conceptual and theoretical narrative review indicates the presence of dynamic and fluid concepts of "integrated communication"; although the term is assumed predominantly in a functional approach, interpretative, critical and post-modern assumptions are present in international and Brazilian propositions. Also, the study highlights the disciplinary representativeness of the "organizational integrated communication" concept, proposed by Margarida M. K. Kunsch (1986, 1997, 2003, 2009, 2016), in the Brazilian academic setting.The empirical study focused on uses and appropriations of the term "integrated communication" (IC) by communication and public relations agencies and advisory firms, and evaluated terms adopted by the industry and ideas associated with the adopted terms. In this regard, six main categories emerged: 1) IC as a positive attribute that incarnates effectiveness and efficiency; 2) integration as a wildcard, being the word "integrated" itself associated with other nouns in an attempt to reinforce the idea of "integrated communication" (e.g. integrated action, integrated view...); 3) IC as a starting point or as means to an end; 4) IC as a product of multidisciplinary associations; 5) IC as an strategic function that supports clients' businesses; 6) digital communications as an argument for integrated communications aligned to contemporary organizational needs.

PP 260 Behind closed doors: Organizational frame-building in public affairs

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Research on the framing process in strategic communication and also its sub-disciplines public affairs and lobbying has mostly focused on frame setting (Lock, Stachel, & Seele, 2019). However, there is a paucity of research on how practitioners build their frames (Brüggemann, 2014), and which factors influence this strategic communication process. Frame-building within organizations has not been researched extensively, also because access to the 'behind doors' activities of public affairs and lobbying is hard to obtain for researchers. Drawing on the Hierarchy of Influences Model (Reese & Shoemaker, 2016), we analyze the impact and interplay of individual, routine-, organizational, and social institutional level factors on frame-building. Therefore, our research question is: How do public affairs professionals build frames within organizations? The present study employs a qualitative design to explore frame-building processes and strategies within organizations. 25 in-depth semi-structured interviews with public affairs professionals across different types of organizations (public sector, companies, non-governmental organizations) in the Netherlands are scheduled for January-March 2020. The interview protocol is partly based on a reconstruction of past successful and unsuccessful public affairs cases (Boesman, d'Haemens, & Van Gorp, 2016). The interview transcripts will be analyzed using the Gioia method to ensure rigor (Gioia, Corley, & Hamilton, 2013). The study's results shed light on interorganizational processes in frame-building prior to frame setting. The goal is to establish a model of frame-building for public affairs that can be generalized to and tested for other strategic communication sub-disciplines. It will enhance professional practice by highlighting the role of and interplay between different factors in frame building.

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PP 261 Let's talk about communication in strategic communication; an analysis of students' understanding of strategic communication and its implications

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This paper addresses the importance of communication theory for the understanding of strategic communication. The rationale behind this focus are previous debates and discussions on the definition of strategic communication, which have primarily been occupied with the meaning of the concept of 'strategic'. The definition and meaning of communication tend to be implicit or undefined and Van Ruler (2018) asks if it is "appropriate for today's demand of organizational life" (p. 367).

In this paper we study students' understanding of communication, its consequences for the comprehension of strategic communication as well as for practice. To this end, we have studied how students enrolled in bachelor and master programs in strategic communication initially understand communication and how enriched understanding of communication has consequences for the comprehension of strategic communication. The study is based on text analysis of approximately 340 essays written by bachelor and master students during their first semester in a strategic communication program. Their initial understanding of communication is implicit and undefined. However, confronted with different communication traditions (Craig, 1999) the students can make their views explicit. The explicit views on communication differs between students; however, it is possible to identify two communication traditions that reoccur frequently in the student accounts. A rhetorical perspective on communication prevails among bachelor students, while a social psychology perspective prevails among master students. The latter closely linked to previous experience with disciplines such as marketing, corporate communication and other programmes on professional communication on bachelor level.

We argue that these, often implicit, understandings of communication result in a particular comprehension of *strategic* communication, including expectations about the study program and their future as communication professionals. Strategic communication is understood as presenting and promoting goals for different audiences. These activities can be planned and controlled and thus communication is seen as something that can and should be managed. University studies are then expected to provide tools for organising this process, skills for presenting and addressing different audiences as well as detailed knowledge about different channels. Consequently, students imagine their future career as *managers of communication* and tend to disregard competences for analysing and understanding other aspects of communication, including their own always-already embeddedness in communication processes. We furthermore argue, that unreflected, implicit and often narrow understandings of communication among students of strategic communication result in difficulties to understand courses based on other communication traditions and emerging perspectives in the nearby academic fields of strategy and organization studies, both emphasizing their dynamic and communicative constitution (strategizing, organizing). Students tend to maintain an understanding of strategy and communication as one being the object of the other. This one-sided focus misses the inherent complexity of communication, including the plurality of voices from different actors, the interplay between them and the consequences for communication processes. Hence, other traditions of understanding communication are necessary for being able to understand communication, challenges and opportunities. So, let's talk about communication in strategic communication.

OSC04 - Trust II

PP 331 Knowledge transfer between universities and companies: A relationship based on communication and trust - the EMaDeS case

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In the last two decades, knowledge transfer between universities and companies has intensified and gained greater relevance in society. The transfer of knowledge between these two institutions has been considered a strategic priority for the European Union since the Lisbon European Council in 2000, considering its contribute to the economic and social development of countries (Lisbon European Council, 2000).

In a constantly changing world, the strengthening of the relationship between academia and companies is the result, among many other factors, of the technological revolution that has been causing the rapid obsolescence of processes and products (Mendes and Mendes, 2006: 54). In fact, the new role that information and knowledge have assumed in contemporary economies has triggered a change in the role played by universities, where the traditional mission of teaching and research was joined by interaction with society. This third mission encourages academia to become more visible and to stimulate the use of the knowledge it generates internally for social, cultural and economic development (Göransson, Maharajh and Schmoch, 2009).

On the business side, global competitiveness and the globalization of markets has brought additional challenges for these organizations, which must be highly capable of designing new knowledge, spreading it across the organization and turning it into new technology and products (Nonaka, 1991). While the university is considered an important entity for the creation of technology, the company becomes an "alternative source of resources" (Porto, 2004; Vasconcellos, 1997).

Despite this reinforcement of interactions between academia and industry, this relationship faces several obstacles, which result from different values, objectives and specificities on each side. Thus, communication is pointed as a facilitator of cooperation between universities and companies, as its intensification contributes to the establishment of a common language, greater knowledge and trust among those involved, reducing or solving eventual difficulties (Mendes and Mendes, 2006; Cruz, 2009 and Porter, 1994).

In this sense, the aim of our work is to understand how researchers participating in the EMaDeS-Energy, Materials and Sustainable Development Research Project, which is being developed at the University of Beira Interior, have communicated to the business and industrial fabric of the Central Region of Portugal the results of the scientific research work developed under the project. In order to achieve this purpose, the methodology employed will be the case study. As for the methods used, we will opt for the semi-directed interview with EMaDeS researchers and the companies and industries of the Central Region, which were part of the project.

From this research, which monitors and evaluates the communication process established between researchers and companies in the course of the transfer of knowledge and technology, the result is a diagnosis of the main difficulties experienced by researchers in communicating science – the one they themselves produce - and a best practices manual for knowledge and technology transfer.

PP 330 Assessing the limits of corporate social responsibility (CSR): A case study approach

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Corporate social responsibility (CSR) is deemed to constitute an organization's 'social license to operate' and purported to yield several tangible and intangible business benefits, ranging from acting as a crisis buffer to ensuring stakeholder support and goodwill to employee recruitment and retention. However, there is no 'one-size-fits-all' and CSR outcomes may be different across organizations owing to factors such as industry characteristics and legitimacy; company history/legacy (e.g., a firm's CSR history and prior reputation may influence future outcomes; stakeholder attributions (e.g., organizations with a favorable CSR and reputation history can benefit from positive stakeholder perception), among others.

In addition, and relatively under-examined, is the importance of institutional contexts and considerations that impact CSR outcomes. Thus, in addition to organizational/firm-level factors, there is a need to attend to sociopolitical, institutional, determinants which may be different in developing versus developed countries (e.g., Jamali, 2014). Not only formal institutions (such as laws and regulations, industry associations, civil society groups) but even informal institutions (e.g., religious and cultural norms, values, and practices) decisively shape CSR outcomes.

Guided by institutional perspectives on CSR, this paper uses a case study approach to analyze the CSR strategy of a public-sector oil organization in India. Operating in a politically volatile region in north-east India, the oil company's CSR journey highlights several paradoxes including the double-bind of a public-sector organization caught between (a) government mandate and community expectations, (b) stakeholder support and stakeholder power/influence (including violent protests), and (c) the pros and cons of being the 'symbol' for community in which it operates.

Based on in-depth interviews with organizational executives and select stakeholder groups, the paper identifies the unique challenges and opportunities of implementing CSR in a volatile region/conflict zone, and in doing so, explicates the value (and limits) of corporate social responsibility (CSR) as a development strategy. Additionally, it highlights the interplay of multiple factors—institutional (geo-political and socio-economic) challenges, firm ownership/structure (public-sector), and stakeholder power—that constrain the organization's CSR efforts.

Overall, this case-based paper advances the relevance of institutional perspectives for CSR research and practice and critically evaluates the assumption in much CSR research that stakeholders matter (equally). The case prompts a rethink of the normative status according to stakeholder involvement in CSR while emphasizing the need to examine CSR strategy in a grounded and contextual manner.

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PP 329 Framing organizational issue legitimacy: Support and criticism in climate change news on Royal Dutch Shell

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Gaining and sustaining legitimacy is challenging for organizations, especially when their core activities directly relate to publicly contested and politically polarized issues such as climate change. Yet, the organizational legitimacy of a multinational energy company like Royal Dutch Shell is increasingly publically contested and negotiated in the context of this issue. Developing public opinion on values, standards and norms regarding how the 21th century energy corporation could and should conduct business progressively co-emerge from mediated conversations on climate change.

We build on previous literature from organisational and strategic communication that used news coverage to study the extent to which the media legitimacy of an organization is endorsed or challenged (e.g., Etter, Colleoni, Illia, Meggiorin, & D'Eugenio, 2018), and extend this work by linking it to gatekeeping and issue framing theory. We hypothesize that over time: (H1) The framing of Shell in the context of climate change will shift from an emphasis on problems to an emphasis on solutions; (H2) 'Economic actors' (including Shell) will be more visible in climate change coverage of popular newspapers vis-à-vis quality newspapers, while 'activist actors' and 'scientific actors' will be more visible in quality outlets than in popular outlets, and; (H3) Popular news outlets will be more supportive towards Shell's role in the context of climate change solutions, while quality outlets will be more critical.

We measure organizational issue legitimacy with a semi-automated content analysis of climate change coverage on Shell in four Dutch daily news outlets (Volkskrant and NRC (quality newspapers) and Telegraaf and AD (popular newspapers)) from 2000 to 2019 (N = 2,233). We use a set of Python scripts for cleaning and preprocessing the NexisUni-based data and manually code (N =3 coders) paragraphs (i.e., units of analysis) in articles with "Shell" in the title for the: (1) Main topic; (2) Main actor (i.e., 'talking actor'); (3) Extent to which Shell is framed as a problem vs. solution (e.g., Kohring & Matthes, 2002); (4) Extent to which Shell receives support vs. criticism (e.g., Meijer & Kleinnijenhuis, 2006).

Preliminary results indicate support for H1 (shift in framing from problem to solution) and H3 (differences between outlet types), and partial support for H2. Furthermore, preliminary data show that in the last five years climate change has become the most prominent topic in news coverage on Shell, and that a diversity of social actors is partaking in the communicative construction of Shell's legitimacy in the context of climate change (e.g., journalist, investors, NGO's, politicians, civilians, and scientific actors).

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PP 328 Strategic problematization of sustainability reframing dissent in strategic communication for transformation

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After a decade of increasing attention to Corporate Social Responsibility and the social license to operate for all kind of organizations, sustainability communication is only slowly emerging as a new field of research at the intersection of Public Relation, Marketing, Consumer research and Environmental Communication. Only few authors tried to demarcate this area so far (Allen, 2016, Dade & Hassenzahl, 2013; Godeman & Michelsen, 2011; Brackin et al., 2011), stating that communication *about* sustainability is in the focus rather than communication *for* sustainable development (Newig et al., 2013; Genc, 2017).

Here, a normative discussion about the transformative potential (social impact) of PR is stimulated by sustainability as normative framework of our society, not only forcing political and corporate actors to meet climate change related challenges (UN, 2019) and communicate *about* it (Diehl et al., 2017; Elving et al., 2015), but as well postulating a reframing of basic principles of communication like transparency, dialogue as well as mutuality in institutional and corporate behaviour (Davidson 2018; 2017; Hoffmann, 2018; Whelan, 2013; Roper, 2012; Banerjee, 2008).

By exploring the destructive and constructive potential of PR in sustainability related stakeholder engagement processes, the abovementioned gap regarding PRs transformative role for a sustainable future will be filled theoretically and with empirical insights while moving from a functional, transmissive to a transformative PR-understanding. At this point, we draw on the idea of reframing dissent (Dawkins, 2015), acknowledging the plurality of voices – particularly in natural resource management processes – and introducing the ability to agonize as capacity of a social practice (Mouffe, 2005), which, therefore, can be related to strategic communication as social practice (Ihlen & van Ruler, 2009). Based on Davidsons outline of an "agonistic PR" (2016), we introduce stakeholder engagement as process of *problematization*, where disagreement is communicatively expressed and developed in reference to sustainability.

With three case studies of so called "stakeholder dialogues" in a natural resource management context, we can show three procedures where disagreement with respect to sustainability is performed with both, constructive and destructive aspects. The findings show that in two cases of water and river basin management, the "dialogue", the communication with the stakeholders was implemented as functional means of exercising influence in the issue framing, as an increasing exercise of power. In addition to it, one example is given for a "re-constructive" and therefore transformative dialogue, where, dealing with sustainable water management and communicating *for* sustainability instead of *about*, Public Relations gets a new destiny and determination in solving an ongoing unclarity of what kind of normativity characterizes dialogue (Ganesh et al., 2005, Ganesh & Zoller, 2012). That is why we see the transformative potential (social impact) of PR in a communicative break-up of the tempting positive and common-sense character of sustainability itself by a communicatively created problematization process.

OSC05 – PR

PP 427 Structure, change and challenges of communication and public relation agencies in Spain

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The research on public relations and management of communication has traditionally granted a secondary role to the communication agencies as object of study. However, the knowledge about the changes experienced by said sector represents an accurate reflection of the state of the art of communication in organisations and their priorities.

According to ADECEC (s/f), the sector of communication agencies in Spain is rather wide. Regarding the type of services offered, there are agencies specialised in specific communication services, and others that offer integral communication services. In terms of the size of the agencies, these are also quite diverse, although the current trend points out to the concentration of the market into a reduced group of multinational agencies, that coexist with small and/ or middle sized agencies of local scope. Latest studies have detected that, despite that the services of relations with media represented their main activity back in the 2000s, the new dialogic context in the Network has promoted new needs and options in their offer (Costa-Sánchez, Túñez-López, Míguez-González, 2019; Buil-Gazol; Rodríguez-Salcedo, 2017; Míguez-González; Costa-Sánchez; Túñez-López, 2019). Likewise, the context of change generates modifications in their structures, professional profiles and perception of challenges for the future.

For the fieldwork, a semi-structured and self-administered _online_ questionnaire was designed, including different question typologies. For sampling purposes, the census of communication consultancy agencies by turnover (PRNoticias; Torres & Carrera, 2018) was used, given that we are interested in the situation of those entities leading the market in Spain and that, therefore, work for the most influential companies and organisations and, at the same time, have enough resources and staff to face the new challenges and demands of the sector. This fieldwork was complemented with in-depth interviews conducted to agency directors of the main entities operating in Spain in times of pre-COVID-19.

The results show a scenario of transition, where the relevance of the most traditional services is preserved, such as relations with media or the communication plan, along with other more innovative services such as contents management on social networks or campaigns with _influencers_. The predominant educational profile is the graduate in Journalism, which represents another indicator of the relevance of news-related relations in their services portfolio. However, the structures of the agencies recognise the relevance of the new context and therefore, demand from their professionals, postgraduate or specialisations studies on communication and digital marketing. In addition, they create new transversal departments of innovation, audiovisual creation and digital support. On the other hand, the professionals taking part in the study, despite ranging in a relatively young age scope (from 40 to 49 years old), recognise the digital environment as their most urging education need, which indicates that changes occur at an increasingly fast pace as well as the need to keep permanently updated.

PP 428 Public relations ethics. A comparative study of the professional codes of conduct in spain and portugal

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Since the first code of ethics drawn up by the European Center for Public Relations (CERP) in 1965, the professional associations of communication and public relations have established and promoted their own codes. These ethical codes, which appeal chiefly to "good practices", reclaim a core of professional values that have also been varying with time and adapting to any demands of society and context. In this sense, the Global Alliance, confederation of the main associations and institutions of communication management and public relations of the world, has recently reformulated its ethical code with the objective of reflecting on the global ethical dilemmas that currently permeate the profession.

Deontological codes are a moral reflection centered on the duties and rights of a profession, which set the minimum moral standards required for its activity and which function as a self-regulating mechanism of professional praxis. This article analyzes the public relations codes of ethics of the public relations professional associations of Portugal and Spain to understand the common values that guide this activity. The purpose of the research was twofold: 1) to describe comparatively the public relations codes of ethics in force in the professional associations of two countries - Portugal and Spain; 2) to analyze and compare these codes following the global principles of the Global Alliance. Through a qualitative comparative content analysis, guided by the Global Alliance's 16 global principles, 7 core values were identified: _(1) Working for the public interest; (2) Honesty, truth and fact-based communication; (3) Integrity; (4) Transparency; (5) Deal with the public with fairness and respect; (6) Behave in such a way as to magnify the profession; and (7) Act with professionalism_. Although there are nuances in the regulatory framework of the local professional associations, there are global principles of practice that stand out and demonstrate the possibility of a global code of ethics for public relations

PP 426 Inspection: Good or bad for Brazilian public relations?

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The study aims to contribute to understanding how, effectively, the process of supervision of the Federal Council of Public Relations (Conferp), whether it is oriented to ethical aspects of PR practice or to defend the legal exercise of the profession, to infer a possible relationship between inspection activity and professional registration. Gonçalves, Pereira, and Toniolo (2019) found that Conferp plays an activist role, which goes beyond overseeing compliance with the Code of Ethics, because, through its strategic communication and argumentative power, it proactively acts in defense of the ethical practice of PR in Brazil. In the context of practicing the PR profession, as reported by Gonçalves et al. (2019), Conferp instituted registration as a mandatory condition and, theoretically, the lack of registration by individuals or legal entities with PR functions is an infraction punishable by the combinations defined in the Brazilian Penal Code and Conferp normative resolutions. However, the reality is different. Regarding the number of registered professionals, Ferrari (2006) observed that this number did not follow the growth of higher education courses in PR in Brazil. According to data from December 2018 provided by the municipality, throughout Brazil, there were 19,043 professionals registered as individuals and 690 as legal entities. Of the former, only 5,629 were active, and of the latter, only 341.

The investigation is exploratory and is conducted by the following research question: would the activities of the Permanent Inspection System (SPF) be focused on ensuring compliance with the Code of Ethics or more committed to curbing the irregular practice of PR as a regulated profession? As a research method, we will use document analysis and in-depth interviews. To this end, we will focus on data from the Conrerp / 4th SPF, which covers the states of Rio Grande do Sul and Santa Catarina, and which has the largest number of active registrations throughout Brazil (1,171 individuals and 72 legal entities).

We emphasize the unprecedentedness of the investigation since, even internationally, we do not know articles that analyze the violations of the Codes of Ethics in the field of PR.

Keywords: ethics, public relations, surveillance, Conferp, Conrerp, Brazil

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OSC06 – Intagibles

PP 529 "Porto.": To be or not to be. Desired vs perceived image according to inhabitants' perceptions

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Porto, Portugal's second city, has experiencing a context of strong attractiveness from visitors and investors, having repeatedly received international recognition as best European destination. This climate of trust led the local government to promote, in 2014, a new logo, which aims to mirror the identity of Porto.

This communication seeks to understand if the image projected through the brand "Porto." corresponds to the image inhabitants perceive of their city, i.e., we intended to assess whether or not there is a gap between what is intended through the identity signs present in the brand and inhabitants' perceptions.

Although the "Porto." brand has been awarded in international design competitions, the study aims to clarify whether such recognition is technical / aesthetic (related to design and communication industry) or has a direct relationship with the city's brand, in a holistic perspective, that is, if there is alignment/coherence with the set of variables and intangibles that make up the idealized brand. Research relevance is centred on the argument that, in a context where more and more territories - and cities in particular - compete for attracting inhabitants, visitors and investors (Kotler, 2003; Murray, 2001; Rainisto, 2003), the coherence between all variables for achieving a desired territorial image becomes particularly important, constituting a condition for successful territorial brands, which present a clear value proposition to its stakeholders through long term thinking (Aaker, 1996). Focusing on the analysis of its symbolic role, we seek to demonstrate whether the logo ensures that the projected image and the intended image are converging (Kapferer, 1991; Tasci & Kozak, 2006), while deconstructing the simplification of a large number of associations and location-related information that images represent (Kotler, Asplund, Rein, & Haider, 1999).

The work continues an exploratory approach(October 2019). Preliminary data allowed to conclude that, although there are tangible and intangible factors of the city represented in the brand which the inhabitants identify, there are also identity traits not embodied in the brand (e.g.: "localist","friendly"). Moreover, the hospitality, the human dimension (the people of Porto) and the "gastronomy" are not present either. "Human warmth, soul is lacking.", says one of the respondents. Thus, it is important to understand the results in depth, segmenting resident audiences into two types: informed audiences (inhabitants with in-depth knowledge of the city) and general public (representation by age groups). The methodological approach includes a questionnaire based on the results of the exploratory study, to be eventually completed with focus groups.

Expected results aim to deepen some emerging questions, namely: 1) suspicion about the real purpose of the brand - political tool, affirmation of power or authentic representation of the city? – that stood out from the exploratory phase makes it relevant to analyse the latent tensions between intended image and perceived image; 2) the clarification regarding the perception of the brand through the full stop sign (Porto.) which has also generated controversy.

After studying the perspective of the inhabitants, the research should focus on the perceptions of visitors and investors in order to holistically operationalize the dichotomous analysis, following Kapferer's (1991) model.

PP 527 Reputation building through strategic world improvement? Self-description vs. media perception of globally operating digital companies

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Globally leading digital companies such as Facebook, Google, Airbnb and Uber are characterized by their orientation on the guiding principles of digital solutionism (Nachtwey & Seidl, 2017; Morozov, 2013): The rationale behind these principles firstly is the idea that every social problem can be solved using digital technology. Secondly, digital companies pretend to follow their organizational mission to improve society rather than making money. Accordingly, world improvement on the one hand and business opportunities on the other hand seem to be interconnected, as discussed using the term "philanthrocapitalism" (Bishop & Green, 2015). Following this logic, Mark Zuckberg for instance expresses himself about Facebook's mission: "Facebook (…) was built to accomplish a social mission – to make the world more open and connected." (Morozov, 2013: vii).

In our paper we investigate the strategic communication of world improvement of digital companies and compare this self-description with the media reputation of these companies. We firstly examine in how far the self-description of digital companies and their external description via news media coverage converge or contrast. Secondly, the media reputation of these global companies will be analyzed in order to find out whether this communication strategy is reflected in the reputation.

We collected visual and text data on the websites of Facebook, Google, Airbnb and Uber to qualitatively analyze the self-description in terms of missions and goals of these companies (e.g. "About us"). In a further step, we analyzed the media coverage of 18 Swiss legacy media about the companies from 2008 to 2018 (n = 55.357 articles) using a topic modelling approach. Therefore, we compared inductively collected topics that represent the self-description with automatically collected topics representing the external description. We further conducted a sentiment analysis of each news article to determine the reputation (calculated on the basis of the number of positive vs. negative articles) of each topic.

The results indicate that the self-description indeed focuses on topics representing public welfare such as people & community, CSR, diversity & inclusion and life-improvement through technology. In contrast, news media mainly report about business performance, products, regulation and strategy but also CSR. However, the reputation of the topic CSR is negative in the media coverage. Overall it can be shown that the self-description of the investigated digital tech-companies and their media-conveyed external perception strongly diverge.The consequences for the strategic communication of digital tech companies will be discussed.

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PP 528 Strategizing trustworthy narratives – a stakeholder-oriented approach to sustain legitimate power over fake news' impact

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Business institutions as well as our western democracy are challenged by perspectives that put previously perceived inalienable values to the test. Alternative ('_fake_') narratives are presented as subjectively logical contexts, whose effectiveness is potentiated by the acceleration and digitization of social media. While scientific and practical approaches so far often only try to elaborate on the difference between 'objective' criteria for distinguishing lies from truths or on the motivation of the fake news' sender, this paper's approach assumes that the core problem is different:

If reality is a context (Blumenberg 1969) that is structured and maintained by trustworthy narratives, why can untrue stories be more trustworthy than "the truth"? The core of the problem therefore shifts to the question why recipients (stakeholders of organizations) can (credibility) and want (motivation) to believe fake news.

In a first step, this paper develops the concept of the narrative from the concept of trust, which in the system-theoretical sense is understood as a "mechanism for reducing social complexity" (Luhmann 1989). Trust, which is often described as a multidimensional construct, but is nevertheless usually attempted to be measured one-dimensionally, is therefore understood as a product of _credibility_ and _reliability_ (Kramer 1999; Li 2007; Whipple et al. 2013). This differentiation of trust criteria makes it clear that it is much 'easier' to create 'truth' using the Internet or social media than it was the case in the pre-digital age: In contrast to the 'age of mass media', only a few programming skills are required to create a 'faked' backlink structure – and this alone increases the reliability ("_others say it too_") of a statement – which in turn affects its credibility. Thus, it can be strategized which content is more likely to be believed in.

In a second step, the effectiveness of (fake) news for the target audience must be researched. The macro-micro-macro scheme of James Coleman (Coleman 1990) together with the findings of the minimal group experiments (Tajfel 1981) explains how trust in certain (fake) news creates – by means of 'ingroup identification' – social prestige so that fiction can indeed make sense for the individual (Hajduk 2018). Furthermore, the metaphor of 'productive fiction' (Vaihinger 1911) can be grasped economically: Because obtaining and evaluating information causes exponentially increasing costs by way of over-complexity, compliance with irrationality is rational for the individual actor in order to be able to make decisions (Luhmann 1989, Downs 1957).

Thirdly, this stakeholder-oriented approach concludes the obligation to communicate own value-based narratives by business and political institutions in order to place them – based on the mechanisms described – in the living environment of society, the 'discourse', and to protect them against propaganda (Foucault 1997; Schütz 2003). Thus, strategic approaches are to be discussed, which take into account the bundle of factors of credibility inherent in the sender-message structure as well as the constituent role of the discourse of the social (counter)stakeholders in order to elaborate what it is "_[...] that's going on here_" (Goffman 1974, p. 8) and what can be done against fakes.

PP 531 Sustainable development and gender equality as communication strategies at music modern festivals in Spain. Primavera sound and bilbao BBK live study cases

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In last years, respect for the environment and combating gender inequalities have become two of most important social demands. While in both cases implicated collectives take a long time working on developing social awareness, the last few years have seen these social issues feature more prominently in the Spanish social agenda, for example, the #MeToo movement, Spanish feminist strike on 8th March, climate change, gang rapes cases, and sustainable development goals. Thus, gender-based violence and related environment problems have emerged as two of the 20 most important problems facing the country, according to the November barometer of the Sociological Research Center of Spain (CIS, 2019).

For this reason, gender equality and environmental care have emerged as part of communication strategies in business and organizations from various sectors, either Spanish or foreign. As such, such organizations are showing interest in these social issues.

The music industry sector is no exception to this trend. In particular the festival sector, which is showing increasing concern about these issues. So, we can find cases like the Burning Man festival, which is current celebrated at Nevada Dessert (USA). Another example is Boom Festival (from Portugal), where ecological issues and environmental respect have developed as the core of its logistic strategy and all of its organization. Moreover, we find some European festivals have developed sexual harassment protocols in the prevention of sexual violence, namely Primavera Sound from Barcelona. We actually can find other initiatives in festivals, such as bands led by woman or individual woman artist performances, like Empower from Fuenlabrada (Spain) or Statement Festival from Gothenburg (Sweden).

But, academic and scientific studies which analyze these ethics values inside festivals, and the impact upon their development and communication strategic goals remain scarce. We do have scientific research that analyzes ecological footprints or environmental sustainability inside music festivals social corporate responsibilities (Richardson, 2019; Brennan, Collinson-Scott, Connelly and Lawrence, 2019), or the impact of the ecological footprint from these events (Brown, Jack and Hitchings, 2019; Luoma, 2018; González y Pomares, 2018; Collins and Cooper, 2017), but we don't have studies from a strategic value approach. We have much less research of gender equity in music festivals. We can only find research focusing on the image of women in these events (Danielsen, Kjus and Kraugerud, 2018; Jutbring, 2016).

In this paper, we focus on the Spanish modern music festivals sector —one of the fastest growing in last ten years, reaching more than 334 million of euros in turnover in 2018 (APM, 2018). Thus, we focus our research on some of the most significant in which these values have been added to their corporate and communicational philosophy in Spain.

Therefore, in this proposal, we have produced a piece of qualitative research which focuses on providing an in-depth review of communication corporative strategies in Spanish festivals, specifically respect towards the environmental in BBK and parity and gender equity in Primavera Sound, both of which have emerged as part of their main strategy communication goals.

PP 530 Three decades of corporate reputation: A state of the art review

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Since Fombrun and Shanley (1990) published, three decades ago, one of the most important papers in field of corporate reputation: "What's in a name? Reputation building and corporate strategy", corporate reputation has figured increasingly in communication and management research. Over the years, several authors developed efforts to provide a clear and consensual definition of corporate reputation (Gotsi e Wilson, 2001, Chun 2005, Barnett et al., 2006, van Riel and Fombrun 2007, Walker, 2010, Fombrun, 2012, Carrol 2013, Podnar & Golob, 2017, Money _et al_, 2017, Veh _et al_, 2018). Nonetheless, this growing interest and work of researchers and practitioners, a consensus towards the meaning, definition and theoretical utility of the concept seems hard to achieve (Veh _et al.,_ 2018).

This paper presents the main research themes in the corporate reputation literature, the definitional evolution over three decades of research and emphasizes the fundamental theories involved in asserting the relationship between communication practices and corporate reputation management. To achieve this purpose, a systematic review of the corporate reputation literature (consisted of well-cited papers, and papers in journals that have published high quality work in corporate reputation) was conducted. Theories and definition were categorized based on their similarities and differences and according to their theoretical background. During this research, a survey was also led to question communication professionals and researchers within the field of organizational communication, marketing, management and human resources management, about their views on corporate reputation definition, relevance and trends.

This state of the art review expects to provide more ground, coherence and applicability to the use of concept and to offer clues for further research, especially in a moment in time where (1) communication and trust must walk alongside each other, (2) the industry reputations will more probably affect individual organizations (or companies) and (3) where the social relevance of organizations will be a key driver for them to stand out (van Riel and Baumann, 2019).

OSC07 - Digital Communication I

PP 610 Constructing financial citizens in banks' Twitter communication

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In the age of responsibilization, financial capability has been promoted as a key solution for fighting economic issues such as poverty and indebtedness (Marron, 2014). Banks, continuing their traditional social role as financial educators, have embraced this quest, engaging in collaborative initiatives with third sector actors as well as developing their own formats for financial education, often as part of their corporate social responsibility (CSR) activities (Bohlin, Shaikh & Hanafizadeh, 2018). As one of the contemporary sites for CSR communication (Kollat & Farache, 2017), social media provides a platform where banks reach out to the public and participate in broader discussions about financial behavior and attitudes. This study takes a critical discourse analytical approach (Fairclough, 2003) to study financial capability discussion in the social media as a way of constructing and negotiating ideals of responsible economic citizenship (Pathak, 2014). The research material consists of Twitter discussion around hashtags on saving, responsible investment, financial literacy and financial capability in the Finnish context, and of the Twitter communication of 3 Finnish banks during a time period of 2 months. The analysis creates, first, an overview of the actors participating in the discussion on financial capability, with a focus on the role of banks. Second, it identifies recurrent themes related to financial practices (e.g., saving, investing, lending), issues (e.g., poverty, indebtedness, wealth), and dispositions (e.g. frugality, self-discipline, self-interest) addressed in the tweets, and examines their valuation as desirable or undesirable, as well as the rationales behind these judgements. The study shows, first, how banks participate in financial capability discussion in their own terms, using their own, distinct hashtags, rather than participating in ongoing discussions around popular hashtags. This enables banks to combine financial capability communication with promotional and brand building efforts, while indicating little genuine interest in engaging in broader public discussion on financial issues. Second, the study describes dominant and counter-hegemonic representations of desirable economic citizenship present in Twitter, highlighting the unanimous commitment of banks to the dominant, individualistic representation that obscures social constrains and conditions. Through reflecting on both the problematic and benevolent aspects of banks' participation in financial capability discussions, the study contributes to topical discussions about the boundaries of corporate responsibility, activism, and advocacy (Wettstein & Baur, 2016).

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PP 609 An instrumental model for leaders' Twitter communication

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Social media has become an integral part of organisations' everyday communications. Leaders of organisations communicate with social media using their own names and faces. By interacting with social media, leaders may reach something that otherwise might not be possible or easy to achieve. Leaders' participating in social media communication is seen as serving both their organisations' and their personal aims; for example, doing so is said to strengthen their esteem.

In this paper, an instrumental model for leaders' Twitter communication is developed. This paper focuses on business leaders, but this model can also be applied to the communication strategies of other leaders and professionals in general. All Twitter communication can be seen as intentional and often it is goal oriented – but leaders' Twitter communication may be even strategic. Therefore, their Twitter communication can be seen as instrumental; it is an instrument to achieve bigger goals.

This theoretical model describes features that are related to a leader's communication strategies, their Twitter popularity and the positive impressions and conclusions that result from these strategies. The development of this model is based primarily on earlier studies. The centre of the model describes how the leaders can get more new followers – in other words, how they can reach the public at large using Twitter. The model then summarises earlier studies that have considered manners of social media communication (e.g. the willingness to interact) and the features of tweets (e.g. the content and style) that attract more followers. Furthermore, leaders' successful Twitter communication strategies are examined using the results of earlier studies that analyse the positive consequences that these strategies may have, such as opinion leadership.

In this paper, the preliminary empirical results are also presented. These results are from a study in which the model was applied to the Twitter communication of Finnish business leaders. The perspective is how the Finnish results support the model developed. The empirical results confirm the model's basic ideas. This model's development provides a good basis for future analyses of Twitter communication. It could also be tested more thoroughly in future studies and developed further if required.

PP 606 Using interactive features for dialogic communication on Facebook: Results of a long-term analysis of leading companies in Germany

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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). Facebook has emerged as the main platform to manage long-term relationships (Shin et al., 2015; Wright & Hinson, 2017). It serves as an interactive communication environment nurturing dialogic communication between organizations and their publics (Saffer et al., 2013; Theunissen & Noordin, 2012). Interactivity encompasses functional aspects like the interface's features as well as contingency aspects like the interactants' response behavior (Sundar et al., 2003). Dialogic communication refers to "the orientation of mutuality and the climate of openness that an organization and its publics hold in communication to bring about mutually beneficial relationships" (Yang et al., 2015, p. 176).

Previous studies have shown that organizations do not exploit Facebook's dialogic potential for managing relationships (e.g., Shin et al., 2015). However, these studies are single snapshots although longitudinal designs are required to evaluate relationship management processes (Ihlen & Levenshus, 2017; Ledingham & Bruning, 1998). This study examines from a long-term perspective how the leading companies in Germany use dialogic features on Facebook on the functional (RQ1) and the contingency level (RQ2). It further analyzes long-term relations between dialogic communication and both the output (RQ3) and the outcome level of user interaction (RQ4).

To answer the research questions three waves (2012, 2015, 2018) of content analyses were conducted representing different states of professionalization of social media communication. All leading companies in Germany with an official and active Facebook page were included ($n_{2012=}70$; $n_{2015}=99$; $n_{2018}=101$). Moreover, a random sample of up to 50 company posts ($n_{2012=}3500$; $n_{2015}=4752$; $n_{2018}=4949$) as well as up to 10 user comments for each company post ($n_{2012=}18698$; $n_{2015}=23303$; $n_{2018}=25172$) and up to 10 answers to each comment ($n_{2012=}$n/a in 2012; $n_{2015}=21838$; $n_{2018}=36804$) were included. Additionally, a random sample of up to 50 user posts was examined ($n_{2012}=2882$; $n_{2015}=3736$; $n_{2018}=3343$). The indicators on the functional level (e.g., availability of contact data) and on the contingency level (e.g., share of company answers) were derived from the literature (e.g., Gálvez-Rodríguez et al., 2018; Shin et al., 2015). They were aggregated to an index for each company to ensure comparability (e.g., Magen & Avidar, 2019). The output level was measured by the number of fans, likes, shares, and user comments (e.g., Bortree & Seltzer, 2009). The user comments' tonality served as indicator for the outcome level (e.g., Orben & Dunbar, 2017).

The results indicate a constant increase of dialogic communication ($M_{2012}=3.71$, $SD_{2012}=1.90$; $M_{2015}=4.81$, $SD_{2015}=2.22$; $M_{2018}=5.36$, $SD_{2018}=2.41$; $\chi^2(2)=23.54$, $p < .000$, $n=59$) (RQ1/RQ2). The examined companies especially enhanced their dialogic effort on the contingency level. Dialogic communication correlates with the quantity of user interaction ($r_{2012} = .384$, $p_{2012} = .001$; $r_{2015} = .571$, $p_{2015} < .000$; $r_{2018} = .533$, $p_{2018} < .000$) (RQ3). Moreover, dialogic communication seems to be a strategy to confront negative user posts ($r_{2012}=-.269$, $p_{2012}=.038$; $r_{2015}=-.257$, $p_{2015}=.018$; $r_{2018}=-.205$, $p_{2018}=.040$) (RQ4). Based on these results, we will discuss Facebook's role as integrated platform and focal point for dialogic communication and relationship management.

PP 608 Instagram use as a communication tool in the third sector

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The academic literature and several sectoral studies show that NGOs are increasingly aware that transparency and accountability are not an option but a necessity (Baamonde-Silva, García-Mirón and Martínez-Rolán, 2017). Therefore, in recent years we have witnessed how communication departments have professionalized and expanded their communication channels with their audiences. Social networking sites, especially among the young population, have played a fundamental role in this regard. In Spain, according to the last annual report developed by the Internet Advertising Bureau -*Estudio Anual de Redes Sociales 2019*- Instagram is the social network that has accumulated the most growth in the last year is Instagram, a free social network that allows you to take pictures, edit them and then share them. The main objective of this work is to investigate the use of Instagram by five of the main NGOs in Spain in terms of number of partners. Through the content analysis, we will see that it is possible - with the logical adaptations to the specific casuistry of these organizations and the activity they develop - to classify the images and videos published on Instagram by these NGOs, following the scheme proposed by McNely (2012) and adapted by Stuart, Stuart and Thelwall (2017).

The recent appearance of social networks has led to an intensive use of the trial and error method to find out what content was getting more interaction from the audience. In general, NGOs have been able to redirect their communication strategy to optimize their results from the increase in the publication of the most popular types of images among their followers. The analysis of the selected sample of Instagram profiles of the main NGOs in Spain shows that, indeed, there has been a professionalization in its management in recent years. On the one hand, an increase in the frequency and regularity of the publications has been detected, which become practically daily. This has led to an increase in both its fan base and its engagement, measured from the number of likes and comments received. On the other hand, there is an evident improvement in the Instagram domain, its language and its operation. In this sense, it is observed how one goes from making scarce use of tags or hashtags to mastering all the functionalities and possibilities of this social network, from the inclusion of "stories" or "featured stories" to the creation of own hashtags of global reach, going through the repost of videos and the mentions of multiple celebrities and influencers.

PP 607 Analysis of dialogic features of corporate pages on Facebook in Latin American companies

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Social networks have turned into a relevant instrument of organizational communication since they allow a more participatory communicational model based on interaction and dialogue. Through the dialogue in social networks (especially on Facebook), companies can understand their stakeholders and increase their visibility and reputation. The basis of dialogic communication in social networks lies in two key dimensions: the willingness of subjects to establish a communicative exchange and the effective implementation of dialogue through various types of communicative exchange between an organization and its stakeholders. The first one, involves three aspects: active presence, interactive attitude, and interactive information. And the second one is focused on the need to promote actions and contents that enhance conversation and collaboration to contribute positively to increase user confidence. Thus, this study aims to examine how the main companies in Latin America are encouraging dialogic communication on Facebook.

For this research, the main Latin American companies were selected from the annual study of corporate reputation elaborated by _Monitor Empresarial de Reputación Corporativa_ (MERCO). The final sample included 135 corporate' fanpages of companies from Brazil, Chile, Mexico, Argentina, Colombia, and Peru. Around 30.000 posts published from two years were analysed and a content analysis of posts was implemented. To answer RQ, 5 categories of analyses were defined: active presence, interactive attitude, interactive resources, responsiveness, and conversation. Data were collected with an online platform. And the information obtained was entered and coded into an Excel template designed for this study.

Results showed that companies have a low interest in managing communication from a dialogic perspective on Facebook, not only because a greater predisposition to interaction is needed, but because the interaction generated is very low. On the one side, outcomes revealed that companies have a low predisposition to interact with the users on Facebook. Even though the results of "active presence" are good, the results of "interactive attitude" and "interactive resources" showed a discouraging scenario. Companies have an active presence on Facebook, but their general communication approach is more unidirectional rather than bidirectional. Companies mainly use resources with fewer possibilities to generate interaction. And on the other side, outcomes indicated that practically there is no stable interaction between companies and users on Facebook. There is a minimum level of communicational exchange, determined by a single response generated by users about every post shared by companies, instead of multiple messages delivered and replies that represent conversation. Research indicated there is a noteworthy communicational imbalance between companies and users. Comments are generated mostly by users (almost 90% are users' comments and only 10% are companies' comments).

This research has contributed to developing an integrated methodology of dialogic corporate communication management on Facebook. From an academic point of view, this study may help to analyse other organizations and to facilitate comparative assessments. From a professional point of view, these results can help to identify the strengths and weaknesses of corporate communication in social networks to improve organizational practices.

OSC08 - Digital Communication II

PP 691 Public communication of risk in the digital age

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Trust in public authorities is threatened by current developments in the socio-technical configuration of democratic societies (van der Meer, 2017), especially as these relate to the ubiquity of digital communication technologies, e.g. social media (Bradshaw & Howard, 2018; Dahlgren, 2018). Explanations for these developments abound, often focusing on the affordances of digital platforms, generally, and social media, more specifically. Online, people may search for information, form opinions and share advice independently of official communications and recommendations of authorities as, perhaps, most (in)famously evidenced by the case of vaccination scepticism (Getman et al, 2017), but also corroborated more broadly by the proliferation of 'fake news' and 'alternative facts' (Bennet & Livingston, 2018; Fischer, 2019). This has led to a characterization of the present configuration as a 'post-truth society' (van der Linden & Löfstedt, 2019).

In the present paper, we begin from this diagnosis, not so as to further develop the causal explanations for the current state of affairs, but in order to establish its conditions of possibility for the public communication of risk. Here, we use risk in the sense invoked by Ulrich Beck's (1992: 21) description of a risk society that is characterized by "…a systematic way of dealing with hazards and insecurities induced and introduced by modernisation itself." In the risk society, aligning authorities' and citizens' understanding of risk is paramount; hence, the systematization of risk management and communication. Under conditions of post-truth, however, established systems of communication no longer seem to work as intended, and the public communication of risk should be adapted accordingly.

We investigate such adaptation through a comparative study of the risk communication of Danish, Norwegian and Swedish health authorities, focusing on the interrelations between their plans, perceptions and practices of risk communication. That is, what are the authorities' strategies for communicating health risks, how do employees perceive these strategies, and how do they actually communicate?

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PP 692 (Re)organization by communication and trust: Prospects in the technology scenario

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With changes happening in a complex, global and technological scenario, organizations are undergoing important redefinitions around time, space, and uncertainties. All this creates frequent conflicts when deciding between interacting and organizing through more traditional models or creating multiple connections, establishing shared knowledge networks and generating emotional capital. In this context, the academic challenge is to research on how communication technologies are confronting old visions and creating new perspectives to look at Organizational Communication.

The purpose of this paper is to present, through literature review, an historical summary of the theoretical and methodological frameworks of the discipline, looking to understand how it has adapted to this complex environment. In this work, the technological phenomenon is considered from a postmodern perspective and supported by the conceptualization of the Montreal School – that authored the CCO principle, "The Communicative Constitution of Organization". Communication is seen as the means by which organizations establish, compose, symbolize and generate meaning, projecting and sustaining themselves. Following these theoretical axes, a conceptual map will be built, containing the main transformations and challenges of Organizational Communication, as the concept is discussed through the approach of Giddens' trust systems (1997).

Trust relationships are established through dialogic and interactional connections within communication and include the cultivation of reciprocal relationships of mutual interests and learning. With the use of technology, it is possible to establish a permanent interaction with the internal and external publics of the organization, allowing a communication based on trust systems. New platforms extend corporate networking - such as forums, internal corporate networks, employee-to-employee communication (horizontally), online gaming (Argenti & Barnes, 2009). Branded community systems on social media - such as Yelp and TripAdvisor -, also enable dialogue with consumers to exchange opinions and give ratings (Dawson, 2018). As well, blogs and social media profiles create new possibilities of visibility, editability, persistence and association (Treem & Leonardi, 2013).

Organizational Communication is placed in the scenario of new technologies as a guiding thread of organization's interactions and discourses, internally and externally, in a dialogical manner, in order to allow conversation and listening, reducing noise, projecting transparency, transmitting reciprocity, valuing differences, cultures or promoting constructive learning from conflict. That's why it requires integrating products, services and business into old channels, but also in new technological communication platforms, by which organizations manage frustrations, clarify information, solve communication problems and crisis. All of this in a scenario with a plurality of voices and networks that fragments public's attention to content. Communication, then, assumes a role of (re) organizing within an environment of infinite networks, dispersed flows, uncertainties and symbolic decontextualizing.

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PP 693 Social media, human rights and business: Twitter and the Fast-Fashion backlash

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What is the impact of social media on the highly charged relationship between human rights and business? In this paper, we investigate how a social media publicity campaign can intentionally, and unintentionally, resonate with human rights debates (Balabanova 2014): how human rights issues emerge and how they are framed and debated by different stakeholders. We examine this through a case study on ASOS - a company at the forefront of the British fashion industry and at the center of discussions around sustainability, working conditions and environmental concerns over so-called 'fast fashion'. The company has woven political and social themes into its brand growth. As a signatory of the UN Global Compact - the world's largest corporate sustainability initiative - it has made commitments covering human rights. It has put these into practice through its 'Fashion with Integrity' program. However, as with other high-profile brands in the sector, ASOS has become the target of online campaigns targeting fast-fashion. In July 2019 ASOS launched a social media campaign through the hashtag #ThanksItsAsos,

We analyze the public discourse reacting to the campaign from an argumentation perspective. More specifically, we reconstruct the polylogue, ie the multi-party argumentative discussion, generated by the campaign by identifying issues, claims, parties and patterns of arguments (Musi & Aakhus 2018). On the basis of this analysis we (1) map and quantify the raising of human rights issues by Twitter users in relation to the public debate over sustainability in the fashion industry (2) measure perception-reality gaps within opposite claims and arguments and their human rights impacts, including in media coverage of the campaign (3) establish which strategies shift discussion in social media toward informative and civil forms of debate as opposed to polarization and hostility.

We discuss our findings by comparing the key issues that emerged (eg poor working conditions, unfair pay, polluting the environment) with the broader context of political discussions about sustainability and the fashion industry in the UK, in particular the February 2019 report by the Environmental Audit Committee.

Our results advance academic and professional understanding of how human rights concepts are framed and debated in the business communication context (Buhmann 2017).

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OSC09 - Case studies

PP 781 How branded apps build reputation and loyalty: Case studies from Portugal

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Mobile devices are fully embedded in quotidian life of developed societies. They are connected 24/7, always at-hand, used for a diversity of functions, and expected to increase and diversify as we transition to an Internet of Things society. Thus, mobile devices represent a valuable opportunity for communication and marketing professionals to collect data about users and to build lasting relationships based on personalized content and offers. Branded apps have proven to be effective in enhancing emotional connections to brands, nurturing a sense of belonging to brand communities, fostering loyalty and even motivating m-commerce. There are also challenges, such as conquering space among the multiplicity of apps installed and conquering time in the permanent multi-screen multi-tasking that is characteristic of contemporary life. There are several types of branded apps following diversified marketing strategies.

Our research aims to take a look at the branded apps landscape in Portugal and identify the most successful cases for benchmarking. Thus, for our empirical work, we selected branded apps with the highest number of downloads between 2016 and 2018, and among these we selected 9 that represent different markets and industries. Our methodology is based on holistic multiple-case case study (Yin, 2016), focusing on 9 Portuguese mobile apps launched between 2016 and 2018. These apps were selected following homogeneity and heterogeneity criteria - they are all innovative and successful, and they represent different industries and markets, as well as big and small companies, long-established and new brands. In order to explore these cases, we used *in loco* non participant observation, documental analysis and in-depth interviews to key stakeholders. The cases studied are the following: *El Corte Inglés* supermarket app (retail), ePark (governmental entity), Regaleira 4.0 (heritage and culture), City Points (local governance and volunteering), MBWAY (finance), My CUF (health), Mobiag (mobility), Observador (media) and EDP (energy).

Our findings revealed aspects of the development process that are key for the creating of successful branded apps: an open, creative and participatory organizational culture that embraces the possibility of failing as opportunity for learning; a people-centered approach; small-scale pilot-testing and improving before launch; and a charismatic leadership focused on wellbeing. Also, a comparison of the case studies revealed that addressing users' needs and facilitating their lives is key for driving experimentation and retaining frequent use. Thus, even in the cases where reputation wasn't among the objectives for developing the app, addressing needs and facilitating the lives of users is reflected, in all cases, in improvement or reinforcement of positive reputation. Also, loyalty to the app translates into loyalty to products and/or services.

Learning from these cases, we systematized our results into a roadmap from the creation, development and management of branded apps, including seven steps: ideation, insights, implementation, incubation, improvement, increase and immersion. He hope this roadmap is a valuable contribution both for the academia and professionals in different fields, for all those who are engaged into developing technological solutions that are profoundly human.

PP 779 Museum websites, interactivity, and multi-modal communication: comparisons among mainstream and ethnic institutions

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Museum websites are central strategic communication tools in information distribution, reputation enhancement, and ethical relationship building. They are the most trustworthy information sites for key stakeholders including community visitors, international tourists, donors, members, or prospective volunteers. Given their importance, a content analysis of 225 U.S. museum websites explored communication concepts related to visual and multi-media dynamism, interactivity, and usability. Five museum genres were compared: mainstream art museums, mainstream history, American Indian (indigenous), African American, and other ethnic museums. Quantitative data include 19 codesheet variables, with qualitative data elaborating on the findings with examples.

Compared to prior museum communication research, the study found increased usage of interactive Web 2.0 two-way communication components. Previous studies in various countries observed low application of interactive tools (e.g., Capriotti & Pardo Kuklinski, 2012; Lópex et al., 2010) even among the 100 most visited global museums (Capriotti, Carretón, & Castillo, 2016). However, among the 225 museums in the present research, features such as interactive calendars, search boxes, user sign-ins, and email contacts were visible on 47.8%, 62.8%, 68.6%, and 86.3% of websites, respectively. Blogs were found on 37.2% and online newsletters on 60.2%. However, low usage identified in the literature continued with few website surveys or polls (0.4%), RSS feeds (2.2%), or user controls (1.3%) apparent in this sample. The most robust interactive mechanisms corresponded to major strategic goals of museums. For instance, "donate," "become a member," and "volunteer" buttons were prominent on 84.5%, 82.3%, and 60.6% of websites.

Among many findings, results showed significant differences among genres of museums regarding informational and interactive elements. For instance, although 97.7% of indigenous museums had an email or contact us feature, just 81.0% of ethnic and 81.4% of African American museum websites had them. Blogs were available via 37.2% of museum websites overall, ranging from 66.1% of art museums to 14% of African American institutions ($X^2 = 33.541$, 4 df, p<.05). Website search boxes varied from 36.4% of American Indian museums to 85.7% of mainstream art museums ($X^2 = 31.326$, 4 df, p<.05). And although interactive calendars are useful tools for locals planning impromptu excursions or tourists organizing future museum visits, there were significant differences in sophistication and usage by genre ($X^2 = 15.234$, 4 df, p<.05).

Similarly, visual features and multi-modal dynamism elements varied, with animation, sound, and video low (0.4%, 1.8%, 13.8%). Nevertheless, rotating images (66.7%) contributed to dynamism and photos or other images (47.7% to 100%) enhanced visual aesthetics.

In addition to tables comparing the five groups of museums on website functions and multi-media dynamism variables, the study offers two models for strategic communication practitioners which expand on prior taxonomies (e.g., Kabassi, 2017; Pallas & Economides, 2008) and other website research. One lists elements related to websites' visual quality and dynamism based on this study's findings and those in the literature. The other schematic displays considerations for improving website interactivity and usability. In summary, the results contribute to the global scholarly literature about museum communication and about websites, but also offer applications for strategic communicators.

PP 783 360º feedback and organizational trust: What is the role of leadership communication?

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Since the 21st century, the view of leaderships as holders of command and power has changed. This notion is replaced by the concepts of coach, mentor and facilitator (Johansson, 2018). For the same reason, the latest organizations have been looking for an organizational democracy in which all members are involved in the decision making. This organizational democracy is related to the 360-degree feedback and the communication of trust, openness and support of the leaders. Despite the growing interest in studying these themes, the studies that relate 360-degree feedback directly to organizational communication and specifically to the communication of leaders are still scarce. However, it is known that the 360-degree feedback may facilitate organizational communication, allowing greater proximity and trust among employees, since perceptions of power tend to change (i.e., more distributed power among organizational actors) (Mamatoglu, 2008). Thus, the need arises to understand whether or not the application of the 360-degree feedback may promote a communication of trust, openness and support from the managers, and whether this communication of trust, openness and support may constitute a mediating variable for the organizational trust, felt by the employees. In this sense, the hypothesis arises that the application of 360-degree feedback is positively related to organizational trust, when mediated by the climate of communication of trust, openness and support. For this, a theoretical model with three variables was created: the independent variable (application of the 360-degree evaluation); the communication climate-related mediator variable of the original Communication Measurement Scale and the organizational confidence-dependent variable, derived from the original Cummings and Bromiley Scale (1996). These scales were evaluated by applying a questionnaire to a sample of a total of 704 individuals (managers and / or subordinates), inserted in the Portuguese Labor Market, during the year 2019. To analyze the data, we used a structural equation model, using the statistical software SPSS and AMOS.

The analysis of the results allowed the creation of a theoretical model of mediation in which it was found that there is a positive relationship between the application of 360-degree evaluation and organizational trust, when this relationship is mediated by a climate of communication of trust, openness and support. The confirmation of this hypothesis refers to the relevance of 360-degree feedback regarding a climate of trust communication within the organization. The majority of the studies in this context focus only on direct relationships between variables, not considering mediations and moderations. Furthermore, we considered the leaders 'and followers' views, making this study innovative. Finally, it is important to note that there are few national studies linking the 360-degree evaluation and the communication climate.

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PP 782 Co-creation processes, a way to develop how the Swedish police communicate safety to the Swedish society

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How can co-creation or participatory processes enhance the Swedish Police Authority's work with creating the Sense of Safety on their digital media platforms, for a more peaceful and safer society? This is the focus of my research project, and it connects to research fields such as Strategic Communication, and Media and Communication.

Peaceful and safer society aligns in this study with the United Nations' Sustainable Development Goals (SDGs), and this case, with goal number 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. More specifically, goal targets 16.7: Ensure responsive, inclusive, participatory and representative decision-making at all levels, and 16.10: Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements, for more peaceful and inclusive societies.

Two important concepts in this study are participatory processes and trust. Participatory processes take inspiration from research fields such as Strategic Communication, Interaction Design, Graphic Design, and Media Production and highlight the importance of communication, context, process, and reflection during and after design. The second concept: Trust, in this study, is based on Rothstein's theory about trust, that it is constructed and acted upon between actors and organizations in our society. Here communication operates an important factor that leads to safety.

This study will be based on 19 qualitative interviews with police officers and media/communication employees at the Swedish Police Authority on how they work with and consider their external communication on digital platforms today.

\This study intends to present preliminary findings on how the Swedish Police Authority's external communication on digital media communicates the Sense of Safety and how that can be enhanced through participatory processes in the spirit of goal number 16: Promote peace, justice, and strong institutions. The preliminary findings will also form the groundwork for upcoming workshops with Swedish police employees to see how participatory processes can be implemented as a future communication method for the Swedish Police Authority in their external communication.

Keywords: Participatory Processes, Swedish Police Authority, Sense of Safety, Trust, Communication

PHC01 - Dealing with Technological Challenges

PP 352 A walk from transindividuation to transduction with Gilbert Simondon

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NEW TITLE: A WALK FROM LOCAL TRANSINDIVIDUATION TO VIRTUAL TRANSDUCTION WITH GILBERT SIMONDON AND BERNARD STIEGLER

I propose, as other authors before have done, that Simondon's (1964, 197-216) reflection on the determination of the criteria of individuality of living beings and their autonomy or dependence on colonies, of strong systemics and cybernetics influence, can be useful for currently indispensable reflections on the topics of immersion of individuals in networks and virtual spaces, meaning making in online communities and in technological environments, phenomena of media virality and a broad yet insightful view of virtual or digital mediascapes.

A profound overhaul of the problems of individuation and relation as approached by Simondon is reflected in technical experiences and constellations and affects individuals and objects who are said to inhabit technologically determined situations or who are said to make use and meaning of technical objects or instances. These relationships take on the character of new individuations, as they occur within systems of individuation: these relations have value of being.

If, on the one hand, Simondon developed a media theory, on the other hand, through the technical object, he explained the creation of inter-human relations, which is the model of transindividuality — individuals are only relation through pre-individual charged reality.

More recently, Bernard Stiegler (2007) had been expressing concerns that current economical and politics effects on hypomnesic technologies (such as databases and networks) point to a integrated organisation of these technologies as locus of control of retention; in other words, Stiegler claims the grammatisation of senses at stake in a homogenised cognitive and cultural capitalism risks destroying the ability for transindividuation. At the same time, Stiegler suggests a new economy of memory and desire is to take place.

In this context, what kind of transindividuation is at stake in online digital technologies and other networked global systems? What new anamnesic and hypomnesic possibilities are walkable paths in digital networks?

This is an analysis and critique of the grammatology or transindividuation/transduction of space and place with an intention to apply it in a deeper understanding of movement, location and site within virtual or digital mediascapes.

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PP 354 Virtuality and technicity: An approach to Internet of Things

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The cyberculture discourse settled, especially from the Gibsonian views of the matrix in the science fiction of the 80s, the notion of virtual reality as a pure information space within the computer, in which, with the support of appropriate sensory extensions, anyone could immerse themselves, freeing themselves from the flesh and experiencing an alternate reality – the virtuality of cyberspace as simulacrum. From the 1990s onwards, with the emergence of the ubiquitous computing hypothesis, the notion of virtuality meets a conceptual inversion: instead of being projected from an access point, virtuality will be what escapes the computer box and spreads pervasively for all everyday objects that can potentially be computerized – the internet of things. Mark Weiser predicts in 1991 that computers will disappear into an environmental and infrastructural existence, "weaving themselves into the fabric of everyday life until they are indistinguishable from it" ("The computer for the 21st Century", 1991). Neil Gross speaks of an electronic skin that don the world and which, through all kinds of sensors and microprocessors, forms a "whole ecology, an information environment that is massively connected." ("The Earth Will Don An Electronic Skin", 1999). Katherine Hayles summarizes the question: "Virtuality is the cultural perception that all material objects are interpenetrated by information patterns." (*How we became Posthuman*, 1999).

The simulated world inside the computer was replaced by the datafication of the everyday world. Virtuality as a *map* that duplicates the real is increasingly seen as the *territory* in which objects are inscribed and animated by exchanging information with each other. From representation we pass to the objects themselves.

This object-oriented-virtuality seems to reclaim the classic concept of virtuality, as it arises in Gilbert Simondon and Gilles Deleuze, developed from Aristotle's notion of potency. In particular, for Simondon, in each technical object there is an excess, that is, a technicity of its own that does not exhaust itself in the set of specific functions assigned to it, nor it is limited to the designed mediation between human and nature. In this perspective, all machines are universal machines to the extent of the relationships and reticularities they may establish, spatially and temporally, with other machines. In the limit, this reading approximates the mechanical technicity of the technicity of the world itself or of nature: the capacity of matter to self-organize that has generated living things, man, and therefore technologic ensembles, that is, forms that are "artificial" yet attuned to those of the biological world.

From the revision of the virtuality concept and Simondon's notion of technicity, we seek to focus on how, along with new mythologies such as techno-animism – which considers that, in a kind of return to a primitive past, all objects have a spirit or, more concretely, an autonomous existence, becoming more responsive and addressable – other non-anthropocentric readings emerge that approach objects not as detached entities for our subjective sensing and contemplation, but rather as processes in and through which materiality, environments, geological impact and subjects individuate, relate, and gain consistency.

PP 351 Mediatization and the structure / agency debate in social theory

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Mediatization theory claims to fulfill the long-time aspiration of communication studies and provide a unique media-and-communication centered perspective on social reality. However, despite the influence of the leading figures of the social theory on the mediatization approach, the relationship between the two spheres of knowledge still is rather vague. Hence, we argue that mediatization theory still has to define its position regarding social theory in general and to some relevant issues in particular. In our paper, we will focus on one of these issues which we believe is crucially important to reach its goals - the structure/agency debate.

The dominant perspectives to mediatization theory aim to explain social change. The institutionalist approach captures the media symbolic role in transforming social landscape (cf. Bolin, 2014; Hjarvard 2008, 2013, 2014a, 2014b; Lundby, 2014). The culturalist approach deals with the notions of media power, media hegemony, and media practices as a key for media-related social change (Asp 2014; Block 2013; Fornäs 2014; Kaun & Fast 2013). Finally, the socio-constructivist concept of mediatization draws on social constructivism in a Luhmannian style (Knoblauch, 2013), Thomas Luckmann and Peter Berger's manner (Couldry & Hepp, 2017), and Elias' processual sociology (cf. Couldry 2013; Hepp 2014; Livingstone and Lunt, 2013).

Mediatization theory aims at formulating a conceptual model or mechanism of the social change. Accordingly, this means that it aims at definition of the agents of change. The attempt to do this brings the case immediately to the core debate of the social theory – i.e. structure/agency debate – and the relations of this debate to the strategies of explanation of the social change. However, the recent developments in mediatization debate, namely its turn towards the concept of datafication complicate things furthermore.

Hence, two important theoretical questions arise. Firstly, what kind of agency might be ascribed to media regarding the mechanisms of social change? Secondly, what is the relationship of mediatization theory to the structure/agency debate?

In the present paper, we will try to present provisory answers or rather hypotheses concerning these questions.

Firstly, we argue that mediatization theory faces the accusations of technological determinism and denies the possibility of media agency (at least in the same sense as human agency). By doing that it surely takes into account the structure/agency debate. However, mediatization theory attempts to transcend the structure/agency debate by conflating both elements into a realm, which has the features of the space where the action takes place as well as of the agent (e.g. Hjarvard's institutional approach, Hepp and Couldry's mediated construction of reality). Furthermore, we argue that the attempts have so-far been unsuccessful (especially in the datafication turn), since the models of mediatized change still retain the tendencies towards agency (human as well as technological).

PP 353 Personalized digital content in the context of technology development: Extending the reality – virtuality continuum

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The technologies shaped new models of creation, dissemination, and distribution of content. Considering the social effects of technology development, the paper aims to provide a perspective to consider the personalization and customization of digital content as a factor related to the perception of reality, relevant to the communication aspects of IoT, AI, VR in everyday life.

The paper approaches the communication disruption challenges dealing with the effects of social media – to what extent the content presented is tailored by or for the particular user and what is the perception of this reality to this same user, why it is different from other users, how and why some information is reaching us, while we are not able to reach another; how deceptions, fake news, and misinformation can deploy; what are foreseen social effects of the digitalization of personal and even genetic data, considering also social networks based on genetic information provided; how the communicators deploy these concepts and what are the possible ethical challenges.

The theoretical fundaments of include personalization and customization as two separate processes related to tailored communication experience: system-initiated personalization (SIP) и user-initiated customization (UIC) (Sundar и Sampada, 2010); as well as the concepts of the Milgram and Kishino's concept of the reality-virtuality continuum (RV) and the mixed reality (MR) research (Milgram et al., 1994; Azuma, 1997; Mekni and Lemieux, 2014).

The distinguishment of personalization and customization from the perspective of initiation, considering its intent, we will be able to rethink the existing approaches to the relation between the concepts of VR, considering the denotality – referring to the content: either reflection of the actual reality, expanding or building a complete comprehensive form; and modality of the digital realities express attitude and connection with reality. Then the content can be considered as reality, simulation, or simulacra, following Baudrillard's ideas and Cypher's worries about moral value (Jameson, 2013; Deleuze, Lester and Stivale, 1990; Baudrillard, 1981, 1994; Cypher и Higgs, 1997). The research relates to some proposed by Skarbez, Smith и Whitton the revisions such as the combination of the Reproduction Fidelity (RF) and the Extent of Presence Metaphor (EPM) dimensions into a single dimension, Immersion (IM), and the relevance of the coherence (CO), (Skarbez, Smith и Whitton, 2021)

The adoption of the concept of extended reality – virtuality continuum considering the personalization and customization as a factor, could provide a framework for more in-depth research not only of cultural and social phenomena, and also practical challenges related to the disruptions in communication and the engagement through personalization and customization already widely researched (e.g., by Bleier, Keyser и Verleye, 2019), therefore, in a more complex and dynamic frame.

PP 350 Autonomy, responsibility, and new technologies – an approach to the concept of 'technological autonomy'

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The growing discourse on 'artificial intelligence' (AI) saw the reemergence of the term 'autonomy'. In many contexts the term is used as a non-descript concept to attribute power to machines: robots, cars or social bots as 'autonomous' agents, capable of learning on their own, perhaps even surpassing the knowledge and power of individuals. The attribution of autonomy to these kinds of objects contradicts the long history of the concept of autonomy in social theory and philosophy. For example, more and more researchers argue that online technologies manipulate human users and therefore undermine their autonomy (Susser et al., 2019). Many of these technological processes are connected to a narrative which regards 'autonomous agents' as being increasingly embedded in daily routines while diminishing individual autonomy. This type of use, however, contradicts the long history of the concept of autonomy in philosophy, such as in the works of Kant, Foucault or Derrida. Kant, for example, points to autonomy as a normative basis for the relationship between society and the individual. In more recent discourses, however, autonomy has been increasingly linked to the loss of human control over digital media and/or technological artifacts. Consequently, the recent linkage between technological objects and "the free will" (Kant) necessitates a strong philosophical and particularly, ethical, reflection for the ongoing debate on future technologies, humans and societal impact of technology.

As an example for the conflicting applications of the concept of autonomy, we will discuss the case of the smart home. It will be argued that the smart home can be modeled by two approaches (1) technology and automation as a risk for human autonomy and free will, or (2) attribution of autonomy by human agents via localized technologies. The discussion of this concrete setting will show that we need a more critical and contexualized debate on the adoption, role and functionality of the term autonomy. Particularly, concepts like 'surveillance capitalism' (Zuboff, 2019) or 'digital feudalism' (Fairfield, 2017) have to be taken into account, as autonomy and technology need be reflected from the perspective of political theory as well. The paper will questions the self-evident attribution of the term to digital technologies, while at the same time challenging some of the normative framings created in the discourse of machine ethics. Applying a purely technological approach to the concept of autonomy, it is argued, can serve as a means to avoid responsibility and as a cover for those with real power over 'autonomous' agents, such as companies, political institutions, or programmers.

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PHC02 - What Does Integrationism Have to Offer to Contemporary Communication Theory?

PN 099 Communication, respect and trust

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Structuralist linguistics defines communication as a thought transfer enabled by the use of language as a fixed code. It follows that a prerequisite for successful communication is that communicators engage the same signs when they code and decode a message.Integrationism does not concur that communication is a transfer of thought and refutes the idea that signs exist prior to communication at all. Instead, integrationism sees each living being as an individual sign-maker who continuously creates his or her own meaningful reality by the making of unique and uniquely contextualized signs which enable the integration of (mental or practical, private or social) activities. The integration of activities by means of signs defines communication to the integrationist: Human beings "communicate with one another not by exchanging thoughts but by integrating their many activities" (Harris 2008, p. 112) Seeing communication as an integration of activities rather than a transfer of thought forces a rethinking of the prerequisites for successful communication.I argue that an integrationist account of communication makes it clear that if communicators are to experience successful communication, neither identical sign-making, nor identical reality creation is required. However, mutual respect for each other's wants or needs is an indispensable prerequisite. In this sense, an integrationist approach to communication can account for the direct correlation between successful communication, respect and the building of trust. Roy Harris (2008) Mindboggling: Preliminaries to a Science of the Mind. Pantaneto Press, 2008.

PN 100 How does the integrational sign signify?

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In Harrisian communication theory, the question of how signs signify lies at the heart of questions of human creativity and human responsibility. Signs are understood, not as something pre-existing particular communicative encounters, but as the outcome of such encounters. Signs are made by communicating participants. Anything can be turned into a sign by a participant, so long as it is treated by that person as a sign. This means assigning a semiological value to it, under the circumstances obtaining at the time. The sign provides an interface between different activities and, for Harris, communication itself is an integration of activities. In this way, the sign is the contextualized product of that integration, as well as its enabling mechanism. The concept of integration is particular to Harrisian theory, and it concerns situations in which human activities are thereby linked, combined, and/or co-ordinated so that something can be accomplished that would not have been the case had the activities remained unintegrated. The successful integration of activities has the consequence of altering or extending the action potential of the individual in the here-and-now. When activities are semiologically integrated, the individual agent, the sign maker, has to work something out based on observation, find out what something "means", and the result of this operation implements the process of integration. When more agents are involved, the more complex the processes of integration become, and this is when semiologically integrated activity becomes essential. In this paper, I will discuss the notions of sign, context, and integration and exemplify how processes of communication may be analyzed from the perspective of Harrisian semiology. This paper will provide an underpinning clarification from which the contributions on the concept of trust and its applications, made by the other panel participants, will acquire a precise localisation in the framework of Harris' communication theory.

PN 098 Is 'trust' a language-mythical concept? An integrational reflection

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An integrational theory of communication emphasizes human creativity when it comes to the sign-making processes that individuals engage in when integrating their own and other people's activities. Signs are seen by the integrationist as radically indeterminate in both form and meaning, including words. We recognize the word trust as having an integrational function in our communication, e.g. when we are saying 'I don't trust him' or 'you have to gain my trust first'. According to the what Harris calls the "language myth" (a deeply ingrained tendency in (Western) thought to reify meaning; Harris 1981), words have fixed lexical meanings: what the English word trust means is contractually agreed upon by the (native) speakers of English.However, identifying 'trust' as a communicational phenomenon is usually not taken to be a strictly linguistic matter. Looking up what trust means in the English dictionary does not tell us what trust 'is'. However, as Harris & Hutton (2007) have argued, real definitions and lexical definitions are hard to be kept distinct in any consistent way: is talking about 'trust' not always also talking about the English word trust? If so, does it mean that theorizing trust as part of communication theory is inevitably ethnocentric? The language-mythical conceptions of 'a language' and of communication as a 'telementational' process cannot solve this dilemma. In turn, Roy Harris' semiological approach explains human communication as integration via contextualized signs of all kinds. The recourse to 'trust' as a theoretical concept needs to be seen in this light, namely as a lay concept that has no exceptional existence outside of the temporal continuum in which our personal sign-making activities occur.References Harris, Roy. 1981. The Language Myth. London: Duckworth.Harris, Roy and Christopher Hutton. 2007. Definition in Theory and Practice. London: Continuum.

PN 101 Unconscious communication, trust and the "lay orientation" in Harris' communication theory

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Harris-scholar Adrian Pablé has argued that Roy Harris is "the only communication theorist": no one before or after him as offered as radical a theory of communication as a sui generis activity that spans the whole of human life and of which language is merely an instance. "Communication" becomes something highly specific in Harris' work. The idea that communication does not require a determinate code, formulated by Harris with some hyperbole in the statement that languages do not exist, may be unwelcome to linguists but it will not surprise many communication scholars, even if the "language myth" might haunt them in ways they might not be aware of. Pablé (2017) has discussed Craig's constitutive meta-model of communication theory through a Harrisian lens (Harris indeed is absent from the model in all of its incarnations) and Craig (2019) has responded to Pablé's analysis by arguing that the points of emphasis Harris places in his view of communication can find a welcome home in the meta-model, even if the theory as such has to be judged to be overstating its case. Craig discusses Harris predominantly from the pragmatic take on communication theory that informs the meta-model whereas Pablé emphasises the strong claim Harris makes about the nature of first-order sign making, the "integrating" activity by which we constitute ourselves and the world in which we live.A central notion in Harris' theory is that of communication's "lay-orientation". Communication is something we are all familiar with. We do it all the time. The expert is not able to tell us any better what we do when we communicate than we are ourselves because no one can take up a position outside of their own integrating process. We can trust only ourselves. In this paper I will discuss this "lay orientation" from two perspectives: (1) if Harris is right about the lay perspective, why make a distinction at all between lay and expert in communication theory (the very use of the word seems to imply that such a distinction can or should be upheld)? (2) Looking at the specific example of the unconscious dimensions of communication: what is the place of attentive reflection on unconscious factors in communication is in Harris' lay-oriented view of the practice of understanding communication? The lay-orientation is not unrelated to Craig's view of communication as always already a meaningful term in practice. How can the pragmatic meta-model accommodate unconscious communication? I will consider the situation of psychoanalytic communication as an example of the practice of becoming attentive to the unconscious factors that are at play when we speak with others and indeed with ourselves. Especially in communication, does trust not require another; can we ever trust ourselves?Adrian Pablé (2017), "Communication theory and integrational semiology: The constitutive metamodel revisited", Empedocles: European Journal for Philosophy of Communication (8.1), 55-67Robert T. Craig (2019), "Welcome to the metamodel: A reply to Pablé", Empedocles: European Journal for Philosophy of Communication (10.1), 101-108

PHC03 - Searching for the Essence of Communication

PP 587 Symbols, knowledge and time: Reading Norbert Elias's the symbol theory as communicative emergentism

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From the mid-1940s onwards, Norbert Elias began to rework his sociological proposal in a relatively original way in the theoretical context of the social sciences. At a time when social scientists had critically departed from the natural sciences, Elias sought to revise his theoretical framework rooting the tradition of the sociology of knowledge in genetic-evolutionary theory. Kilminster and other commentators of the Eliasian work have stressed the importance of understanding the methodological debates of organicist biologists for the interpretation of some of the major Eliasian theses, especially the authors of the so-called 'modern synthesis' in biology, such as Julian Huxley, Joseph Needham, or Conrad H. Waddington. Elias specifically developed a social conception of a perspective that would later be called 'emergentism'. He was focused on the conceptualization of society as an emerging phenomenon, irreducible to the physical, chemical and biological ontic levels and whose irreducibility is not given, but an achievement of evolutionary processes and social developments. The manner how Elias approached emergentism is relatively unique is various ways. His approach is an interesting novelty in the social sciences and social theory or the philosophy of the social and human sciences. In our view, the chief novelty of Elias lies in the very introduction of emergentism into the social sciences at a time when it was in full development and gaining supporters. In addition, and unlike the classics, Elias did not merely implicitly use what we might today call the emergency principle, he already used it explicitly and also gave it the status of object of systematic reflection, with a certain orientation. In this presentation, it will be given a reconstruction of the diverse aspects of Elias's interpretation of emergentism under the name of what might be labeled 'communicative emergentism', since the basic unity of the human condition is defined by the concept of symbol in a communicative sense of the term – close to Ernst Cassirer's neo-Kantian sense. This label of emergentism will be systematized in the context of a social theory of knowledge founded on very long-term historical sociological investigations, but theoretically established in Elias's *The Symbol Theory*. The concept of time will serve to illustrate the concrete variations of this emergentism in its various fields of application.

PP 585 Trust and Uncertainty

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We can observe easily that trust is mainly presented in a rationalist paradigm. The cunning of trust is presented as a rational game when the trustor in a certain way obligates the trustee by the simple fact that the trustee was trusted (Pettit, 1995). Luhmann refers to the sense of reality as it would be possible to have an unquestionable common ground. (Luhmann, 2000) De Laat (2005) and Taddeo (2010) explicitly talk in a normative manner about trust. This approach makes it difficult to understand how we trust something different from our familiar world. The trust as a risky choice has this primordial sense that we trust in something untrustable. To trust only in this way has a pure sense. Derrida says that only the unforgivable worth being forgiven. That is the limit of the notion. This rationalist paradigm thus not encounter the emotional, instinctive sense of trust. How to define properly the concept of trust, in this context?

The analysis of online trust and even of the digital world was understood in perfect symmetry with the offline, physical world. The use of resemblance is helpful to illustrate an idea, but in this case, that means that we can separate purely the online and the offline world. If we consider the interpenetration of those dimensions, even the legitimate use of trust seems to lose its pertinence. In this case, the basic need for trust demands a brand-new terminology. How to conceive the question of trust behind this horizon?

Reemtsma differentiated premodern and modern trust. (Reemtsma, 2012) While social stability is a basic demand for both of them, in premodern times the horizon of expectation is secured, inflexible and stagnant. In modern times it is reduced to the unexpected and this form as negative liberty gives more freedom, flexibility and dynamics. In a digital age, the horizon of expectation seems to become unstable, fragmented and risky. The digital world's instability is profound, there is massive fluctuation, and as a consequence, it is hard to gain trust and it is easy to lose it. The lack of stability strength different forms of violence, like hate speech, fake news, deep fake videos or even an outbreak of an information war. In this context, trust is chased, and distrust flourishes. How to strengthen trust in a highly uncertain environment?

The conquest of the digital world announces an alienation from our familiar world and an approach to the virtually possible internet of everything. Is it possible to constitute the social trust or the state of *bellum omnium contra omnes* characterizes our world?

PP 584 The promising future: Communication and not-yet being

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I will bring into dialogue two lines of philosophical thought in order to provide a theoretical framework with which to think about the future-oriented dimension of communication and the communicative dimension of temporality. Such a framework may be of value for communication scholars who are working on the themes of this conference: "Communication and trust: building safe, sustainable and promising futures". I will draw on Ernst Bloch's ontology of not-yet being to articulate a way of thinking about the world as unfinished. This unfinished nature of the world expresses itself in a tendency or drive, a "subjunctive" quality in things which makes them, paradoxically, into more than what they are. This aspect of being has been noted by philosophers from Aristotle to Adorno but has been explored systematically most comprehensively in the anticipatory ontology of Ernst Bloch. It is at odds with widely prevalent, "presentist", assumptions about the nature of being ("to be means to be determinate, even if dynamic") and so there is today still the need to make an explicit case for the ontology of not-yet being, for the reality of the future and the new, without which hope for the future cannot become operative (Siebers 2018; 2017).

What does this view of the nature of reality have to do with communication? Is here a merely incidental or circumstantial relation, for example resulting from the fact that we communicate about and in the unfinished world, or is there a deeper connection between the world "as promise" and communication? Does communication have an intrinsic anticipatory dimension, and if so, what might a theory of communication itself as radically future-oriented look like? Building on Siebers 2019, this paper claims that it is indeed the case that there is a more than circumstantial relation between communication and not-yet being, that, to use the language of the conference call, the horizon of the "promising future" is constitutive not just of the world and our place in it but also of communication. We find traces of this insight, implicitly and always in the context of other concerns, in many thinkers who have thought about communication (for example in Buber's notion of the the I-Thou relation as eliciting a commitment, in Habermas' notion of domination-free communication and in Derrida's notion of democracy-to-come) but nowhere has the connection been considered as such and on its own terms. This paper aims to make a start with doing just that.

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PHC04 - Ethics, Politics and Social Criticism

PP 674 The import of ethical patiency: Building a balanced ethics of media and communication

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For many media ethicists, it has become something of a commonplace to maintain that their field needs to be enlarged to accommodate trends such as "globalisation", "digitalisation", and "datafication". Minimally, this expansion has been conceived of as a supplementation of traditional journalistic ethics with apposite digital and global considerations; but several scholars (e.g. C. Ess and N. Couldry) have argued for a broader "demotic turn", in which media ethics is converted into a matter of vital interest for all communicating beings. In such approaches, notions of the moral agent as relational and networked as well as emotive and embodied are gaining traction, calling into question the established rationalistic conception of ethical agency as strictly individual and narrowly intentional. This not only raises weighty philosophical questions concerning the delimitation of moral agency, but also concerning the character and role of the recipient of ethical action.

Yet, problems of ethical agency and patiency remain marginal issues in mainstream media and communication ethics. In contrast, new perspectives on "machine moral agency" (D. Gunkel) as well as on distributed moral agency and responsibility (e.g. L. Floridi) – proposals that explicitly challenge the restriction of the ethical to the human – are being intensely discussed in domains such as information, data, and AI ethics. Given the increasing overlap between fields of ethical inquiry, the potential implications of the anti-anthropocentric proposals for media and communication ethics deserve more attention. Arguably, the blurring of traditional categories raises novel ethical questions that our current conceptual toolkits seem to be ill-equipped to handle. This is perhaps most evident in the relative neglect of questions concerning ethical patiency in the extant theorisation of media and communication ethics.

In this paper, I first briefly review how agency and patiency have been treated the media and communication ethics literature, demonstrating the predominance of (mostly) implicit anthropocentric predispositions (although there are exceptions). Next, I turn to pertinent philosophical arguments for and against the expansion of the ethical sphere beyond the strictly human, focusing especially on points of contention pertaining to the capacity for intentional action and the attribution of responsibility as criteria for ethical agency and patiency. In the third part, I endeavour to stake out a feasible *via media* between the "radicals" (such as Floridi, Gunkel, and some proponents of actor-network theory) and the "conservatives" (such as K. Himma and J. Bryson) by turning to a pragmatist conceptualisation of agency in terms of habit-formation and habit-change, primarily informed by C.S. Peirce and J. Dewey. I then undertake to show how this reconstructed habit-based conception warrants an expanded notion of ethical patiency that encompasses (among other things) our communicative environments and their artefacts as value-laden affordances, without thereby denying the distinctive function of responsible agents in ethical criticism and habit-improvement. The paper concludes with an appeal for the due recognition of the import of ethical patiency – linked to a broadened conception of agency that transcends the narrowly anthropocentric – as a vital step in the building of a more sustainable media and communication ethics.

PP 676 Value dynamics in data capitalism: Beyond the moral and the economic

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The metaphor that 'data is the new oil' (Rotella 2012) is widespread, both in the academy and in public discourse. It has been rightfully criticised on the grounds that it does not hold to scrutiny for a number of reasons, and that it brings with it assumptions that 'supports the notion that data is all at once essential, valuable' (Puschmann & Burgess 2014: 1699). Indeed, data is held valuable and could be described as the raw material at the centre of data capitalism, and the process of datafication that lies behind it, the process of 'quantification and potential tracking of all kinds of human behavior and sociality through online media technologies' (van Dijck 2014: 198). While many point to broader consequences of datafication for social life generally (e.g. Schäfer & van Es 2017, Couldry & Mehijas 2019) – transforming everything from jobs, finance, education, power relations to intimacy and everyday sociality – we are still in need of analytical models to understand the complexity and scale of this techno-social development, and the dynamics behind the transformations. To focus on data as value is one such approach that will be pursued in this paper.

The aim of this paper is to suggest a model where value (re)configurations can be studied within distinct societal domains, and how these (re)configurations are affected by datafication. In the first part of the paper I will discuss and define the concept of value that I will adopt for the analysis and outline its complexity and dynamics. The point of departure for this discussion is Dewey's _Theory of Valuation_ (1939), which will be discussed in relation to anthropological, sociological and economic theories of value. I will argue that it is especially important in datafied societies to move beyond the traditional separation made in economic sociology between value (as an economic category) and values (as a moral), and theorise the economic and the moral as integrated. Secondly. I will present a model of data capitalism as constituted by four different sub-dynamics – the economic, the technological, the epistemological and the social. Following this, I will give some examples of societal domains where this model can be applied empirically, before I sum up my argument in the conclusion.

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PP 677 Propaganda revisited: Theorizing propaganda for the 21st century

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This contribution focuses on the theoretical foundations of propaganda and its relationship to ideology and power. The concept and reality of propaganda continue to be of great significance around the world and particularly in modern 'liberal' democratic life where controlling and tailoring information is preferable to direct force and necessary where brute force is unacceptable. Having taken a backseat in academic writing and public discussions in past decades, the term propaganda is debated in the public square once again. This resurgence coincides with a societal wave of skepticism that reveals itself in various ways, from typical political competitions to the causality of vaccination and autism. It has become commonplace to question the validity and accuracy of claims made by the news media, politicians, governments and even the epistemology of modern science, exacerbated by the explosion of social media and the internet generally. This has led to the 'return' of the term propaganda, often appearing together with or under the umbrella of other terms such as 'fake news', 'disinformation', 'misinformation' and 'conspiracy theory'. While the latter terms have recently been subject to academic examination, scholars have not paid much attention to the concept of propaganda, resulting in a diffusion of meaning. Recent work has revisited Herman & Chomsky's model of propaganda (e.g. Pedro-Caranana et al, 2018; Goss, 2013; Pedro, 2011). However, we require an updated analytical-theoretical framework to help capture the current situation and allow for improved conceptual and terminological precision, something this contribution seeks to rectify.

I aim to situate propaganda as a tangible expression of ideology. A mode of communication to enforce ideological goals and to exercise power. My proposal on propaganda is contingent on several theories of societal structure and power. It takes the structural model of propaganda put forth by Herman and Chomsky's (1988) 'Five Filters of Mass Media' and situate it as a set of features within Monroe Price's (1994) 'Marketplace of Loyalties', i.e. the marketplace where ideology actively competes through various means of indoctrination. Furthermore, I tie these concepts to John Searle's (1990, 1995) theory of 'Collective Intentionality' (features of the mind directed at or about something), specifically how propaganda can influence the creation and management of 'institutional facts' and 'status functions' (money, property, points scored in games, political offices) in society. Finally, I relate propaganda to Steven Lukes' 'three dimensions of power' (Lukes, 2005), which is closely aligned with Gramsci's conception of Hegemony. Not only is propaganda crucial to study in and of itself but it can also act as an insight into the influence of power relations. For example, what Lukes calls 'nonevents': the interests of A prevail over the interests of B, yet no conflict overtly arises in the political domain. I develop a conceptual model of propaganda that highlights the larger ideological goals and commitments alongside the messaging itself. Ultimately, I argue this approach to be an effective answer to the information deluge in the 21st Century.

PP 675 Undermining trust: The construction of polarized beliefs

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Recent discussions on communication focus on what seems to be a present threat to democracy: an increasing tendency to polarized beliefs, animated by the use of social media. Instead of contributing to a more open society, where access to information facilitates public discussion on social issues, these media seem to be enforcing selective exposure to information regardless of its truth-value. This situation poses a problem for a well-founded understanding of democracy as well as for a certain conception of social behavior, as linked to rationality, trust, and knowledge.

Thus, deliberative democracy settles on the idea of public debate, pursuing consensus opinions guided by knowledge. On this view, media are conceived as facilitators of relevant information for the debate of social issues, creating a public sphere where social agents engage in rational discussion. Authors from different fields of knowledge have argued for this sort of enlightened conception of society (Habermas, 1962).

This enlightened view on democracy seems to fit with a certain epistemology that understands knowledge and science as based on empirical evidence and beliefs justified through inductive reasoning. Evolution provides us with an account of why true beliefs are conducive to adaptation. However, Enlightenment seems to face difficult times nowadays, and critical voices have raised warnings (Mouffe, 1993). In a recent article, Thomas Froehlich (2017) echoes this fear.

On the other hand, recent empirical studies seem to show that humans have a psychological tendency to a selective exposure to information, avoiding an epistemological confrontation of their beliefs. A tendency that has increased with the proliferation of bubbles of information (Prior, 2007) boosted by social media. The result is a society where beliefs are more polarized, critical thinking and trust in institutions undermined.

An epistemological contradiction seems to emerge. While true and justified beliefs are adaptive, there is a tendency to ignore them and even adopt beliefs known to be false (Lewandowsky et al., 2017). How is this possible and how should it affect our understanding of social behavior and democracy?

In this paper I try to give an account of the mentioned paradox by bringing together an evolutionary view on knowledge, truth and emotions that contributes to interpret recent Anti-Enlightenment alarms and provides an explanation of why we construct polarized beliefs.

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PHC05 - Communication in Education and Arts

PP 756 Communication research and education in the era of neoliberalism: Academic institutions and dominant research and education standards in the disciplinary field of Communication (1990-2020)

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The different paradigms in Communication have always developed in a process of struggle that has established the applicability as a dominant criterion. This struggle has been marked not only by the epistemological assumptions and the theoretical and methodological procedures, but also by the institutional frameworks that define research and education practices. Therefore, to understand the evolution of Communication it is necessary to analyse the political, socio-economic and institutional contexts of the discipline. These factors must be considered as constitutive elements of the field, as they determine the knowledge interests and the agenda of its scientific community.

 The 1990s represent a key decade to understand the current stage of Communication: a dynamic and strategic field for nowadays social order. Over the past 25 years, in a context characterized by the technological change and the economic globalization, it has emerged a new Institutional framework of science grounded in the international convergence of teaching and research practices. This framework provides a brand-new scenario in which neoliberalism has a central position, not only as the political-economic background, but also as an ideology: it constitutes a core element to understand the current ethics of academic work, as it stresses a professional culture based on measure standards for the evaluation, comparison, classification and competency. New institutional actors have appeared, while other classical have developed new shapes and functions. They fix the academic agendas and necessities, determine the working routines, and define the professional aspirations of the scholars. Thus, the main objective of this proposal is to identify the influence of nowadays international academic standards in Communication research, and to analyse the institutional frameworks that shapes it into practice:

i) The editorial industry and the peer-review criteria, which define the conditions for the dissemination of academic knowledge and the promotion of research procedures.

ii) The international research associations, as the institutional scenario for the self-definition of the field and for the setting of the academic agenda and working routines.

iii) The academic evaluation services, including those in charge of the accreditation of research and education activities, and of the measure of impact factors by publisher global citation databases.

iv) The international university rankings, that defines the standards for academic excellence and reputation.

In addition, for the case of Europe it is also necessary to study the EHEA, as it has shaped research and education frameworks shared by an international academic community, and promoted the free-flow of students and scholars.

This work also aims to analyse the most remarkable consequence of this institutional framework for the neoliberal Academia: the pre-eminence of a dominant model of standard work, based on the applicability, replicability and curricula profitability. A model that raises an archetypal delimitation of the aspirations of research institutions and their professionals in a scenario of global competition.

This work is part of a long-term ongoing research project. Previous research by the authors have been published and presented in international conferences over the past years.

PP 758 Landscape painting as medium

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One of the most important landmarks in Landscape Theory is the crucial text of Goethe's friend, the Physician Carl Carus, _Nine letters on Landscape Painting_ (1831). Is not a marginal remark stating that Carus were also Caspar David Friedrich close friend, having studied painting under his supervision. Carus inspect Landscape Painting as one of the most important achievements of human representation of Nature, where these terms, _Landscape_ and _Nature_, stands for what which can be perceive by humans, but also all what constitute the ultimate goal of all living beings, the endless horizon where Truth should be found and where Knowledge should be built upon and granted, but also where _Landscape_ can be interpreted as a latent _medium_ for depicting Nature. _Nature_ was conceived by Carus following the Ancient Greeks meaning, being 'it' the _terminus a quo_ and the _terminus ad quem_ of all possible constitution of human experience of the world. Landscape Painting was in a sense conceived by Carus as a tacit _medium_ that can presents its very origin. Landscape, as a _medius terminus_, is a truly creation of a new worldview that was 'born' between the end of the XIX century and the beginning of the XX century. This formula achieved its best formulation with Georg Simmel (1913), where it appears as a form that represents a split with ancient perspectives, which were more prone to consider Nature as a _principium intrinseco generationes_ and not as something representable as such, and for that, painting a landscape could be seen as a medial experience. In this presentation we will make a stroll both in History and arguments and we will present Landscape Painting as a screen a medium, where _screen_ stands for a flat surface for reception of any projected image, being Landscape a _screen of Nature_ or an auto-referential representation. By 'projection' we here is think as a form of representation that prolongs the meaning of any steady fixture. Landscape Painting will be then a pure description of an original _medium_, for it dwells on three basic dimension any _media_ does: the relation between Knowledge, Science and Art. Landscape Painting will be, by its very essence, a truly philosophical approach of focusing a _medium_ as a self-recursive enterprise, which occurs to be one of the most privileged forms where communication take place.

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PP 757 Teaching communication theory: Making sense of a diverse field

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Teaching communication theory is a challenge because as it is a very diverse field integrating or perhaps disintegrated by a number of various, different, and perhaps even contradicting traditions (Craig 1999; 2009; Myers 2001; Craig 2001; Cooren 2012; Craig and Muller 2007; Craig 1993; Maguire 2006). I developed a model of analysis as a tool for the bachelor students in communication and trying it out in teaching practice in the spring of 2020.

The course is mandatory for student who want to have the opportunity to study Communication after their BA and is the first communication course for students at Roskilde University and leads up to a full semester of practical and theoretic communication studies.

The course is on offer in the spring as well as the autumn semesters. In the autumn there are between 300 and 400 students enlisted, in the spring between 30 and 50. In order not to experiment with a very large group of students, we chose the spring semester to introduce the model and my presentation will be a report on the results of the experiment with the model.

The model is an attempt to operationalise Craig's seven communication theoretical traditions into an analytical approach that can be used by bachelor students. The model is modular in the sense that is asks the analyser to choose a main analytical approach among Craig's seven traditions and then discuss which supplementary approaches to include and how.

The main focus of the course is to introduce students to the field of communication and at the same time provide them with theoretic and practical tools to do communication analysis. Therefore, Craig's discussion the interrelations between the various approaches to communication theory (Craig 1999) is chosen as an anchor text for the course. Since Craig's text focuses on meta-discussions of communication theory, the model focuses on translating the theoretical discussions into operational analytical strategies, making affordances for meta-theoretical discussions.

The hope is that the students in choosing an approach for analysis will be able to see and describe how the various traditions can interact and are able to discuss the interface between the traditions involved in a way that serves as a vehicle for the analysis process.

That means that the course will be a test of how the students make sense of the model's affordances to discuss the relationship between the different traditions or approaches.

Thus, my presentation will deal with the students' reception of the model's as well as their ability to use it on the exam case. The focus will be on the students' ability to deal with the meta-theoretical aspects of their analyses while at the same time performing an analysis of the exam case.

Because of the pandemic the course will have run three time by the time of the conference and that means that at least 500 students will have completed the course.

POL01 - Right-Wing Parties and Movements: Developments, Agendas, and Rhetorics

PP 002 The impact of far-right populism on the structure of political discussion in social networks. A longitudinal analysis of Spanish election campaigns in Twitter (2015-2019)

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In the last decades, populism has become a mainstream ideology in many Western democracies (Mudde, 2004; Rooduijn, 2014a; Casero-Ripollés, Sintes-Olivella & Franch, 2017). Populist right-wing parties have achieved a great popularity and success in many European countries, such as Italy, France or Austria (Mouffe, 2005), and more recently in Spain, UK or Brazil. Research has stressed the close relationship between media development and the rise and consolidation of populist forces. The evolution of media technologies and the popularization of social media have helped populism to develop itself without many of the constraints of traditional mass media. In particular, social media have allowed populist parties to bypass media institutions and traditional gatekeepers (Engesser, Ernst, Esser & Büchel, 2017). The relationship between social media and populism has been underdeveloped in political science (Ernst, Engesser, Büchel, Blassnig & Esser, 2017).

From December 2015 to November 2019, Spain has celebrated four General Elections in a row. In the last two elections, the populist far right party VOX has had a notable congressional representation. From having no seats in 2016, the party had 24 seats after the elections in April 2019, and 52 after the elections in November, 2019. The aim of this paper is to analyze how the networks of interaction in political discussions on Twitter (AUTHORS, 2018) have evolved after the irruption of VOX. For that purpose, we analyze the follower-followee, mentions and retweets networks, as well as the so-called Retweet Overlap Network (AUTHORS, 2015, 2019). We use a sample of more than 2 million tweets and retweets collected during the four mentioned electoral campaigns in Spain. Preliminary results show how the cluster formed by the members of VOX was a central one in the structure of the network, playing the role of weak tie between the rest of the right-winged parties in Spain (the Popular Party and Citizens). Consequently, the structure of the network changed drastically because of the irruption of the far-right party, and so did the relationships between the rest of the right parties. On the contrary, VOX had no impact in the interactive behaviour of the members of the left winged (We Can and the Spanish Workers' Socialist Party) and Nationalist (Republican Left of Catalonia, Together for Catalonia or the Nationalist Basque Party) parties. Finally, we also report the RON distances between the main eight parties in Spain to analyze how they have changed in the last four years. This research adds new knowledge to the study of the impact of the irruption of new political actors on the structure of communities in political discussion in social media.

PP 001 Does the model fit? A longitudinal study of the Norwegian Progress Party and the life-cycle model

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Despite the increasing amount of comparative research on the relationship between the media and populism, the longitudinal perspective is lacking. In a few studies on the relationship between the media and populism, genuine comparison over time has been proceeded, but no analyses of the relationship between populist party developments and their media attention have been made. Thus, there is still a need for empirical analyses in comprehension of the developments in populist parties. As a long-lived populist movement, the Norwegian Progress Party (FrP) is a particularly interesting case for this kind of an analysis.

The paper examines the normalisation of a populist party by analysing the development of the media attention given to the Norwegian Progress Party (FrP) during all the parliamentary elections it has participated in between 1973 and 2017. Particular attention has been paid to the so-called life-cycle model that outlines the relationship between the media and a populist movement regarding its life span.

Our research questions are:

RQ1: How has the media attention of the FrP developed during the Norwegian parliamentary election campaigns 1973–2017?

RQ2: What does the tone of media attention and portrayals of the FrP say about the party's status in the political landscape?

RQ3: How does the life-cycle model explain the relationship between media and the political party in the case of the FrP?

Our data consists of media coverage of the parliamentary election campaigns in Norway in *Verdens Gang*'s (tabloid) and *Aftenposten*'s (prestige) newspapers between 1973 and 2017 in general (n=16,536), and the FrP's media attention in these two major newspapers in particular (n=1,671). The research method employed was quantitative content analysis.

The media coverage of the FrP follows the life-cycle model in that the party's parliamentary breakthrough is linked to increasing media attention and becoming established to declining media coverage. The tabloid media have been more populist in their coverage compared to the prestige media. However, in general the media attention correlates with the status of the party in its political field, and immigration as an individual issue have had a huge impact on the media's attention. Commercialisation, digitalisation and hybridisation of the media environment have also affected the media attention paid to the FrP during its life-course.

PP 004 Same, same but different? Explaining the issue agendas of right-wing parties from six European countries during the EP Election 2019

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The formation of the newly formed right-wing coalition "Identity and Democracy (ID)" in the European Parliament (EP) demonstrates that the transnationalisation of right-wing parties across Europe poses serious challenges for democracy and European integration. Online communication and social media, in particular, are venues for right-wing actors to communicate with potential voters and thereby avoid the traditional media gatekeepers of political information. Against this background, little is known about the agenda-setting power of right-wing social media: Does social media communication also lead to transnationally convergent issue agendas? In our study, we seek answers to this question by analyzing the Facebook communication of right-wing parties from six European countries (Austria: FPÖ, Germany: AfD, France: RN, Italy: Lega, Poland: PiS, Sweden: SD) with regard to the similarity of the issues addressed during the 2019 EP election campaign (Jan-May 2019, total n=14,360 posts). The results of our topic model analysis show that the European right parties campaign on a limited set of common issues. Thus we observe a transnationalisation of right-wing public communication, meaning that the same issues are addressed at the same time with similar criteria of relevance (Eder and Kantner 2000). For example, the right-wing parties in our study mobilize on the issue of immigration, engage in blaming elites, and share a focus on the EU-campaign. However, up to 40% of the parties FB communication focusses on national topics with Italy and Poland leading. We, therefore, speak of transnationalisation of right-wing politics with national colors.

We also aim to identify the context factors that explain the differences between the issue agendas of right-wing populist parties during the 2019 EP election. We propose that country-specific (e.g. size and influence of country in the EU, economic and migration situation in the country) and party-specific (e.g. party tradition, governmental or oppositional role in national parliaments) factors influence the right-wing issue agenda. For example, we expect parties in government such as the Lega and the PiS) to use their leading position to talk about ongoing national policies as well as to blame external elites and the EU more often than parties in opposition. In our analysis, we calculate (logistic) regression models with the estimated topic proportions from the STM as the dependent variable. The study will be finished in March 2020.

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PP 003 Instagram and identitarian movement - a comparative study against the background of right-wing extremist classification

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Because of the strengthening of right-wing populist tendencies in state governments in almost whole Europe as well as anti European tendencies (eg. Brexit), we have to face new challenges in our present and future everyday life. In Germany, the rise of right-wing populist supporters, parties, and widespread right-wing extremist can be identified in the population as a whole (Möller/Schuhmacher 2007; Helbling/Strijbis 2018). Beside governments and their parties, there are also movements outside official state work, which can be defined as supporters of right-wing populism or even extremism — for example the Identitarian Movement (Identitäre Bewegung (IBD)) in Germany as part of the _New Right_. It belongs to an Europe-wide patriotic youth movement with about 600 members between age 16-30 and since July 2019, it is official classified as right-wing extremist by the Federal Office for the Protection of the Constitution (BfV).

Right-wing groups are constantly trying to push their own truths and views through public channels in order to reach the largest possible audience (Berger/Strathearn 2013). To gain new supporters (e.g. young people), they have to concentrate on future-oriented communication channels like social network sites (SNS). Because of its own age structure, the IBD was and is very active in social media and had started successfully with Facebook campaigns in their early years. They recognized the huge potential, these kind of mediated communication offers: winning a young audience and future followers, building up a strong support group, sending messages and distributing content (Glaser et al. 2017). Their target age group are adolescents and young adults, who have to deal with usual development tasks (building up identities etc.), so they are looking for communities, security and strength, which groups like IBD superficially promise (Wörner-Schappert 2007; Reissen-Kosch 2016). But instead of Facebook as a nowadays cross age group SNS, Instagram (IG) has more younger users and therefore corresponds more to the future-oriented channel right-wing groups need and is (at least for the mainstream) approved for political communication (Filimonov et al. 2016).

So we asked us, to what extent the IBD really uses Instagram, and if, which kind of messages they send and do political classifications (the official assessment of the BfV as an extreme right-wing movement in July 2019) have an influence on their self-representation? We did a comparative content analysis of pictures and videos, IBD persons and accounts shared before the official assessment and after it (July 2018 vs. July 2019 / ICR 0.86). The focus was on motifs, captions and hashtags with regard to right-wing symbolism and messages. We found out that IBD is very active on Instagram and has realized the potential for future social media communication on Instagram. The classification by the BfV has a significant influence on the self-presentation of members of the IBD. Neutral contents have increased. Political messages and attitudes are better hidden. An obvious presentation of clearly right-wing content occurs rarely.

POL02 - Political Communication in International Comparison

PP 024 Exposure to low-quality news on WhatsApp: A study of six countries

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Mobile Instant Messaging (MIM) services are gaining popularity across the world. WhatsApp, with more than 2 billion active users, is one of the most popular MIM services. Although MIMs are used for a wide range of purposes, WhatsApp is becoming an increasingly important source of news, particularly for those in the Global South (Newman et al. 2020). In parallel to the rise of MIMs, many researchers and policymakers have also become concerned about the spread of misinformation online (Lazer et al. 2018). While WhatsApp may facilitate the sharing of news and important political information—just like other platforms, such as social media and search engines—people can also use these communication channels to spread misinformation and low-quality news. In this study, we aim to shed light on how the relationship between WhatsApp use and perceived misinformation exposure varies across countries. To do this, we use online survey data from the 2018 Reuters Institute Digital News Report across 37 countries (N=73,070) with different media systems and different levels of WhatsApp use (Newman et al. 2018). More specifically, we analyze the relationship between using WhatsApp and self-reported, perceived exposure to three types of misinformation: completely made-up news, biased news, and poor journalism. We find that (i) across all 37 countries, WhatsApp users are significantly more likely to think they have been exposed to biased news or poor journalism. Although they are no more likely to think they have seen completely made-up news across all of the countries in our sample (ii) WhatsApp users in countries with lower levels of freedom of expression are significantly more likely to think they have seen made-up news. Finally, if we compare WhatsApp to other networks, we find that (iii) although Facebook, Twitter, YouTube and Facebook Messenger users are also more likely to think they have seen misinformation, these relationships do not vary significantly across countries with different levels of freedom of expression. The findings highlight how the growth of messaging apps might affect people's attitudes towards online news and information, and how this varies in different social and political contexts.

PP 025 Pun intended: Taboos in satirical news shows. A comparative analysis of cultural rules in satirical television shows in Austria, Germany, the Netherlands, Switzerland and the United States

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Satirical news shows such as „The Daily Show"in the U.S. or the „Heute Show" in Germany are very popular not only as entertainment programmes, but also as a source of news and political information (Pew Center 2004). Studies suggest that trust in politicians declines when political information is obtained from satirical formats (Guggenheim et. al. 2011). On the other hand, it may be that news are easier to digest when they are "wrapped" in humour. A previous experimental study we conducted using the elaboration-likelihood-model (Cacioppo, Petty 1984) implies that people who are generally interested in news remember news items better when they watched them in a humouristic setting rather than a "serious" news broadcast (Korting, Czepek 2016). Satirical news shows therefore may play an increasingly important role in the future of political communication.

Satirical shows seem to break taboos constantly, and in Western democracies, freedom of satire enjoys special protection (Keel 2018). A recent study of taboos in media however suggests that media as actors within the society are able to break strong taboos only when these have been weakened in society (Hellwig 2019). We assume, therefore, that there are explicit and implicit rules even for political satire.

We analysed the content of satirical news shows in five different countries (Austria, Germany, the Netherlands, Switzerland and the United States; 69 items aired in December 2019) in order to establish cultural differences in the intensity and the limits of satire in television shows. 66.7% of the items had a topical news value, which supports the informational character of satire. In all five countries, domestic politics were the main topic (37.7%, with differences between countries: 68.4% in Germany, 22.2% in the U.S.). Foreign politics were the topic in only 10.1% of items. Main targets of the satire are politicians (52%). All in all, 37% of the items dealt with explicit taboo topics, more than half of those related to historical guilt such as national-socialism, colonialism, slavery. Only one item touched a sexual taboo, four criticized religion. The "Daily Show" from the U.S. (44%) and "Deville Late Night" from Switzerland (89%) had the most items with taboo topics. In 47% of total items, curse words were used, the highest proportion in the U.S. and the Netherlands. There are cultural differences in the kinds of curse words used: Only in the U.S., sexual connotations dominated (27.8%), in the Netherlands scatology (40%). Differences also occur regarding the use of insults: 55.6% of items in the U.S. show contained insults, 33.3% in Switzerland and "only" 22.2% in "Willkommen Österreich" (Austria). Whereas the Dutch Show "Zondag met Lubach" is mainly neutral in style, the Austrian show has a majority of polemic items. All in all, the shows are bold and dare to use sharp criticism of politicians, but in detail there are some historically and culturally shaped limitations. For the presentation at the conference in 2021, a small update will be added regarding the treatment of taboos in satirical news shows relating to the Corona pandemic.

PP 022 Changing media systems in the digital age – a comparison of 30 countries

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Research on differences between media systems has taken an important place in comparative communication research over the past two decades. Hallin and Mancini's (2004) landmark study was followed by numerous publications that examined postulated country differences (Esser & Umbricht, 2013; Fletcher et al., 2019; Humprecht, 2016) on the one hand and operationalized and empirically validated the proposed typology on the other (Brüggemann et al., 2014; Büchel et al., 2016). More recently, however, researchers have repeatedly pointed out that media systems are increasingly shaped by information and communication technologies (ICTs) and that this must be reflected in corresponding typologies (Chadwick et al., 2016; Mattoni & Ceccobelli, 2018). However, so far there are no empirically measurable typologies that combine both the established theoretical models and aspects of ICTs and hybrid media systems. This article aims to close this gap and pursues three goals: i) the extension of Hallin & Mancini's (2004) framework to include indicators that are linked to hybrid media systems and ICTs, ii) the extension of the country sample to Western, Southern, and Eastern Europe and to the U.S, and iii) building a typology based on commonalities of those countries.

To achieve our goals, we operationalized the media system dimensions (media market, journalistic professionalism, political parallelism, state support) based on Brüggemann et al.'s (2014) study and collected updated data. Based on current research, we further included new indicators reflecting the changed usage and production conditions of media landscapes, such as online media use and online audience responsiveness among others.

Next, we conducted a cluster analysis that resulted in three clusters. The first cluster consists of Scandinavian and German-language countries, and the Netherlands and corresponds to Hallin and Mancini's (2004) democratic-corporatist model. This cluster is characterized by a high degree of journalistic professionalization, a strong media market, strong state support, and low degrees of political parallelism. The second cluster consists of Eastern and Southern European countries and is characterized by strong political parallelism and low journalistic professionalism, and a weak media market. This corresponds mostly to Hallin and Mancini's (2004) polarized-pluralist model. The third cluster consists of cases that have been described in the literature as "transitional" countries, or "border" or "mixed" cases regarding their media systems, e.g. France, Ireland, Portugal, the UK, and the US (Büchel et al., 2016, Castro Herrero et al., 2017; Hallin & Mancini, 2004). These countries lie between the extremes of the countries in the first two clusters.

Our results show that media systems have been evolving in various directions in recent times. Countries in the democratic-corporatist cluster seem to have stable media systems with strong media outlets, whereas Southern and some Eastern European countries remain polarized. In our contribution we discuss in particular how the so-called transitional countries are changing in the digital age and which poles they are moving towards, the democratic-corporatist or the polarized-pluralist.

PP 023 Seeing the whole picture. Dimensions of media diversity in German, Austrian, and Swiss news media

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Diversity is considered a precondition of healthy democracies (Napoli 1999): It is assumed to guarantee a public debate with opposing viewpoints ("marketplace of ideas"; Karppinen 2006), ensure a well-informed citizenry, and stimulate "popular wisdom" (Donohue & Glasser 1978). The news media should contribute to diversity as an undisputed goal in democracies by providing diverse content (Jandura & Friedrich 2014). The current diversity of media channels makes political information in many respects more widely available than ever before. However, there is considerable uncertainty about whether recent changes in the media environment are supporting or impeding diversity, related to discussions on the power of Internet giants like Google and Facebook. It is argued that the competition for audience attention and advertising revenues has a negative impact on the production and presentation of news (Karlsson 2016; McManus 2009). Indeed, despite a number of studies on media diversity in the digital age (e.g. Humprecht & Esser 2018; Haßler, Maurer & Oschatz 2014), we still lack reliable information on how structural (e.g. economic and political) factors influence content diversity in our rapidly changing media landscape. Moreover, the existing studies often rely on insufficiently differentiated indicators of diversity and/or single dimensions of diversity.

Starting from this research gap, this comparative content analysis investigates political coverage of 40 news media of all types relevant for the citizens' information and opinion making in Germany, Austria, and Switzerland (daily and weekly newspapers, Public Service and commercial broadcasters, television and radio; published both online and offline) during eight weeks in 2018 (n=12,500). Our data enable us to show how structural factors located on the meso- (media types) and macro-level (countries) influence content diversity: Even though these countries are similar in many ways, they are characterized by some structural differences (e.g., media pluralism and competition, significance of certain media types) which may influence the diversity of reporting. With the intention of achieving a differentiated, multidimensional measurement of diversity, we analyze three dimensions of diversity – issues, actors, and parties – by means of a differentiated coding scheme and employ common diversity indices (Herfindahl index; Shannon's H). Cross-national reliability is satisfactory (Brennan & Prediger's Kappa: 0.66-0.93).

First results show that different media types and outlets differ by far less in diversity than one would expect; most of them provide their users with relatively diverse information. Overall diversity is highest in Austria, which is surprising given the highly concentrated media market in this country. At the same time, a comparison of the three dimensions reveals significant differences: While we find similarly high index values on all three dimensions for most Austrian media, diversity of issues is considerably higher than diversity of actors and of parties in both other countries. When compared between coverage on different political issues, the differences in diversity of actors and parties become even more pronounced in all three countries. In our presentation, we discuss structural explanations of our findings (e.g., media competition, political power relations, current political situation) and argue for a multidimensional, multifaceted measurement of content diversity.

POL03 - Mapping Antecedents and Consequences of Polarization

PP 101 The mobilizing and polarizing effects of political moral appeals

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All politicians know argumentation is key when explaining party positions to voters. One persuasive way of arguing is to justify policy statements by connecting to beliefs about right and wrong. In their political moral appeals politicians and parties refer to these moral beliefs, making clear why policies are inherently 'good' or 'bad'. Knowledge on the use of moral appeals by European political elites is limited, but analyses from the Netherlands, Germany and Austria show that they too tend to moralize their statements in both formal and informal political communication. Based on previous literature I argue that the moral justification of a political issue can appeal to and convince voters and thus have positive effects. Building upon research from moral psychology I theorize that moral appeals can also have negative consequences and divide voters. This paper is the first to put this assumption to the test using data from Western Europe. It builds upon three studies using automated content analyses (n_{Study1} = 1,130,073 tweets; n_{Study2} = 170,786 manifesto statements), election surveys (n = 17,140) and a survey experiment (n = 1,125) to investigate whether moral appeals in European political elite rhetoric increase support as well as hostility. The aggregate-level results are in line with expectations: political moral appeals increase support for the sender and issue and decrease support for the opponent. Partisanship moderates these results: the effects of in-party moral appeals are stronger than the effects of appeals from the out-party. The experimental results are weaker but do suggest that in-party moral appeals can increase political intolerance as well as partisan animosity. The findings also hint at an important role for negative emotions. Overall, the three studies in this paper show that also in the context of three West-European multiparty systems political moral appeals can have positive and negative effects: they can unite and divide.

PP 103 The more we choose, the less we learn? The impact of media polarization and fragmentation on political knowledge in five countries

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Previous research showed that differences in people's motivations and opportunities to consume political information can widen knowledge divides *within* a country (Prior, 2007). However, far less attention has been devoted to investigating how citizens' interactions with their media environments explain political learning gaps *across* countries. We fill this void by exploring the extent to which the number of news sources individuals use impacts their political knowledge in different countries with varying degrees of media polarization and fragmentation. In countries with less segmented media landscapes, single outlets display higher levels of internal pluralism and provide for greater awareness of multiple and uncongenial political perspectives that do not easily come to mind (Hallin & Mancini, 2004; Taber & Lodge, 2006). We therefore expect news use to be a stronger predictor of knowledge in countries where *less* opportunities to self-select information along partisan lines are provided. To shed light on this assumption, we conduct a cross-national survey in five countries (Denmark, Poland, Italy, US and Switzerland) tapping respondents' use of different news brands and platforms, and their knowledge of international and national news (N=3920). We rely on mixed effects regression models of number of news sources used on political knowledge, by levels of media polarization and fragmentation in a country. Our analyses reveal that i) the number of news outlets citizens use is positively linked to their levels of political knowledge, and ii) people need a greater number of news sources in more polarized than in less polarized-fragmented information landscapes to reach similar levels of political knowledge. A series of ANOVAs with Bonferroni-corrected post hoc country comparisons further show that the sources citizens use in more polarized settings tend to be more opinion-congruent and are perceived as of lower quality and more biased. Taken together, these findings speak to individuals' coping strategies to acquire political information in different information environments, and explain why people in more polarized-fragmented landscapes tend to *compensate* for the (actual and perceived) shortcomings of their media contexts by using more news sources. Overall, our study sheds light on individual and contextual antecedents of political knowledge gaps and adds to our understanding of how more partisan and commercialized media environments can set higher barriers to information acquisition.

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PP 102 Are Whatsapp news audiences polarized? Evidence from mobile navigation data in Spain

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The popularity of messaging apps, like Whatsapp, to access news has boomed. In 2020, national lockdowns amid the Covid-19 pandemic exacerbated this trend (Newman, Fletcher, Schulz, Andi, & Nielsen, 2020). However, the growing use of Whatsapp is combined with the scarce research done so far to understand how messaging apps shape news consumption habits in times when they have become increasingly central to our media systems. In this study, we aim to provide evidence on 1) the level of polarization of news audiences in messaging apps like Whatsapp and 2) the moderating role of populist attitudes in news consumption referred by Whatsapp.

To do so, we will follow a two-fold strategy. Firstly, we will investigate the diversity of sources accessed through the messaging app –relative to other side-doors to news like search engines, or social networks– to measure segmentation. We will also assess whether news diets become more polarized as the level of use of WhatsApp as referral to news increase. In this study, we use audience polarization to refer to the extent that individuals navigate the news ecosystem along partisan lines. Previous research shows that news among more homogenous groups are frequently shared in messaging apps (Kalogeropoulos, 2018). Consistently, we expect that those citizens who use WhatsApp more frequently to navigate the online news domain will have less diverse and hence, more segmented news diets (Fletcher, 2019; Hameleers, Bos, & de Vreese, 2017). Additionally, the level of audience polarization will also be measured against the type of news media more frequently referred by the messaging app. Based on previous evidence, we should expect that alternative media or digital-born news sites will be more frequently accessed via Whatsapp than legacy news outlets (Stier, Kirkizh, Froio, & Schroeder, 2020).

Secondly, since populist attitudes have been strongly associated to the use of messaging apps to get news information, mainly to bypass mainstream media, we will test the moderation effects of populist attitudes over the type of news diets associated to Whatsapp, and ultimately over audience polarization.

Our data strategy includes a novel dataset containing mobile, desktop and survey data collected during the first month of the national lockdown in Spain in 2020. In total, we obtained data from a sample of 700 individuals in this country, which alongside Italy, suffered one of the strictest national lockdowns worldwide during the first wave of the Covid-19 pandemic. Harnessing the granularity of our data, our study will also inform the debate on news audience fragmentation by comparing the amount of news sources accessed on mobile devices more generally with those on desktop and ultimately, also offline as reported by our sample.

PP 100 An immunization against attitude polarization? Investigating the link between trust in media and audience fragmentation

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Audience fragmentation is still regarded as a threat for democracy (Katz, 1996; Tewksbury, 2005): the fragmentation thesis assumes that the "high-choice media environment" (van Aelst et al., 2017) would initiate a *specialization* of individual media use, ultimately contributing to societal polarization (Tewksbury & Rittenberg, 2012). Indeed, findings illustrate that the use of different media channels and platforms can contribute to polarization (Tewksbury & Riles, 2015, Tucker et al., 2018). These effects originate from the way societal debates are represented in the different media channels – ranging from public broadcasting service (PBS), which is to serve an integrative function in society (Helberger, 2015; Mahrt, 2019), to alternative media, who aim at promoting anti-establishment narratives (Boberg et al, 2020). The use of different information sources (i.e., the composition of one's media diet), in turn, crucially depends on one's trust in the media – for example, distrustful recipients tend to turn away from mainstream media (Fletcher & Park, 2017). Thus, we propose considering the use of different media sources for current information as integrative vs. disintegrative mechanisms that channel the effect from trust in media to polarization.

To test our assumptions, we rely on several waves of a representative cross-sectional survey in Germany that investigates people's political and media-related attitudes. Our core model maps the relationship between trust in media and the extremity of individual attitudes towards a current political issue (refugee policy) with the use of six different media channels and platforms as mediating mechanisms. To ensure the robustness of the findings, this core model was replicated in different years (2016, 2017, 2018, 2020) and with different topics (e.g., diesel emissions scandal, Corona measures). Applying a path model (R package lavaan) with age, gender, region, education, and economic outlook as controls, our results show that trust in media consistently predicts the use of different media channels for current information: more trust results in more intense use of PBS, newspapers, and traditional media online (websites, apps) and in less intense use of alternative media and social network sites (SNS). Moreover, obtaining current information from PBS and newspapers predicts a lower level of extreme attitudes across several current topics (e.g., refugee policy, Greek bailout package, Corona measures) with the indirect effect being mostly significant as well. Thus, using PBS and newspapers serve as channeling mechanisms for the integrative influence from trust in media to a lower level of extreme opinions in a society. The channel via alternative media and SNS did not seem to uniformly trigger a negative spiral, but was time- (i.e., year of analysis) and topic-dependent.

These findings question the fragmentation thesis: as expected, traditional media, especially in combination with high levels of media trust, protect against polarization, but the use of specialized media (SNS, alternative media) does not automatically lead to polarization. On the contrary, the high levels of media trust and strong public broadcasting system ensuring content diversity in Germany, seem to prevent a fragmentation of society.

PP 104 News consumption and polarization in Central and Eastern Europe: media repertoires approach

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Over the course of the last several years, and particularly following the 2016 U.S. Presidential Election and the UK Brexit referendum, there have been growing concerns about the deepening political and societal divides across many democracies, often fuelled by right-wing populism and new nationalism. Commentators and scholars have been frequently making a connection between the increasing polarization and the contemporary fragmented, high-choice communication environment (van Aelst et at., 2017), characterized by the steep rise in digital news consumption and social media use. Social networking sites have in particular been blamed for supporting the formation of partisan, like-minded online communities, or "echo chambers" (Sunstein 2017; Garrett 2009), with allegedly adverse effects on the democratic public sphere, as well as on the declining trust in democratic institutions, including news media. However, the existing scholarship on the impact of news consumption on polarization has brought mixed results (Tucker et al. 2018), and the majority of research has been relying mostly on single media type and/or single country design, without taking into account the increasing complexity of audiences' media diets/repertoires, and situated mostly within the long-established liberal democracies in Western Europe and the USA. In this study, we aim to fill these research gaps, both methodological as well as geographic ones, by exploring the relationship between news consumption, ideological polarization and trust in four countries of Central and Eastern Europe – the region that has been recently witnessing a process of significant democratic backsliding, and a rise of authoritarian, illiberal governments and other political actors, exploiting the cultural and political divides among the electorate. Many of these actors have been actively utilizing disinformation channels and strategies in their public communication, and spreading conspiracy theories, both on social media but increasingly also via mainstream outlets.

Utilizing data from a representative survey (N= 4,325) carried out in the Czech Republic, Hungary, Poland and Serbia in December 2019, our analysis, which is at an initial stage at the moment, is guided by following research questions: (RQ1) How diverse are the CEE citizens' news media repertoires, and are there any traces of echo chambers forming along the partisan lines?; (RQ2) Is greater exposure to partisan news sources associated with greater ideological polarization? (RQ3) How does consumption of partisan sources, as well as exposure to online disinformation, affect people's trust in liberal democracy and its institutions, and their susceptibility to conspiracy theories?

The analysis is informed by comparative design, allowing to explore similarities and difference among the audiences across the four countries in the sample. It employs granular approach to news media consumption, by focusing on citizen's use of 15 most important news channels in each country (across media types), plus online sources. Polarization is measured on the level of ideological self-placement (liberal-conservative scale), attitudes towards selected cultural-political issues, electoral behaviour and affinity towards political parties. The analysis will examine the extent of polarization and its links with news consumption both for the population as a whole, as well as for specific socio-demographic subgroups.

POL04 - Spinning, Lobbying, and Diplomacy: How Political Actors Manage Communication Challenges

PP 121 Lobbying in European Union

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In recent years interest groups have increased their presence and influence in both public institutions and public opinion. The role played by these groups in the public sphere is an issue well studied in the Anglo-Saxon political landscape (Bocse, 2013; Bygnes, 2013; Golstein, 1979, Carty, 2010 y Dempsey, 2009), where there is a reduced research about their operation and communication activities (Almirón y Xifra, 2016; Xifra, 2015; Castillo, 2015, 2011; Casero-Ripollés, 2015, 2014; Feenstra y Casero-Ripollés, 2014).

In this research, we will use the international term "lobby" to refer to those interest groups performing their activity in the public sphere. Spanish lobbies are many and they have developed campaigns focused on public opinion and public institutions but we do not have enough information about their activities, relations, communication strategies and tactics (Chari y Hillebrand, 2011; Bernhagen, Dür y Marshall, 2015; Binderkrants y Rasmuseen, 2015 y Bouwen, 2002).

This communication aims to discover which lobbies have a greater communication activity, how they develop their strategies and tactics, sociodemographic characteristics of the lobbyists, economic volume of the lobby activity and type of participation (cooperative, oppositive or proactive) (Chalmers, 2013; Dür y Mateo, 2012; Gaber, 2013; Greenwood y Rnit, 1994; Hays, 1991).

Research objectives:

O1:To find out which countries are most represented in the Transparency Register and compare them with their economic weight within the European Union

O2:Quantify the Number of persons involved in the activities described in the box above, as well as their gender, which will make it possible to know the number of persons who carry out lobbying activities in the European process

O3:Investigate the economic volume generated by the activities of interest groups

O4:To know what kind of communicative strategies (proactive-reactive) and tactics (dialogic, documentary, expository, media) they develop in their activity.

Metodology

The analysis of the activities of interest groups in the European Union will be based on the analysis of documents registered by the groups in the Transparency Register and a questionnaire that will be sent to the groups to be analysed.

On 15/01/2020, there are 11884 registrants in the register.

I - Professional consultancies/law firms/self-employed consultants : 1067

II - In-house lobbyists and trade/business/professional associations : 6194
III - Non-governmental organisations : 3106
IV - Think tanks, research and academic institutions : 881
V - Organisations representing churches and religious communities : 59
VI - Organisations representing local, regional and municipal authorities, other public or mixed entities: 577.
From the universe of 11884 groups and applying a 5% margin of error, with a 95% confidence level and 50% heterogeneity, the sample will be 373 units of analysis. A stratified sample will be applied in which the strata will be the different Member States of the European Union.

PP 119 Setting the agenda on Twitter: A comparative analysis of the activity of political parties during the 2019 European Parliament election campaign

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This study analyzes the thematic agenda of the political parties of the EU big five economies - Germany, France, Italy and Spain, excluding the United Kingdom for being immersed in Brexit- in the last elections to the European Parliament in 2019. The investigation examines the contribution of the parties to the creation of an European public sphere among EU citizens.
Despite the signs of a transnationalization of the debate, the discussion of the EU issues within the countries (using local hashtags) is still dominant (Nulty et al, 2016) and focused mainly on legislative aspects and in the distribution of competencies among the countries of the European Union (Grill, Boomgoarden, 2017). In addition, within the topics related to the EU, only concerns about the integration process have gained communicative space, while the daily activities of the EU remain largely absent (Hurrelmann, Gora, Wagner, 2015).
In the current context, with the Brexit and the rise of new political parties in the different states, we seek to know if the debate is still focused on the convenience of belonging to the EU or, on the contrary, this debate has been overcome and the political parties are focusing their communication efforts in the creation of a common European communication sphere.
The research is based on three premises: a) political parties are the main agenda setters during electionl periods (Jansen, Eugster, Maier, Adam, 2019 Seethaler, Melischek, 2019), b) Twitter is one of the main instruments of dissemination of the political messages (Alonso Muñoz, Casero Ripollés, 2018) and c) the electoral campaign stands out as a moment of greater use of social networks by political parties and its candidates (Jungherr, 2016).
The agenda of the parties is radiographed through the monitorization of the Twitter accounts of the main political parties of the four mentioned countries during the pre-electoral and the electoral campaign.. In total, this research has analyzed 51 Twitter accounts and 9.883 tweets. The results show interesting differences between countries from two different perspectives: the topics addressed by each country and the degree of politicization of the debate on European affairs.

PP 118 The importance of the narrative framework – an inquire into Portuguese government press attacchés activities

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The government press attachés have three levels of professional procedure when relating to journalists. The first aims at the gatekeeping of the news media. Usually, this first level of work includes press releases and personal contacts with journalists and editors. The second one has the goal of building an agenda for the media to work on. When successful, it may reverse the process, and instead of the PR contacting the journalists, it will be the journalists that will search for information having the PR's as one or his main sources. And the third level intends to formulate a narrative that will give the framework for the media agendas. The formulation of a narrative should be considered a distinct action in relation to the agenda building, although it might and usually includes agenda building. Agenda building usually has specific goal and normally envisions a limited period of time whereas the narrative aims to give the foundations on which the agendas support themselves leading to political goals. This is one of the conclusions of the research that included thirty interviews with Portuguese government press attachés. The people interviewed were all former journalists that worked for government ministers from April 6th 2002 to June 12th 2011, comprising two coalition governments of the PSD and CDs parties and two governments headed by the Socialist Party – the only three parties that in the last 40 years ruled the Portuguese country. Apart from the relation between the government press attachés and journalists, the enquire also had questions on the reasons for the career change from journalist to government PR, the ethical issues involved in this move – in Portugal, there is legislation that impedes journalists from working as PR while dong journalism –, and how the experience of working in the government changed the way those professionals viewed the work of the journalists and journalism in general.

PP 122 Diplomat the Joker? Conflict management strategies of diplomats on Twitter

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This study examines how diplomatic conflicts on social media can be best managed and offers a first conceptualisation of conflict management strategies employed by diplomats on Twitter. In the past few years we've witnessed examples of diplomatic actors provoking or plainly attacking foreign countries and their representatives on Twitter, often causing conflict and disturbing international relations. The US President Trump's attacks on foreign leaders and countries on Twitter have become a norm, rather than exception during his tenure, but others seem to be joining this new reality as well. For example, Canada's Saudi Arabia embassy triggered a conflict having asked on Twitter for their host country to release civil society activists, Chinese diplomat Zhao Lijian criticised the US and the UK government, Russia's UK embassy accused UK of inciting conflict between their host and home countries, and so on. These developments are perhaps not surprising as Twitter is a social network that inherently fosters negative, direct, and unambiguous communication, but these conventions are in clear conflict with expectations of diplomatic communication and can disrupt international relations.

How prepared are diplomatic actors for these new rules of engagement and what are their strategies for dealing with negativity and conflict on this social network? The study aims to answer this question to fill the gap in our understanding of social media diplomacy.

Conceptually, the study builds on the conflict management models developed in sociology and management studies, while theoretically it draws on the constitutive approach to international relations, as it explores diplomacy as a social institution which is envisioned and practiced by diplomats as social actors. Given this, and with an aim of uncovering the best strategies for managing conflict in diplomacy on social media, the study is based on 15 interviews conducted with European diplomats based in London, as the UK is considered one of the countries with most intense social media environments. All interviewees are active Twitter users. They come from 10 different missions – Austria, Croatia, Cyprus, Denmark, Estonia, Greece, France, Finland, Italy, and Netherlands - and their positions include Head of Mission, Head of Press, Political Councillor, Press Councillor, Press Attaché, Public Affairs Officer, Communications Advisor and Special Advisor. The results show that most common strategies diplomats use to deal with conflict on Twitter include some commonly used in other areas, such as corporate world, including *avoidance* and *informing*, the latter being seen as particularly useful when dealing with 'fake news'. However, the study uncovered several new strategies that haven't been discussed in this context before. Specifically, *invited and uninvited third-party interventions*, *using humour*, and *offline interventions*. The use of humour to provide commentary on a receiving attack is seen by many as the best defence strategy to use in situations perceived as demanding an answer, although diplomats remain wary of using it.

PP 120 Political campaigns on social media - truth or dare? A comparative analysis of political ads included in Facebook public open library of 2019 parliamentary elections campaigns in EU

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The paper analyses and compares 2019 parliamentary campaigns from Portugal (1), Spain (2), Poland (1) and UK (1), run on Facebook in order to determine the overall grade of transparency of political campaigns in Social Media in EU. The research questions concern the scope (impressions), level of financial investment in Facebook political advertisement, content (formal features), and audiences (demographic features) in each campaign, across the countries. The need for transparency and trust in modern political communication is widely recognized (O´Riordan,2018), mainly due to the impact of digital media (McNair,2011). As such, it raises the concerns among academia, governments, citizens or media, regarding the extent of influence of uncontrolled paid, shared and owned media on social media platforms in persuading the political preferences and votes. The uncontrolled impact of Facebook may create significant informational and symbolic asymmetries in digital public sphere concerning knowledge and symbolic power. In the view of the forthcoming elections, although Facebook´s initiative is a necessary step, it is insufficient to be able to track the origins and targeting of political ads on this social network. R. Allan (Facebook´s chief European lobbyist) recognizes that EU legislation is not adjusted to the digital developments. Although there is a growing number of studies on political campaigns in Social Media (Evans & Clark,2016; McGregor,2018), there is a limited scientific input on transparency and trust in digital politica advertising in European cyberdemocracy (Benkler,2015). Therefore there is a need to analyze political ads on Facebook in terms of trust and transparency, resulting from an ownership, timeframe and real political influence of these ads on society.The data proceeds from the Facebook public library available as part of Facebook´s compromise of political advertising transparency. Thus, data embraces ads from 4 EU countries and 5 electoral campaigns in 2019. Quantitative data of ads' impressions, costs and scope of audiences were analyzed. The content variables (hashtags, keywords and type of formats) were also quantified. The quantitative methodology is applied using the descriptive statistics and advanced modelling on the downloaded ads´ database. It used the exploratory pattern and regularities recognition techniques (association rules and sequential patterns identification), multivariate mapping techniques (multiple correspondence analysis, cluster analysis, multidimensional scaling and social network analysis) which helped to determine the patterns of political advertising in the most recent campaigns on Facebook. The quantitative KPI's and metrics data is predominantly nested so, taking into account the cross-national samples, it is modelled by multigroup, multilevel hierarchical path models (ML-SEM) and hierarchical multigroup multinomial conditional logit models (MNCLM) for integrated qualitative and quantitative data. The research aims to reveal and examine the relations between financing and the scope/social impact and audiences, as well as between content and social impact/audiences. The data reveals the wide scope of political and social impact of Facebook political campaigns, its elevated grade of influence and significant levels of financial investment in general. The open ads library contributes to transparency by helping to detect the scale and models of political advertising influence on the most popular social media platform.

POL05 - Blocking and Promoting Content: Algorithmic and Human Intervention in Online Information

PP 189 (Non)interactive media in flow of political information

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The emergence of online media has changed politics (Ernst, Engesser and Esser, 2017, p. 253) and political communication. In a hybrid media system, where traditional and online media are increasingly interrelated (Chadwick, 2013), changes in relationships between the actors of political communication significantly affected following variables: a control of the flow, direction of flow, and interactivity.

The aim of the paper is to examine 'classic' patterns of information flow (Bordewijk and B. van Kaaam, 1986) and identify (new) media's roles in that flow in political information environment (van Aelst et al., 2017). In particular, the paper addresses two questions: (1) What is the characteristic of the media activity in the process of political information flow? and (2) What patterns of political information flow do the media use?

The research material comes from the content of several Polish media outlets, namely two daily newspapers, three evening newscasts, two news websites, and social media: Facebook and Twitter (posts and tweets published on public profiles of politicians and journalists). The traditional media organizations were selected based on two main criteria: circulation and political orientation, while online media organizations were selected based on the numbers of unique user. The study covers a period of a high intensity of political information flow, that is the presidential and parliamentary election campaigns taking place in Poland in 2015 (so called 'double elections' year).

In order to answer research questions we used two methods, namely: a content analysis (to identify the characteristic and activity of political communication entities) and a social network analysis (to enabled the study of the flow of information, and the determination of such characteristics as: degree, betweenness centrality, closeness centrality, and eccentricity).

The preliminary results show a shift of control over the flow of information from the media towards political actors and citizens. In addition, the study revealed that media avoid interactive patterns of information flow (consultation and conversation), while more often use the most 'traditional' one - allocution.

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PP 190 The political information provider of the future? Comparing the selection of news on migration and integration by Google news aggregators and traditional mass media

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News aggregators like *Google News* provide a personalized selection of journalistic online articles (Schweiger et al., 2019). Such an algorithm-based selection of news has the potential to enhance source plurality, but it can also include a preference for content that is congruent with users' political attitudes. Previous research has shown differences concerning the news selection of aggregators and mass media (Sachse & Bernhard, 2016), but also between different news aggregators (Becker, 2019). Since news aggregators are increasingly used for (political) information (Newman et al., 2019), it is significant to further explore these differences. This proposal asks which differences exist in the news selection by news aggregators and traditional mass media in the context of migration and integration. The context is a highly relevant field of political communication, because exposure to migration-related media content can lead to stereotypical cognitions, attitudinal changes, and changes in political behavior (Eberl et al., 2018).

To answer the question, a systematic content analysis was conducted. On the one hand, the analysis included coverage about migration and integration published from January to December 2018 by print media, television and radio news, as well as news websites. On the other hand, all news articles related to migration and integration assembled by *Google News* and keyword-based *Google Alerts* in the same period were archived with the software ARTICLe (Maurer et al., 2016). An extensive codebook including formal, textual, and visual categories was developed. Overall, 3,084 cases were randomly selected and coded by trained students. Reliability tests achieved good results. The results show that the selection of topics differed clearly between news aggregators and mass media—the same is true with regard to the comparison of *Google News* and *Google Alerts*. For instance, crimes committed by refugees were substantially more prevalent in *Google News* than in traditional media and *Google Alerts*. Overall, *Google News* articles predominantly portrayed refugees as a threat while mass media coverage and *Google Alerts* were more balanced. Refugee-friendly voices were more frequent in the mass media and in the articles collected via *Google Alerts* than voices critical of refugees. At the same time, news aggregators reported more frequently about incidents in refugees' countries of origin or in transit countries than traditional media.

The findings outlined above as well as further results drawn from the study show that the news selection of news aggregators is different from traditional mass media, and that there are also differences between news aggregators. Negativity seems to be a relevant news value for the selection of news aggregators. On the other hand, news aggregators offer the opportunity to get more information about the backgrounds of migrants and the reasons for problems. Further analyses of the selection of news aggregators related to other news issues as well as studies on the impact of Search Engine Optimization are necessary as the significance of algorithm-based news selection and consumption is expected to increase.

PP 192 Image control and deletion in the Chinese social media

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While information control in the Chinese social media has drawn extensive attention from the academia and wider society, existing studies remain dominated by text-based extraction and analysis, leaving the control and deletion mechanism of multimedia content an understudied topic. The lack of an understanding of censoring sophistication regarding multimedia has led to two limitations of the current literature. First, without denying their substantial contributions, existing studies present an incomplete picture of censorship mechanisms. Although we know how censors detect and remove "sensitive" textual information, we know less about how they remove posts containing meanings conveyed in non-textual forms. Second, a dominant focus on text (removal) risks misrepresenting the (Chinese) Internet as a text-dominated sphere. In online practices, people frequently engage with a variety of modes of communication that include static or moving images, spoken language, emoticons, videos, and Uniform Resource Locators (URLs). A bias towards textual communication hence passes over how censors adapt their practices in response to the richness of online practices of Chinese Internet users and the sophistication of censorship corresponding to such practices.

To fill the gap, this study advances a new indicator to investigate the nuance of the control over information in the Chinese social media: multimedia – and image especially – content. It first reviews the control over the visual in the history in China. Second, the study analyzes both censored and surviving posts, totally around 83,000 posts, in the Chinese social media Weibo during the 2014 Hong Kong Umbrella Movement. The statistical regression analysis and qualitative visual analysis illustrate that multimedia posts, especially posts with images, suffered more intensive deletion than plain-text posts, with censorship program orienting more toward images than text content of multimedia posts. The result hence proposes a new categorization of multimedia v.s. plain-text posts to canvass the understudied multimedia-sensitive censorship. It further has significant implications for understanding the image as one of the indicators in information control in the Chinese social media.

POL06 - The Multifaceted Shape and Effects of Political Campaigns

PP 209 Political information in the Twitter profiles of the most relevant Spanish media around the General Elections of November 2019 in Spain

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Twitter is, both worldwide and in Spanish particular context, not the most used social media, but it is in both cases a key platform for the construction of the political discourse. With the goal of knowing how the most relevant Spanish media used their Twitter platforms to inform about the campaign and the results of the General Elections of Spain that took place the 10th of November of 2019, we have automatically downloaded and analyzed all contents posted by the Twitter profiles of the five biggest media of each of the four most relevant types of journalism (written, radio, TV and digital) during the two weeks before and after the day of the Elections. We observed that the profiles of printed media are still the most relevant and influential, but it was the profiles of digital media the ones that paid most attention to political information. Except for some particularities, profiles of TV and radio broadcasters were less active and less interested in politics. Activity was significantly higher during the day –and specially the night– of the Elections and during the most important debates. Proving the relevance of the agenda theories also in the Twitter profiles of these twenty media, we observed that what each medium tweeted was strongly influenced by their own agenda –if they had an interview with a particular leader–, by the normal flow of information –if important information about one leader or party was discovered– and by their ideological line, rather than by the type of journalism they make. The number of mentions of each party was strongly influenced by these aspects, but there were some general findings: the most mentioned party of this period was the Socialist Party (PSOE), leader of the polls, winner of the elections and the party that later formed the government together with Podemos (whose presence grew significantly after the elections, once they signed their coalition agreement with PSOE). VOX, who experienced the biggest increase, becoming third in number of votes and seats, was also very commonly mentioned, but their presence decreased after the Elections, once they had no role to play in the formation of a Government. Finally, Catalonian parties were more than proportionally present during this time, but not only because of their campaign and performance during the Elections, but mosty because of their relevance in the process of independentism.

PP 210 Testing the longitudinal impact of online and traditional media use on attitudes toward refugees in the German parliamentary election campaign 2017

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During campaigns, users process information from different sources (social as well as traditional media) which makes both information environments worth studying. Pundits and researchers are concerned that negativity and incivility toward minorities spread in social media and online niches and incite prejudice toward social groups, e.g., refugees or migrants (Keats Citron, 2014; Williams et al., 2019). Further, social media provide a channel for political parties to communicate directly with the audience. For instance, populist right-wing parties strongly emphasize migration-related topics on Facebook (Stier et al., 2017). There is evidence that the exposure to negative portrayals of migrants in traditional media increase prejudice among the audience (Eberl et al., 2018; Schemer, 2014). However, we are lacking media effects studies that examine the impact of exposure to and use of social media and alternative news sources where representations of migrants are even more outrageous and more hostile toward minorities than in traditional media (Berry & Sobieraj, 2014; Pöyhtäri et al., 2019). Recent experimental research suggests that exposure to hateful comments on news websites increases prejudice toward refugees (Weber et al., 2019). Survey research to date, however, provides mixed evidence. While some studies found that frequent social media use can promote racism (Rauch et al., 2013) other studies found no effect (Debrael et al., 2019). Most of this research is cross-sectional and cannot disentangle causal order of variables.

The present research addresses this shortcoming and examines the impact of social and traditional media use on attitudes toward migrants based on data from the German Longitudinal Election Study, a three-wave panel survey fielded during the German parliamentary election 2017 campaign (Roßteutscher et al., 2019). Questions on traditional media use as well as passive and active social media use for political information are asked along with measures that tap attitudes toward refugees.

We find that exposure to traditional media outlets is more influential than online or social media use. Specifically, consistent with previous research frequent exposure to tabloid newspapers and commercial television news increased negative attitudes toward refugees over time while exposure to public service television news and quality newspapers decreased anti-refugee attitudes in the German public in the election campaign. Frequent use of online news and social media for political news result in a reduction of anti-refugee attitudes. The passive or active nature of social media use for political information use does not change these findings. That does not mean that hate speech related to migrants or refugees in social media is not a social problem and can fuel hate in some parts of the population. On average, online or social media use of political information do more good than harm and their use seems to be an integrative resource to reduce negative attitudes toward ethnic minorities. At the same time, it is important to acknowledge that traditional news media with a far higher reach than social media that perpetuate negative stereotypes of refugees which, in turn, result in an increase in negative attitudes toward refugees in the public.

PP 211 Civic political culture in Poland: Tracing the origins of political campaigning (1976-1980)

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This paper theorises the interplay between political campaigning and civic political culture in Poland. Building on Thompson's (2011) theorisation of shifting boundaries between private and public realms of politics, particularly momentous in the setting of authoritarian political regimes, we respond to Obregón & Tufte's (2017) research agenda, and advance a developmental approach to political campaigning by social movements. We illustrate how the above distinction of political realms, in conjunction with communicative practices of dissent (Moloney, 2013), enabled a civic culture based on political competition. We put forward the concept of 'clandestine campaigning', a culturally-grounded explanation of the dynamics of political campaigning stemming from the dissent of so-called "democratic opposition" movements such as the Workers Defence Committee. We argue that civic political culture in Poland was borne out of political violence as opposed to political antagonism, heightened political polarisation as opposed to political adversary, as well as systemic politics of fear and propaganda of lies, as opposed to the issue politics in which social change is an outcome of a rational public debate. Finally, we reflect on the concept of 'clandestine campaigning' as a springboard for understanding of contemporary civic political culture in Poland.
Methodologically, we draw from two sets of data: semi-structured interviews with high profile participants, including Lech Wałęsa, Bogdan Borusewicz and Helena Łuczywo, conducted in Warsaw, Gdańsk and Kraków between September and December 2019. Our sample (n=21) is composed of witnesses of history who led or participated in political campaigning before the emergence of Solidarity. Our second sample comprises (n=97) cultural artefacts derived from the digital archives of the European Solidarity Centre in Gdańsk. Our aim is to trace back communicative practices underpinning political campaigning of the opposition social movements, and account for ways in which they aided civic political culture in Poland. Despite multiple structural obstacles to political dissent, such as preventative censorship, we find the omnipresence of campaigning practices, including tactical use of propaganda of dissent, media relations targeting foreign news, publishing of samizdat and political literary works, as the linchpin of clandestine campaigning. Whist the campaigning took place in the "public", the technological innovation strategies were advanced in the "private", away from the pervasive watch of state special services. The developmental features of campaigning included the dissemination of ideas, commentaries, and policies through persuasive techniques in order to change dominant thinking and behaviour in discrete economic, political and cultural areas of public life. These have advanced civic political culture rooted in particularities of national identity, masculinity, religiosity and culture of publicity.

PP 212 Origins of attitudes towards the EU and their impact on participation. A panel study during the 2019 parliamentary election campaign in northern Bavaria

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With regard to the Election of the European Parliament in 2019, the situation of the European Union is rather controversial: On one hand, taking into account the British declaration of intent to leave the European Union and the rising popularity and success of EU-critical national parties, euro-sceptical voices have never been as numerous, prominent and loud. On the other hand, the increase in global challenges such as the climate crises reveal a (political) power vacuum on a global level that can only be filled by supranational organisations and institutions. In absences of a "true" European public sphere, the opinion of the European Union is still predominantly influenced by and depended on the integration of European issues into the national news agenda. Although some of those issues have become an integral part of the national agenda, the salience generally depends upon the nature of the issues and its relevance at and reference to national issues. Adding to that EU policy often interacts with the local political level, either by funding palpable local or regional (infrastructural) projects or by the perturbances caused EU-wide regulations cutting across local or regional traditions or characteristics. While the first receive little media attention the latter is allegedly picked up by local media (e.g. EU regulations concerning the seize of cucumbers). Yet, an automated content analysis of the local coverage reveals the contrary: Although there is substantial coverage of the EU and its main actors in local media, it does not connect to local issue.

The main part of the paper studies cognitive and affective attitudes towards the EU on the local level is a two-wave panel design: six months and one week prior to the election. The content analysis and the survey are regionally limited to the northern part of Bavaria (aka. Franconia). The region shows non particular level of EU-scepticism but can be characterized with a strong regional identity. The centrepiece of the survey is an inventory of EU-relevant attitudes as proposed by Boomgaarden et al. (2011). Firstly, we interpret the different dimensions behind this inventory of attitudes as latent constructs that influence political participation. Secondly, these latent constructs (namely identification, utilitarianism and negative affection) can be connected to stable personal traits like trust in institution (locally, nationally and supranationally), political efficacy and news consumption. In order to take in to account the complex structure of relationships between the different relevant concepts we estimate a structural equation model. The SEM allows us to identify the influence of news consumption on the attitudes and simultaneously estimate the impact of these attitudes on voting intention while controlling the stable personal traits.

POL07 - Participation in Politics and in Political Communication Research

PP 275 Anchoring uncertain futures: How voters anticipate the implications of collective political choices

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Political choices are all about the future. Through democratic elections, citizens select which political personnel, what policies and which values will guide societies into the times that lie ahead. Yet, it remains uncertain what futures await a society, which policies will deliver what outcomes, or how elected officials will behave. To exercise their democratic rights, citizens need to imagine possible futures and evaluate these to inform their political choices.

In the present study, we investigate how voters rely on a wide range of resources and strategies to project their collective futures. We draw upon data from 25 focus group interviews, conducted over the duration of the two rounds of Israeli general elections in April and September 2019, which were marked by substantially different levels of political uncertainty. Five groups of 7-12 participants with heterogeneous political views (four groups of Jewish Israeli voters, thereof one with young adults, and one group of Arab Israeli voters) were reconvened five times each to discuss their expectations for the elections and the future course of the country. Applying an abductive discourse analytic approach, we studied participants' discursive strategies for presenting, justifying and negotiating their respective expectations. Specifically, we identified how participants anchored their projections in available evidence, knowledge and experience, how these anchoring strategies differed under higher or lower uncertainty, and how participants' projections, in turn, enabled them to derive political orientation and efficacy. In order to link participants' projections to the available information environment offering possible anchors and projections, we additionally analyzed a broad repertoire of news coverage and social media feeds (by political actors, journalists, experts, other public figures).

Our analysis documents that voters rely on a broad range of anchors and inferencing strategies, routinely combining personal observations and convictions with a creative use of media narratives (or fragments thereof). Depending on the use of narrower or broader anchors, as well as the degree of political uncertainty, distinct implications arise for the specific kinds of projections that can be derived, and the degree of confidence that they inspire in the formed expectations. Given low uncertainty during the first election campaign, for instance, knowledge about the agendas and character of individual leaders sufficed to project broad governmental programs and their implementation. After the political crisis that led to the second election round, by contrast, the same knowledge carried no further than predicting parties' negotiation strategies; numerous additional anchors had to be mobilized to project broader implications for government formation and beyond. Media reliance increased with raised uncertainty, but served more to interpret present observations than to infer their future implications. Other anchors were resilient against raised uncertainty: For instance, the exaltation of specific leaders as political 'saviors' inspired unbroken confidence in their prowess to effect far-reaching implications. Likewise, most continuity heuristics withstood the raised uncertainty (e.g., predicting rising religious influence, stable democratic institutions, or politicians' unchanging characters). Reviewing the underlying heuristics and interrogating those cultural scripts enabling the formation of different projections, we discuss implications of future-oriented discourse for political communication scholarship.

PP 274 Do (not!) track me: Relationship between willingness to participate and representativeness of online information behavior tracking research

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Traditionally, political communication researchers have relied on self-reported participant information, but a recent trend is to combine it with automated tracing of online information behavior. Compared with surveys (self-reported data), tracking can provide more reliable insights about (online) information behavior that are not affected by social desirability or participants' inability to recall past behavior. However, the use of tracking often raises concerns about privacy or security which can influence participants' willingness to share data. Considering that such willingness determines the composition of research samples, it can affect the representativeness of tracking studies and add biases related to the political attitudes and proclivities which are at the core of the research question. This is particularly worrisome in the case of studies employing online access panels, for which the lack of generalizability is already a significant issue.

This paper explores how willingness towards participating in behavior-tracking research affects participation rates and sample characteristics/representativeness. We use insights from a pilot study on the relationship between political attitudes and citizen's political information diets. Using an online access panel (N = 1714), a pre-screening for participation was done based on willingness to share tracking data until 200 interviews were successfully completed. With the purpose of ensuring representativeness, sampling quotas were used for gender and age across 2 incentive experimental conditions (10/15€). Demographic characteristics were then compared between participants willing to provide tracking data and those a) refusing participation (N=485); and b) initially willing to share but dropping out at some point in the study (N=400). The two monetary incentive conditions were also compared to see if increments in incentives enhanced willingness to participate.

Our findings align with previous studies reporting low willingness to participate in online behavior-tracking research. Of the 1714 participants, 629 declined immediately after the purpose of the study was communicated; they were significantly older (+5 years on average). In terms of sample characteristics, no significant demographic differences existed between those who agreed and those who disagreed to being tracked, but the latter were overall less prone to provide information (1,1% vs 0,47% missing rate for income). While no significant differences in gender, education, and income were observed between the 200 participants in our final sample of successful interviews and the remaining respondents, the former were younger (M = 48.17, SD = 15.38 versus M = 52.82, SD = 15.01) and had a slightly higher presence of the left-center and the conservative-right extreme political attitudes. Finally, no statistically significant differences were found between incentive conditions, which suggests that greater participation is unlikely to be achieved through (moderate) increases in monetary incentives. Likely, other aspects are weighted more heavily on decisions about sharing one's own private online usage. Overall, our findings support existing concerns about both high refusal and item non-response rates, which may obstruct reliable comparison between demographic groups and entail other fundamental disparities. Despite this, our results also indicate that quotas, by ensuring a certain demographic structure, can be useful in broadening the composition of samples for tracking studies.

PP 277 Investigating the mobilizing power of influencers on pro-environmental behavioral intentions and political participation

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The availability of social networking sites (SNSs) has made it easier for young people outside the political establishment to voice their opinions about political topics like climate change to a large audience. Recent events such as the *Fridays for Future*-movement have demonstrated that so-called influencers, who function as opinion leaders on SNSs (Casaló et al., 2018), may exert a powerful influence on their followers' attitudes and behavior (Allgaier, 2020).

However, the consequences for pro-environmental and political behavior remain virtually unexplored. In the present study, we aim to fill this crucial research gap by examining whether following environmental or political influencers affects pro-environmental behavioral intentions, online and offline political participation over time.

Drawing from the theoretical approaches of opinion leadership (Lazarsfeld et al., 1968) and parasocial interaction (Horton & Wohl, 1956), we assumed that following influencers who post about political topics increases online political participation over time (H1), while following environmental influencers increases pro-environmental behavior intentions over time (H2). Furthermore, we expected that pro-environmental behavior intentions would result in higher online political participation (H3), which would in turn be related with higher offline political participation such as protesting over time (H4).

We conducted a two-wave quota panel survey in the context of the Austrian national parliamentary election 2019 (i.e., in a six-week-interval, NT2 = 564). Upon presenting participants with a definition and examples of influencers, we asked them whether they follow influencers on SNSs who (1) post about party political topics or (2) environmental topics. Additionally, we measured pro-environmental behavioral intentions, online and offline political participation with standard scales. We controlled socio-demographic variables, political ideology, and media usage habits in all analyses.

Findings of auto-regressive negative binomial regression analyses showed that following influencers who post about party political topics in (wave 1) W1 was positively related to online political participation in W2 (β=.11, p=.029), while following environmental influencers was associated with higher pro-environmental behavior intentions in W2 (β=.11, p=.034). Pro-environmental behavioral intentions in W1 were not related to online participation in W2 (β=.02, p=.518), but both pro-environmental behavioral intentions (β=.10, p=.046) and online political participation (β=.15, p=.006) in W1 were significantly positively related to offline participation in W2.

Overall, our findings show for the first time within a longitudinal context that following influencers who raise awareness about environmental or other political topics results in higher pro-environmental behavioral intentions as well as online participation, which seems to stimulate citizens' engagement in the long-term. The implications of these findings and the study's limitations will be discussed at the conference.

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PP 276 Civic participation on online neighbourhood platforms

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The proposed study has analysed digital participation on a local level. During the last years there is a growing number of online neighborhood platforms that are said to revitalize neighborhoods and to strengthen community (Heinze, Kurtenbach & Ueblacker 2019). However, our study aims at answering the question what is actually going on on these platforms. Are relationships being established or consolidated, or are the platforms just a local version of Ebay? Therefore, our **research question** focussed on the issue to which extent these platforms are used by citizens to perform practices of civic participation.

The definitions of civic participation are manifold, mirroring the diverse **theoretical background** of this construct**.** Participation is often equated with and reduced to _political participation_ (Schmidt 2008, p. 236). We argue that civic participation additionally comprises forms of civic engagement that we call practices of _community building_ (following Kaase 1992, p. 682_)._ While political participation describes actions to influence the political system, community building also includes social activities to increase common welfare.

Moreover, _political participation_ shall be regarded as a continuum that encompasses both manifest forms like voting in elections as well as latent forms like discussing politics on the internet (Ekman & Amnå 2012, p. 287; Wimmer 2017, p. 248). Following these assumptions, we used a typology of civic participation that comprised the analytical dimensions _community building_ and _political participation_.

As **research method**, we decided to conduct a quantitative content analysis of one of the most frequented German neighbourhood platforms: nebenan.de. We chose a medium-sized German city with 32 different neighborhoods and systematically compared online practices of civic participation over a period of three months (January until March 2020, around 1.200 posts). Our preliminary developed codebook covered two analytical dimensions. After a pre-test of the codebook, we added "commercial practices" as third dimension. Each dimension is divided into several subtopics, resulting in 45 practices in total. Inter-coder agreement was measured using Krippendorff's alpha coefficient (= 0.84, three coders).

Our study delivered **the following results**. Overall, 62 % of postings were topically assigned to _community building_, 29 % to _commercial actions_ and only 8 % to _political participation. Besides, we found significant correlations between several socio-demographic factors and the posting practices in a neighbourhood, e.g. a positive correlation between the share of single households and commercial practices and between the share of foreigners and community building. A cluster analysis comprising the posting practices and socio-demographic / geographic characteristics of the neighbourhoods led to the following, preliminary typology: commercially active singles of the inner city, community building migrants of the outskirts, communty building families of the suburbs._

POL08 - Campaigning on Facebook. Political Parties' Digital Communication Strategies in the 2019 European Elections

PN 052 Putting lipstick on a pig? Going negative in the 2019 European Election Campaign

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Negative campaigning (NC) aims at critically or negatively presenting a political opponent's personality, record or opinion instead of presenting own parties' advantages or competencies (Ansolabehere & Iyengar, 1995). The aim of this strategy is to change recipients' attitudes in a negative way towards the opponent, e.g. worsen its public image, often using negative emotions (i.e. fear, envy, blame or anger). In election campaigns over the past two decades, NC has increasingly become a critical topic of discussion among politicians, campaign managers, pollsters, and in the media. Most of them agree on the fact that NC is a frequently used communication strategy by political parties, which can prove effective. Research on national elections has empirically supported such a notion (e.g., Geer, 2006; Russmann, 2017, 2019; Walter & Vliegenthart, 2010). However, there is a lack of comprehensive studies on NC in the context of European Election Campaigns. To identify and explore the use of NC from a political actor's perspective (Haynes, Flowers & Gurian, 2002; Haynes, Flowers & Harman, 2006), this study turns attention to Facebook and hence to a communication channel fully controlled by the political parties themselves. This form of communication is self-initiated and thus a direct representation of the party's tactical choices. This presentation aims to investigate to what extent political parties engaged in NC in the 2019 European Elections, who was targeted and how users reacted on posts using NC. In order to research NC, the overall impression of all post elements (texts, pictures, videos) was coded in terms of positive and negative statements and emotions, stereotypes and the targeted actors. The analysis of quantitative Facebook data (i.e. likes, shares, comments) allows for answering the question on the user's response to the use of NC.Altogether, positive statements (28% of all posts) were used more frequently than negative statements (22%). A fair amount of attacks were directed at candidates and parties of the parliamentary groups (24%), with actors from the S&D, EPP and EFDD/EFD parliamentary groups as the most targeted. Only 3% of the negative attacks aimed at EU and non-EU political institutions and bodies. Positive statements were also directed most frequently at candidates and parties of the parliamentary groups (39%). The negative content originated predominantly from Italian (43%), Spanish (15%) and German (13%) parties, mainly from populist parties such as Lega Nord, Movimento 5 Stelle, Forza Italia, AfD, or Podemos. Thus, our findings indicate that political parties used NC in dependence of their populist nature but also country of origin. In terms of engagement, posts with negative statements generally received more comments and were shared more often than their positive counterparts.

PN 056 Shared patterns: A cross-country investigation of user engagement with parties' on Facebook

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On Facebook, patterns of user engagement largely shape what types of political contents citizens can see on the platform (Bucher 2012; Klinger & Svensson 2015). Therefore, one of the major goals of political actors' Facebook communication is to produce content that hold the potential to trigger user engagement, and thereby increase their own visibility. There is a growing body of work that addresses the question of what types of political posts are effective in the triggering of engagement (e.g. Bene 2017; Heiss et al. 2018; Larsson 2019), but these efforts are generally limited to single-country investigations that decrease the ability to generalize findings.This work presented here is designed to fill this research gap. The study will investigate how the forms, styles, topics, and purposes of posts published by political parties affect the number of likes, negative reactions, comments, and shares they trigger. In line with the literature, we hypothesize that posts containing visual elements, negativity, and personal details about politicians will trigger more reactions, comments, and shares. Moreover, the study will particularly focus on the engagement-triggering effects of key topics of the election campaign such as immigration, climate change, labor and social issues, economic issues, and domestic politics - as well as of populist communication. We hypothesize that immigration and climate issues were more popular among followers than more traditional campaign topics such as economy, social policy, and domestic policy.Furthermore, the models include interaction terms to test if there is an issue ownership effect in user engagement in post-level, i.e. parties' posts in their own issues trigger more likes, negative reactions, comments and shares. Finally, we also assume that posts containing populist elements such as elite-criticism, reference to the people, or to dangerous others, will be more engaged with, irrespective of party ideology. These hypotheses are tested through statistical analysis using count models and taking into consideration the multilevel nature of the data.

PN 053 Populist election campaigning: assessing the spread and impact across 12 EU nations

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Populism has been suggested as the major challenge to established parties and their doctrines across Europe. The rise in support of populist parties brings increased cynicism and distrust of established parties and reduced support for how they run the institutions and processes of governance (Youngs 2019). Contemporary social media, as an indispensable tool of political communication often becomes the carrier of populistic content (Engesser, Fawzi & Larsson 2016). In this presentation, we firstly enquire which parties use populist language on Facebook: Is populism becoming a widely adopted style of political argumentation during elections or is it the preserve of insurgent and more radical parties? Secondly, we assess what forms of populist style arguments are utilized within which contexts and by which parties. Finally, in order to gauge impact, we assess whether populist content as a whole or certain forms of populism get more shares and likes than non-populist content.The preliminary findings suggest that the parties we would expect to adhere to populist themes gain the largest number of shares and likes: Alternative für Deutschland, Movimento 5 Stelle and Vox Espana are top for user engagement. The form of populist content appears to be nation specific, the contests in the Republic of Ireland, Hungary and the United Kingdom showing higher percentages. Blaming elites and references to cultural others appear popular tropes. Posts which contain references to elites being at fault appear to resonate with party followers. Thus based on this preliminary examination of the data, we suggest that the contest would have likely exposed a greater number of Facebook users to criticism of the elites and so may contribute to cynicism in those countries with highly populist contests. The analysis will be developed to look at the form and content that posts which contain populist tropes take as well as to examine contagion, whether the rise and increased support for populist parties is increasing the use of populist rhetoric by a broader range of parties.

PN 054 Visual elements of the 2019 EP campaign on party Facebook: a twelve-country comparative analysis

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With the advent of social media platforms, political parties across the globe are learning that they must commit to digital political campaigning if they want to more effectively reach their electorate and compete with their political opponents. As a central logic of the digital platforms where election campaigns are increasingly won and lost, the visual elements of digital campaigns are now a central area of practice and research. Accordingly, research on the visual aspects of political communication has started gaining momentum among academics (e.g. Schill 2012; Holtz-Bacha & Johansson 2017; Veneti, Jackson & Lilleker 2019). Various studies have demonstrated the resonant power of images to evoke strong emotions (e.g. Coleman & Wu 2015), to act as a source of political information that is processed quickly (e.g. Graber 1996), and to shape attitudes and behaviours (e.g. Banducci et al. 2008).Despite a surge in the research of the visual aspects of political campaigning, the great bulk of current scholarship focuses on political advertising, while studies on social media platforms like Facebook and Twitter have focused primarily on textual elements. Studies that have examined the visual elements in social media are mainly limited to a single country. The present study fills such gaps by investigating the role and use of visuals in the official Facebook accounts of political parties from the twelve countries under investigation in the 2019 EU Parliamentary Election campaigns. In this presentation, we focus on visuals of the posts as measured by means of formal characteristics (existence of images, videos) as well as type and content of images and videos. Findings demonstrate the centrality of visuals in contemporary campaigning, with 97% of all posts containing either an image (65% of all visuals) or video (35%). The images themselves overwhelmingly fall into the categories of photo or a combination of text and image, which were also the form of content that received the most user engagement (likes, shares, comments). Together, this points to both the investment made by parties in original visual content creation, and hints towards an appreciation of what content proves most 'engaging'. When parties engage in negative campaigning, it is more likely to be through video than images. Country-specific differences are evident throughout the data, pointing towards the (well-established) role of national political cultures in political communication practices, but also hinting towards the (emergent) nuances in digital cultures between European countries. Findings are discussed in relation to ongoing debates around visual political communication and digital culture.

PN 055 What parties and users care about. Issue ownership and shareworthiness in the EP Campaign 2019

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In recent years, the refugee crisis and the Brexit have led to an increased interest in European issues, which is reflected not least in increased voter turnout for the 2019 European Elections (European Parliament 2019). Allowing direct personal connections to mass audiences, Facebook enables political actors to disseminate political topics without mediation via journalists or traditional mass media. An important question is, against the background of the theory of issue ownership (Lefevere, Tresch & Walgrave 2015), to what extent parties manage to set party-owned issues in their Facebook communication. A related question is whether these (owned) issues are preferred by their audiences. Assuming that issue ownership contributes to the "shareworthiness" of a Facebook post (Staender et al. 2019), posts with party-owned issues should be shared more often than posts with non-party topics. To address these research questions, we investigate the topics of parties' Facebook posts in relationship with the number of shares of these posts. Coherent with the issue ownership theory, green and left-wing parties focused on issues considered as "owned" by them. Parties of the parliamentary group Greens/EFA addressed environmental issues in 40 % of their posts, while social issues appeared most frequently in posts of parties of the left-winged groups GUE/NGL and S&D (39% resp. 26%). Liberal and conservative parties were not limiting themselves to economic topics, but also addressed social issues (parties of the groups EPP and Renew Europe address 17 % resp. 15 % of their posts to economic issues, and 16 % resp. 20 % to social issues). With 8 % of their posts each on domestic policy and criminality as well as 7% on economy and finance, the parties of the populist group ID did not focus on "their" topics as actively as left or green parties.Regarding the share rates, posts on immigration policy were overall shared most frequently, which might relate to the importance of the topic for the audience and the topic's issue salience (Trilling et al., 2017). Nonetheless, the sharing factor differed between party groups. Additionally, addressing party-owned issues in the analyzed Facebook posts is not directly reflected in voters' reactions, as posts with party-owned issues were not generally shared more often than other posts, indicating that the sharing potential of certain policy issue might be connected with other factors than the issue itself. These and further results will be discussed in the presentation.

POL09 - Alternative Media, Disinformation, and Conspiracy Theories

PP 347 Portuguese fake news in the 2019 election targeted left-wing policies and leaders

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The spread of Fake News, as a political weapon, has proved to be a major threat to democracy and journalism. These changes in the political universe are subjecting voters to manipulation games and undemocratic political maneuvers. Like in other countries, the Portuguese 2019 elections were also marked by the spread of online disinformation. Our study aimed to verify whether the Fake News produced and disseminated during this election campaign aimed specific targets on this battlefield. We tried to understand, given the content of the headlines, whether the disinformation pages targeted a particular political ideology, a party or a politician. To achieve our goal, we reviewed all the posts (n = 1167) from newspaper Facebook pages and Fake News Facebook pages, published during the elections, in order to establish a comparative study. The analysis of textual content was performed using the Iramuteq software, which clustered the most frequent words, as well as the various textual relations between words. Our results showed that current Prime Minister António Costa (leader of the Socialist Party) and the entire left political spectrum (politicians and political parties) were the main targets of online disinformation spread by social media. Based on Iramuteq's analysis, the words Costa, PS (Socialist Party), BE (Left Block), left, and Catarina (BE Party Leader) were not only the most featured in the headlines published by the Fake News pages, they also arose in connection with controversial issues, bad governance and economic and political crises. The Socialist Party (governing party) is tied to words like bankruptcy, governance, corruption, and other damaging qualifications. The name Antonio Costa is mostly associated with words of negative connotation, such as Lying, Liar and Parasite. On the other hand, the acronyms and words, which are associated with right-wing parties and politicians, are much less frequent if not almost nonexistent. For instance, the name Rui Rio (leader of the main opposition party) and the acronym CDS (Social Democratic Center, a party in the conservative political spectrum) appear only eight times in fake news pages, while in the headlines of newspaper page publications, right-wing words (parties and politicians) have a much higher frequency. The same applies to the terms associated with left-wing, which shows that there is a more diverse thematic coverage in these headlines, and apparently no specific target. In traditional mainstream newspapers, the left and right-wing have virtually the same prominence. Findings also suggest that the creation and spread of online disinformation in Portugal, tends to favor right-wing ideals, especially alt-right, promoting hate speech, anti-left speech, and associating left with corruption. Unlike other countries, in the Portuguese 2019 elections corruption was one of the most trending topics, not the issues of social minorities or immigration. Our study suggests that Fake News is a reality in Portugal and was used as a political weapon during the last election campaign.

PP 346 Angry sharing. How hyperpartisan media users may enhance the spread of disinformation on Facebook

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This paper studies post activity and user engagement on the Facebook pages of five Danish hyperpartisan media (Den korte avis, 24nyt, document.dk, Folkets Avis, NewSpeek), compared to selected legacy news media with a conservative editorial line.

Hyperpartisan online media have recently received increasing public and research attention, as they often are identified as an important contributor to online disinformation, i.e. the intentional creation and dissemination of false or misleading information. Adding to previous research showing that Facebook followers of hyperpartisan alternative media generally are more active than legacy media users (Larsson, 2019; Kalsnes & Larsson, 2019), we focus on the significance of emotionalized audience engagement patterns for the dissemination of hyperpartisan news content online (see also Wahl-Jørgensen 2018).

The paper argues that the analysis of audience engagement patterns is decisive to understanding whether and how hyperpartisan online media may contribute to the spread of online disinformation. Hyperpartisan media may produce content likely to attract high user engagement in order to increase virality and visibility of content. This may, in turn, increase the spread of, if not outright false information, biased and antagonizing news stories fueling a spiral of disinformation initiated by hyperpartisan media and encouraged by their audience.

Through the collection of digital trace data including engagement metadata, we examine post activity and user engagement levels on legacy vs. hyperpartisan media's Facebook pages over the course of one year (2018). We explore the distribution of various reactions (likes, comments, shares) and emotions (love, haha, wow, sad, angry) across the various pages as well as within each page. Through a mixed-methods approach of quantitative correlation analysis and qualitative content analysis, we explore how hyperpartisan and antagonistic content relates to the virality and spread of hyperpartisan information on Facebook.

The analysis shows that hyperpartisan news users are more likely to engage news content with emotional reactions (in particular anger) than legacy news users. In contrast to legacy media posts, hyper-partisan posts with a high number of angry reactions are moreover particularly frequently commented on and shared with other users. The most antagonizing hyperpartisan posts (with the highest level of angry reactions) primarily consist of singular everyday events that, albeit not verifiable false, lack conventional news value and are well-suited to trigger an emotional "we-against-them" response.

The paper discusses the implications of these findings in relation to how 'angry' user engagement with hyperpartisan news content may contribute to online disinformation and hyperpartisan mobilization. Angry engagement provides an incentive for hyperpartisan news sites to publish particularly antagonistic content but also has the potential to translate misleading and antagonizing information into political action.

PP 348 Sowing doubt and reaping uncertainty: A case-study on conspiracy theories' dissemination through social media

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Background. Conspiracy theories, defined as an unorthodox (i.e. contrary to the official, publicly accepted) explanatory pattern that attributes events essentially to a group of people acting in secret (Anton et al., 2014), are one of the many manifestations of the current endemic spread of misinformation online. While not being a new phenomenon, the vast availability of information online enables conspiracy theorists to quickly disseminate their messages and seemingly back up every claim with a source (Wood, 2013). Conspiracy theory's potential corrosive effect on an informed society and democracies have become the focus of attention for researchers from many different fields. Despite the growing literature on the topic, little is known about the origin of individual conspiracy theories and the early moments of their development. The current study adds to the literature by providing initial insights into the emergence and dissemination of conspiracy theories in social media using the case of Jeffrey Epstein's death as an example. Epstein, a well-connected US-financier, was arrested on charges for sex trafficking of minors and was found dead in his cell on August 10th, 2019. Official sources declared his death a suicide. Soon after his death and even before the first media reports, rumors and conspiracy theories began to spread online, challenging the official representation of events and accusing political figures of assassinating Epstein to keep him quiet.

The current study examined the emergence of these rumors and conspiracy theories answering the following research questions:

RQ1: At what point enter conspiracy theories the public discourse?

RQ2: Which topics and actors are represented in the conspiracy theories?

RQ3: How do official sources shape the discourse?

RQ4: Do conspiracy theories emerge organically or by the interference of strategic actors?

Methods. We conducted an automated content analysis of more than 8,000,000 Epstein-related social media posts uploaded between August 1st and 31st, 2019. Posts were collected via Twitter, Reddit, Gab, and 4chan using available APIs and archives, using the search term "epstein". We answered our research questions using structural topic modeling, as well as co-occurrence, network, and time series analyses.

Results. Our results show that the vast majority of posts were critical of the official representation of events. This skepticism rapidly turned into conspiracy theorizing, fueled in part by fringe actors' interference. Most posts promoted anti-elite, anti-establishment topics. Those accused for Epstein's death were spread across partisan lines. Attempts by official sources to counter the conspiracy narratives remained not only ineffective but fueled the initial skepticism.

Discussion. Using a large-scale, cross-platform case-study, we show that conspiracy theories emerge early and shape public the discourse even before official sources can comment. Although fringe actors did fuel conspiracy theories' dissemination, accordant narratives were also adopted and disseminated by the general public. Overall, our study provides unique insight into the rise and formation processes of conspiracy narratives across platforms.

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POL10 - Coordinated Inauthentic Behaviour in Social Media: New Methods and Findings

PN 082 Recurrence Plotting for Detecting Duplicate Online Posting Activities

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There is significant concern regarding how bots and other institutional actors are engaging in and directing inauthentic activities in online social spaces. A specific issue at present is the orchestration of multiple accounts or pages that seek to artificially boost the visibility of content posted online through coordinated duplicate posting behaviours (Badawy, Addawood, Lerman, & Ferrara, 2019). Such artificial boosting is typified by duplication of activities and actions online across multiple accounts that may be seen by different or indeed the same online audiences (Weedon, Nuland, & Stamos, 2017).The coordination of online activities has been studied through the use of network science and statistical techniques which often look to the specific timings of activities, or other 'abnormal' behaviours. However, due to the adversarial nature of these online activities it is an uphill battle to continue to accurately detect such coordination, as the orchestrators of these activities are shifting their tactics to counter new methods of detection.In an effort to assist in ongoing efforts to detect artificial boosting this paper looks towards a lesser known method from complex dynamical systems, recurrence plotting.The recurrence plotting technique was initially invented as a technique to display and identify patterns from time series data, specifically data from high-dimensional dynamical systems (Eckmann, Kamphorst, & Ruelle, 1987). The recurrence plot is a 2D plot where the horizontal and vertical axes represent time series data, and individual elements of the plot indicate times where the phase space trajectory of the system visits the same region of phase space. Put another way, the recurrence plot locates and highlights closely matched sequences of activities/events/data.In the case of online coordination, if for example a sequence of hyperlinks to misleading websites were shared to two different Facebook pages over the space of hours, days, or indeed years, regardless of the actual time these links were shared if the sequence in which they are shared is similar, a recurrence plot would detect and visually indicate this. What makes detection likely in the case of inauthentic online behaviour is that due to the labour involved in managing multiple pages/sites, the orchestration of posting may rely on automated content schedulers. While these schedulers can be randomised with regard to the timing of posts, the sequencing is more difficult to completely randomise, and as such it is the sequencing of these posts that enables the detection of inauthentic behaviour via recurrence analysis.In this paper we explain the use of this recurrence plot approach in exposing inauthentic posting behaviour across a number of far-right Facebook pages. We compare the use of recurrence plotting to more standard measures of comparison based on post timing, and reveal how recurrence plotting enables the detection of more, or different forms of, coordinated behaviour.

PN 081 Coordinated Link Sharing Behaviour during 2018 and 2019 Italian Elections

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Over the last few years, attempts to define, understand and fight the spread of problematic information in contemporary media ecosystems have proliferated. Most of these attempts focus on the detection of false content and/or bad actors. Using the frame of media manipulation and a revised version of the original definition of "coordinated inauthentic behavior", we present a study based on an unprecedented combination of Facebook data, accessed through the CrowdTangle API, and two datasets of Italian political news stories published in the run-up to the 2018 Italian general election (N = 84,815) and 2019 European election (N = 164,760). By focusing on actors' coordinated behavior, we identified 24 (2018 election dataset) and 92 (2019 election dataset) strongly coordinated networks composed of, respectively, 82 and 606 pages, groups, and verified public profiles ("entities"), that shared the same political news articles on Facebook within a very short period of time. Some entities in our networks were openly political, while others, despite also sharing political content, deceptively presented themselves as entertainment venues. The proportion of inauthentic entities in a network affects the diversity of the news media sources they shared, thus pointing to different strategies and possible motivations. The presentation will have both theoretical and empirical implications: it frames the concept of "coordinated inauthentic behavior" in existing literature, introduces a method to detect coordinated link sharing behavior, and points out different strategies and methods employed by networks of actors willing to manipulate the media and public opinion.

PN 080 Discovering the Strategies of Coordinated Disinformation via Hawkes Intensity Processes

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'Fake news' and broader 'information disorders' (Wardle & Derakhshan, 2017) such as mis- and disinformation have emerged as global issues that threaten to undermine democracy and authentic political communication on social media (Benkler et al., 2018). Increasingly sophisticated coordination strategies have intensified the scale and scope of the impact that disinformation has on public opinion and democratic trust. Howard et al. (2018) found that coordinated disinformation operations are now occurring in 48 countries, and in 2019 the European External Action Service detected and exposed over 1,000 cases of disinformation within the European Union (European Commission, 2019). Whilst disinformation has attracted much scholarly attention, most studies to date have focussed on the diffusion and impact of individual content (e.g. 'fake news' articles) and the activity of individual accounts (e.g. bots and trolls). An emerging problem is to understand message coordination strategies, where content authored and distributed by agents (e.g. Twitter trolls) is governed and scheduled by some unknown principal actor (Keller et al., 2019). We know that coordinated promotion (e.g. sharing, liking, retweeting) of 'fake news' articles by trolls and social bots can greatly increase and amplify the negative effects of these attempts to sow discord and manipulate public conversations about election candidates and partisan issues such as immigration and climate change. Likewise, it is evident that disinformation campaigns unfold via 'collaborative work' that co-opts and cultivates organic systems in order to produce desired effects such as increased polarisation, distrust in news media and confusion of the audience (Wilson et al., 2018). This makes identifying 'inauthentic' versus 'organic' activity ever more difficult, as they are intricately enmeshed in real-world disinformation campaigns. In this paper, we tackle the problem of inferring the coordinated promotion schedules of 'fake news' articles using a novel approach known as Hawkes Intensity Processes (HIP; see Rizoiu et al., 2017). We analyse the diffusion of articles from ten major sources of hyperpartisan information and 'fake news' within over 16.5 million tweets that linked to content from these sites during July to September 2019. Using HIP, we uncover not only coordination strategies but also the promotion schedules of 'fake news' content, where agents (in this case Twitter accounts) are being centrally managed by principals (e.g. state operatives, government officials, etc.) in order to strategically promote 'fake news' content and maximise its virality and longevity in the social memory. This paper provides preliminary results from this ongoing research, highlighting the current challenges as well as open problems and gaps for future work.

PN 083 Astroturfing in Hong Kong and elsewhere: patterns of coordination in hidden Twitter campaigns

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Political astroturfing, a centrally coordinated disinformation campaign in which participants pretend to be ordinary citizens, has been employed by variety of state actors on social media platforms in an attempt to influence public opinion in a large number of countries. We argue that these campaigns should be defined as disinformation, because while they may not necessarily spread falsehoods, they do deceive their audience about the nature of individuals in charge of the campaign accounts. We examine ten such campaigns on Twitter, most of which have been identified by the company itself. These campaigns target a wide range of countries over the period of eight years and are waged in different languages and cultural contexts. Some aim at a domestic audience (Hong Kong, Russia, South Korea, Ecuador, Venezuela and Spain), others at the public of a specific territory abroad – such as the Russian Internet Research Agency (IRA) targeting the public in the US or Germany – or the international public at large – such as Iran or the UAE promoting their foreign policy goals. Some want to undermine trust in institutions and polarize the target audience (e.g. the IRA's intervention in the US elections), while others are straightforward propaganda campaigns in favor of a government – as appears to be the case in the Venezuelan case – or against its opponents, such as the campaign against Hong Kong protesters in China. Despite these variations, all the campaigns share important traits that help distinguish their participants from the regular users they try to imitate. We theorize these traits as a natural outcome of the centralized command structure inherent in such campaigns – as opposed to the decentralized nature of genuine grassroots movements – and to the principal-agent problems that emerge when campaign participants are not intrinsically motivated. We show, for instance, that campaign accounts tend to be more active during the office hours and weekdays in their country of origin – indicating that the participants are only active when they are actually paid and supervised for their work. The campaigns all display suspicious patterns of coordinated messaging: they contain a large number of account pairs that either post the same original message or retweet the same message at almost the same time, or else they disproportionally retweet messages from other campaign accounts. This points to participants shirking by sharing pre-existing text instead of coming up with original messages for each of their accounts. In a series of case studies, we show that these differences persist even if we compare campaign participants not just to a random sample of ordinary users, but to politically interested users or suers that are participate in the same debates as the campaign. We also show that these differences help us identify additional participants. Finally, we highlight that the "social bots" that often captivate the general public's attention – form only a small part of most campaigns, and that most participating accounts are at most partially automated.

POL11 - Covering Current Political Topics: The Perspectives of Actors, PR, and News Media

PP 795 Emotions, affections and media rhetoric – An analysis of the political discourse of Portuguese president, Marcelo Rebelo de Sousa

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The 20th President of Portugal, Marcelo Rebelo de Sousa, has stood out throughout his first political mandate for the affective way he exercised his political power. In a world where politicians increasingly use the *pathos*, the emotions, to convey their message and persuade their audience, President Marcelo, known as "President of Affections", is a unique case study in political rhetoric. Unlike most world Presidents, the Portuguese President resorts to the discourse of union and affection instead of the discourse of division and hatred.

Taking the Portuguese case as an example, this paper seeks to explain how a "good" affective political discourse is constructed, how it rhetorically works and why it is effective. In methodological terms, we analyze the media coverage of the 2016 presidential election campaign, from a set of one weekly and two daily online newspapers. By using the press, our analysis recognizes the influence of journalists, new technological media and social networks on the construction and transmission of emotive political messages. We collected all the news about Marcelo Rebelo de Sousa published for four months, aiming at examining his political use of emotions. We carry out a qualitative analysis of Marcelo Rebelo de Sousa discourse, using the technique of rhetorical analysis, along with quantitative content analysis. The results of the analysis allow us to characterize the rhetoric of affections of President Marcelo regarding the most commonly used emotional appeals, arguments, expressions, and rhetorical strategies.

The current paradigm of political rhetoric lives the age of emotions. Appeals to *pathos* have always been strategies used in political discourse, but never before has such use been so conspicuous. Therefore, based on the case under study, we intend to reflect on the positive aspects and, especially, on the negative aspects of resorting to emotional appeals in political and media rhetoric. Our approach is based on an ethical point of view, from which we also intend to discuss the challenges posed to citizens by the affective political discourse.

PP 441 Makes you laugh, makes you forget: How positive emotions were used to construct Britain's relationship to the EU

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Since Britain joined the European Community in 1973, the issue of Britain's role in Europe has aroused strong emotions (e.g., Young, 1998; Daddow, 2004; O'Toole, 2018). This intense passion has often been combined with disinformation (e.g., Anderson and Weymouth, 1999; Steele and Kettle, 2002; Seaton, 2016). The "emotional turn" in journalism studies has recently led to new awareness of the link between disinformation and emotion (Wahl-Jorgensen, 2019). However, how disinformation and emotions are related has not yet been investigated in connection with the misleading and often wilfully distorted coverage of European affairs in British media. Furthermore, where, without considering disinformation, previous studies explored just the role of emotions in British hostility towards the EU, specifically in the Brexit campaign, they concentrated on negative emotions such as anger (e.g., Wahl-Jorgensen 2016; Clarke et al., 2017; McKenzie, 2017). This paper argues that, over decades, positive emotions, such as amusement and pride, have played a crucial role in misleading British media coverage of European politics and institutions. These pleasant emotions were used to construct Britain as naturally alien to the EU, whilst an equally positive "emotional regime" (Reddy, 2001) of optimism was demanded in political speeches after the vote for Brexit to overcome past divisions.

Following the anthropologist William Reddy, I conceive of emotions as cognitive habits which involve "activations of thought materials – variously called 'appraisals,' 'cognitions,' or 'judgments'" (2001, 101). Reddy contends that emotions are socially shaped and can be intentionally formed. Consequently, "a normative order for emotions" (2001, 124), or "emotional regime" can be established which, according to Reddy, renders emotions politically highly significant (ibd.).

Using critical discourse analysis (Fairclough 1992, 2003, 2016), I investigate sample texts from a corpus of so-called "Euromyths" (N=334). This corpus was built utilizing the Representation of the European Commission in the UK's "Euromyths blog", which, between October 1992 and January 2017, monitored and corrected British media stories containing falsehoods, such as the alleged ban of bent bananas. Six news stories were selected from this corpus to represent a period of twenty years, covering the time from the contentious ratification of the Maastricht Treaty up to a year after David Cameron's Bloomberg speech. In addition, I investigated how the use of emotions in news stories was reflected in political speeches both during the Brexit campaign and after the referendum when the Brexit vote was implemented. For this purpose, four speeches from leading political actors, including Prime Minister Boris Johnson, were selected.

I find that news stories used amusement and pride to establish the 'myth' (Barthes, 1972) of a witty, superior British people against a ridiculous, corrupt EU to propagate opposition to Britain's membership in the EU at a time when the matter interested only a small, fiercely Eurosceptic elite, but not many British voters (e.g., Whiteley et al., 2005; Ipsos Mori, 2014; Copeland and Copsey, 2017, 722). However, after the Leave vote had divided the country political speeches demanded and enacted an 'emotional regime' of optimism not only to justify Brexit, but to depoliticise it.

PP 442 Modeling issue-specific news frames in media coverage: Addressing the conceptual-operational divide using automated content analysis

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Identifying frames in media content is a key challenge in political communication research. Studies on news framing, frame building and framing effects rely on valid and precise measures of the prominence of various frames in different media. Tenuous links between conceptual definitions and operational indicators often raise questions regarding the validity of research findings.

Recent years have seen a rapid development of various methods for automated content analysis to model and track frames in news content. So far, however, these applications have been hampered by imprecise applications for estimates of *emphasis* – leading to reliance on resource-intensive manual coding procedures or disparate strategies of statistical modeling for detailed analysis of frames in media content.

Focusing theoretically on *issue emphasis framing*, this paper suggests an inclusive conceptualization and operationalisation of frames in media content. More specifically, frames are defined as operating at two levels under an issue object – through the emphasis of (1) attribute as well as (2) perspectives. Thus, framing involves emphasising certain issue *attributes* on the one hand, and allowing for variation in *perspective* on those attributes on the other hand. The prominence and cohesion of a frame is measured from a position of prevalence, perspective and the extent to which it resides within a competitive or consensual framing environment. We identify these as key conceptual-operational issues that need to be addressed before framing effects on public opinion can be accurately estimated.

Accordingly, we detail an application of natural language processing, using the sparse additive generative model of text algorithm (SAGE) in a structural topic modelling framework. Frames are identified and considered as baseline deviations of word-use across corpus – with variations between as well as within word co-occurrence structures. Using SAGE in a structural topic model with dirichlet-multinomial regression, we further identify cross-cluster correlation, precise variation over time and across news outlets, including estimation of certainty.

The approach is empirically tested using media content data covering a period of ten years. More specifically, the content data consist of news articles on three societal issues from six nationally leading media outlets in Sweden (totalling 120.000 articles). The issues covered are climate change, unemployment and migration.

Results outline detailed compositions of clear and distinct attributes of societal issues, consistent with an understanding of frames as determined by emphasis while also visualizing variation in presentation over time and source. These findings illustrate the potential to inductively identify issue-specific frames in media content, providing a detailed foundation for subsequent interpretation and analysis. In particular, the results enable a nuanced depiction of issue-specific news frames both with respect to statistical certainty and substantive interpretation, without being constrained by deductive designs or labour-intensive coding.

PP 439 Off topic? How the media reports about election advertising for the German Bundestag elections

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News media are one of the most important sources of political information, not only but particularly during campaign seasons (Kaid/Strömbäck 2008). Media coverage provides the electorate with recurring information about the goals of candidates and parties, but also informs voters about their assessment and evaluation (Benoit 2014). Yet, while the coverage of election campaigns often is in focus of communication science, we know relatively little about *how the news media covers election advertising*. With this study, we thus aim to contribute to a better understanding of structures and tendencies of media coverage of political advertising in election campaigns, how frequently it occurs, and which evaluations of the political actors and their campaign strategies it provides. We ask: **How – to what extent and with what valuation tendency – did the media report about the parties' campaign advertising during the last German federal election in 2017?**

In order to answer this question, we conducted a quantitative content analysis in which we examined the media coverage of political advertisements during the 2017 German federal election campaign. We incorporated all news articles that 1) explicitly addressed advertisements referring to the 2017 election campaign and that 2) were published in 14 selected online media outlets within the "high" twelve-week period of election campaigning, resulting in a final sample of 238 online news articles (n=238).

Our results reveal several interesting results: First, election advertisements seem to be a topic of high interest, and thus are frequently covered during election campaigning. Second, media coverage of election advertising particularly appears subsequent to strategic events of parties, thus obviously being strategically initiated by political actors not journalists. Third, while the focus of reporting is dominantly put on functions and strategies of election advertising, information about concrete political issues that should be addressed by the ads is only covered to a limited degree. Finally, media coverage of election advertising tends to be negative; the majority of examined articles evaluated them in a negative manner.

Our research provides interesting insights into the mechanisms of reporting on election ads, both in terms of frequency and circumstances of reporting, as well as on its tonality. Even though this article presents a one-country study, our research can help to explain the public's dislike of political advertising in Europe, repeatedly illustrated by opinion polls. Additionally, while parties will never have total control of the message conveyed to voters by the mass media, our findings can fruitfully be applied to strategic communication of political actors, helping them to identify campaign strategies contributing to further media coverage. Moreover, to the best of our knowledge, no research has been conducted about media coverage of election advertising in the European context. Investigating the campaign coverage in a European country with a political system and media landscape that is fundamentally different from the United States, we expand the geographical scope of research on structures and characteristics of media coverage on election advertising and help avoiding the risk of building on a "naive universalism" by drawing on U.S. data only.

PP 440 Refugees in the media: Attention-based politics of Hungarian public broadcast

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Attention-based politics describes the process in which politicians use their communication to draw the attention of the biggest possible crowd of the audience (voters) to themselves or to the themes they propose in the multitude of information or news flows (Merkovity 2017; 2018). What do we know about this "attention"? First of all, attention is the opposite of the confused, dazed, scatter-brained or agitated state (James, 1891, p. 403–404). The phenomenon encompasses consciousness, but what is in the centre of attention can be influenced. The reasons for this are: attention is not always and without exception the gatekeeper of perception and knowledge (Mack & Clarke, 2012, p. 303), sometimes people process information automatically (Cherry, 1953). Furthermore, attention is limited, people can pay attention only to a very small number of things at the same time (see Simons & Rensink, 2005), and unconscious or unintentional processes are at play in the meantime, which also affects the visual form of attention (Lamme, 2003). Attention-based politics refers to politicians who recognised that the operation of a party- and political system, and the media is unable to keep pace with the explosion in communication, which occurred in the last decades. In attention-based politics, the emphasis will be on the use of media, mainly social media. Online communication will become important, this is where different events of social life take place, and voters also take an active part in this communication. However, active participation of politicians does not entail interactivity, as the majority of political actors will avoid situations where they engage directly with voters, for example through dialogue (e.g., Aharony, 2012; Merkovity, 2016). Thus attention-based politics is not linked to interactivity. But what about traditional media? Television screen time during mega-events like the FIFA Football World Cup is probably one of the most valuable ad-spaces due to extremely high viewership. This opportunity did not go unnoticed by political parties, as evidenced by the broadcast of the 2016 Olympic Games in the Hungarian public media when the government's narrative on the refugee crisis was injected into the broadcast in every possible instance. This presentation explores this phenomenon in the example of the 2018 FIFA World Cup. The games were only broadcasted by the public media stations M4 and Duna TV, and during each half-time break, a one-minute long news block was shown. The transcripts of the newsreels are coded and analysed. The primary purpose of these types of examinations is to identify whether the World Cup was used to convey political messages and if yes, then to what extent. This aspect of the research will help to determine how frequently the one-minute news was used to disseminate the government's narrative in Hungary. This analysis can give a possible answer to the question, how attention-based politics works in traditional media.

POL12 - New Directions in Populism Research

PP 451 Parody and populism 2.0: An empirical analysis of the Facebook campaigns of German parties during the campaign for European Parliament 2019

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Theoretical Foundations and Methodology

Social Network Sites (SNS) fulfill crucial functions in political campaigns: Particularly Facebook is used to (1) distribute information, (2) integrate users in campaigns, (3) link to further information and (4) mobilize voters on- and offline (Foot & Schneider, 2006). This study focuses on the integration and online mobilization of users and investigates the engagement of Facebook users in the campaign for the European Parliament 2019. All engagement data on the Facebook pages of all German parties (14) which finally entered parliament were automatically collected from April 30th to May 26th (Rieder, 2013) and analyzed by using descriptive statistics as well as qualitative analysis of the most successful posts.

Results

Like in the elections for German parliament 2017, the right-wing party AfD gained the most likes (2.991) for each post, followed by a "non-party", the satire party Die Partei ("the party") with 1.093 likes. Established parties, like CDU, CSU, SPD, FDP and the Greens reached far less likes than AfD, Die Partei, the Animal Welfare Party or The Left. If one sums up all likes per post of the parties of the Grand Coalition (CDU, CSU and SPD), these parties have not received half of the post likes of the right-wing party. The analysis also shows results for the dimension "shares per post" which is crucial for virality. In this category, the AfD also reached the most shares per post (1.715) followed by the Animal Welfare Party (333) and The Left (239). The analysis shows that the AfD was able to repeat the successful online campaign of the Bundestag election 2017 (Haller, 2019). Qualitative research reveals that the right-wing party was especially successful with anti-migration content. The most shared post was about the UN migration pact (11.529 shares). An interesting case is the Animal Welfare Party: The average number of shares of the site varies between three and 3.675. The results therefore highlight that a closer analysis of quantitative engagement data must be conducted.

Discussion

The results of the study show that populist and satirical content, i.e. emotional messages and appeals, was far more successful than factual posts or other informative content of established parties. The fact that these types of posts succeeded is a hint that similar results in marketing research (Stenger, 2012; Lammenett, 2017) may also be transferred to political communication online. The empirical study provides a contribution to the superordinate public debate on quality of political communication in an era of populism and distrust in established institutions.

PP 449 Populist discourse and land issues in present-day Brazil: Manichaeism and otherness in debate

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In the last years, in different liberal democracies, we have witnessed the rise of far-right candidates and governments, whose populist *Zeitgeist* (Mudde 2004) suits the instrumentalization of new informational and communication technologies (Gerbaudo 2018). In Brazil, we have recently observed this phenomenon through Jair Bolsonaro's campaign and election in 2018 (Cesarino 2020). Marked by contentious land issues, by its colonial and mercantile past of land exploitation (Prado Júnior 1966), Brazil's foundation as a nation-state reveals to us the coexistence of different actors in its agrarian landscape, bringing to light a mosaic of *sociodiversity* and of biodiversity (Almeida 2017) as well as multiple ways of living and of relating to the land which defy the logic of domination and exploitation based on the classic liberal paradigm of work (Smith 1690). In this context, this research sought to answer the following questions: can we consider the messages on land issues in Brazil in Jair Bolsonaro's campaign as populist messages *per se*? Are they connected to other populist subjects? What is the linkage between these questions and the concept of radical cultural otherness present in Viveiros de Castro (2012) theoretical framework? Based on these considerations, what consequences this new discourse over land-related issues may have for collective actors whose relationship with the land is other than the neoliberal market logic (Harvey 2005)? In order to answer these questions, this paper analyzes, both quantitatively and qualitatively, the content and form of Bolsonaro's 2018 campaign platform "The Path Towards Prosperity" and all of Bolsonaro's statements published in his Twitter account during his campaign in 2018 containing the following key-words and related signifiers (data gathered by the open source project *Twint*): land; environment; property; agriculture; extractivism; indigenous, quilombola and riverside peoples. On land-related issues, we have then identified: 1) classical liberalism "mercantile ontology" (Almeida 2013) as the principle that establishes the populist political frontier in Bolsonaro's political project; 2) private property (Smith 1690) as the central axis of this project; 3) a hegemonic articulation (Laclau 2005) that benefits the agribusiness; and 4) populism as a *thin-centered* ideology (Mudde 2004) coupled to a neoliberal market ideology that, supported by a securitizing discourse (Dalby 1997), constitutes the core arguments over land in the political campaign under analysis.

Key-words: populism, new media, land issues, security discourse and otherness

PP 448 The role of Facebook influencers in disseminating populist and anti-populist narratives to Filipino voters

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In 2016, 16 million Filipinos elected Rodrigo Duterte into the presidency. His campaign was founded on populist narratives and heavily used social media, especially Facebook influencers, who helped shape his political campaign. Similarly, Duterte critics also used Facebook to criticise his populist agenda. With the Philippines having one of the highest Facebook penetration, Facebook has been weaponised for implementing disinformation campaigns and discourse-hijacking campaigns for political agenda (Ong and Cabañes, 2018).

The majority of existing research on the use of social media for political campaigning has focussed primarily on Europe and the United States, with Southeast Asian countries like the Philippines underexplored. Current research on the Philippines' use of social media for political participation mainly tackle mediated populism through paid trolling and fake news (Ong and Cabañes, 2018; Cabañes and Cornelio, 2017). Given the big role of Facebook influencers in the last two elections in the Philippines, this paper tries to fill in this gap in research.

Using quantitative content analysis as a method, the purpose of this paper is to assess how Rodrigo Duterte, his main campaign platforms, and critical political issues like human rights, Philippines-China relations, and COVID-19 were portrayed across Facebook pages of these influencers, both supporters and critics. The paper looks at the most common rhetorical devices used by Facebook influencers, as well as the use of hate speech and the presence of incivility and intolerance in online political discourse.

The Facebook pages were chosen based on the following criteria: number of following and reach, type of content created (e.g. memes, opinion posts, videos, fake news, etc.), identifying either as a Duterte supporter or critic, and engagement on specific issues. The pilot study shows that both supporters and critics use similar rhetorical devices and engage in uncivil discourse when discussing relevant political issues.

PP 450 Populists on Europe: A comparative content analysis of populist political communication on Facebook during the elections and non-elections periods

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The aim of the paper is to present the findings of the international comparative study on the content of the Facebook profiles of populist political actors from 14 countries, including 12 the EU members from Northern (UK, Denmark, the Netherlands), Southern (Italy, Greece, Spain), Eastern (Czech Republic, Slovakia, Lithuania, Hungary, Poland), and Western Europe (France) and two non-EU countries (Turkey, Bosnia and Herzegovina). The study was conducted under the framework of the HORIZON 2020 international project *DEMOS: Democratic Efficacy and the Varieties of Populism in Europe*.

In that study we followed an approach that combined Mudde's (2004) ideology-centered and Hawkins' (2009) discourse-centered understanding of populism (de Vreese et al., 2018,). Accordingly, populism can be understood as a discursive manifestation of a thin-centered ideology that is not only focused on the underlying "set of basic assumptions about the world" but in particular on "the language that unwittingly expresses them" (Hawkins, Riding, and Mudde, 2012, p. 3). The paper addresses three research questions: (1) What is a distribution of populist discourse across Facebook profiles of selected political actors in 14 countries? (2) How often Europe and the EU institutions are mentioned by populist political actors in their messages across countries and over time (elections and non-elections period)? (3) How Europe and the EU institutions are portrayed by populist political actors across countries and over time?

In order to provide answers to these questions, we collected posts published by two populist political actors (leaders) per each country in a period of two weeks prior to the EU Election Day in May 2019 and of two constructed weeks in July 2019. Political actors were selected by country teams based on several criteria: the establishment vs. anti-establishment dichotomy, the illiberal content of populist ideology, and populism as formal logic and political style. For the purpose of the study we developed a codebook and used both quantitative and qualitative content analysis.

Findings show that the context (the EP elections) affected the presence of elements of populist discourse (more anti-elitism in the non-elections period, while more references to the people in the EP elections period). Despite the EU-related context, more attention was paid to national political actors than international institutions or foreign political actors, regarding topics of the posts and types of 'the elite' (a 'domestication' of the European Parliamentary elections campaigns). On the other hand, our findings on the coverage of European policies and activities of the EU in the non-elections period go alongside arguments in favor of the Europeanization of domestic politics.

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POL13 - Towards an Anatomy of the Public Sphere: Rhetoric, Discourse, and Intellectual History

PP 477 Towards a theory of European networked public spheres – the role of platform structures and actors

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The emergence of a European public sphere as a common communicative space within and between the member states of the European Union is a crucial precondition for its democratic legitimacy. The function to establish democratic legitimacy by making political processes visible and accessible to citizens is traditionally attributed to (offline) mass media. In the age of online communication, however, social media platforms like Twitter offer new possibilities for citizens to get in direct touch with (European) politicians and engage in political discussion about European issues. We argue that social media communication depends on different communicative situations that introduce new potential influencing factors for the Europeanisation of networked public spheres. First, we propose a theoretical discussion of these influencing factors. Secondly, we investigate the theoretical assumptions based on Twitter data about the 2019 EP Election.

Europeanisation refers to the extent to which (1) European actors and (2) issues as well as (3) communicative linkages between actors from national and European contexts become visible in the media. Research has pointed out that Europeanisation depends on various contextual factors such as, for example, _country-specific factors_ (e.g. EU-membership, dependence on EU-subsidies, levels of Euroscepticism) and _media-specific factors_ (e.g. type of media outlet).In the age of the Internet, social media pose new opportunities and challenges for the Europeanisation of (networked) public spheres. First, the possibility for new actors (e.g. non-institutionalised civil society, social movements) to broadcast contents on social media platforms may lead to an increase in the number of voices in online debates and thus to more (European) issues being discussed online. Secondly, technical features (i.e. functionalities of platforms and algorithms) affect the (self-selected) use of certain actors of specific platforms as well as the visibility of these actors and their contents. These actors then bring up the issues discussed on social media platforms – thus _in turn_ influencing the visibility of European actors and issues online and therefore accounting for the Europeanisation of networked public spheres. Therefore, _platform structures_ and _actors_ have to be taken into account as influencing factors for the Europeanisation of networked public spheres. This leads to the question: In how far do contents published by different actor types on social media platforms differ with regard to their levels of Europeanisation?

To answer this question and investigate in how far differences between actors lead to varying degrees of Europeanisation on social media, Twitter data about the 2019 EP election will be analysed with regard to the actors that engage in the discussions as well as the degree of vertical and horizontal Europeanisation of posts. All tweets containing the #EP2019 were sampled via the REST-API on the days of the EP election 2019 (May 23-26, total n= 174,996). A random sample of actors (i.e. accounts) will be analysed using manual content analysis. Vertical and horizontal Europeanisation can then be measured as the extent of communicative linkages (i.e. mentions, retweets, quotes) between national and European actors as well as between actors from different countries. The analysis will be finished in early 2020.

PP 478 Producing political rhetoric: an exploration of contemporary rhetorical practices in Flemish politics

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Since the rediscovery of rhetoric in the fields of political science (Finlayson, 2004), political communication (Beasley, 2012) and political marketing (Brown et al., 2018), scholars have increasingly recognized the importance of rhetoric in political speech (Finlayson & Martin, 2008) and other types of political communication (Martin, 2014). Especially when it comes to rhetorical figures, such as metaphors, which are considered excellent means to heighten emotional responses and increase persuasion in political discourse (Koc & Ilgun, 2010). Rhetorical discourse analyses often build on the presence of figures to reconstruct and assume rhetorical strategies. In most rhetorical analyses, i.e. the study of rhetorical means in communication, rhetorical figures are identified to study concepts such as ideology and strategy (Condor, Tileaga & Billig, 2013). Thereby, these studies build on the key assumption that political communication is strategic in nature (Strömbäck & Esser, 2017).

However, most studies use "strategy" just as a synonym for "important" or "effective" (Zerfass et al., 2018). Literature from the field of Strategic Communication indicates that for communication to be strategic it should be purposive and employed for a predetermined goal that is vital for the speaker's survival (Zerfass et al., 2018). In this regard, recent studies on the nature of rhetoric raise doubt about its strategic nature by claiming that much of rhetoric might be socio-culturally determined rather than strategically devised (Turnbull, 2018). In other words, some rhetorical means (e.g. metaphors) are so deeply culturally encoded that they are often used unconsciously and non-strategically. Therefore, rhetoric might just be a routine type of communication, instead of strategic (Zerfass et al., 2018). Consequently, the key assumption of political rhetorical studies might be susceptible to some nuancing.

Although the use and effects of rhetorical figures are often studied by communication scholars, research into the sender's perspective on these rhetorical means is scarce, a characteristic that is true for political communication sciences in general. The present study, therefore, wishes to provide insights in the sender's perspective of political rhetoric. Based on a more narrow conceptualization of strategic communication (Zerfass et al., 2018), a series of hypotheses are formulated which should indicate the strategic nature of political rhetoric. To test these hypotheses, the present study conducted a survey with 256 Flemish politicians and party staffers to explore their self-reported use, knowledge and expectations of rhetorical figures. Results revealed that political senders had a very limited and inconsistent perspective in terms of knowledge, use and expectations, which reveals a gap with the elaborate rhetorical schemes found by rhetoricl analysts (Charteris-Black, 2018). This is stressed further by the fact that both experts and laymen in rhetoric used the same figures just as frequently. Although senders with more communication experience (relevant degree, vocational qualifications and additional training) did display a more elaborate perspective, the differences were very slight. These results suggest that even in professionalized contexts, the use of rhetorical figures in political communication is to a considerable extent a product of a shared cultural practice, which nuances and problematizes the role of strategy in political rhetoric.

PP 479 Environmental crisis in contemporary Brazil - populist discourse and risk communication

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In August 2019, two relevant events linked to Brazilian Amazonian rain forest conservation were broadly discussed on social networks. The first, majorly echoed in Brazil, was about the dismissal of Ricardo Galvão, then president of the National Institute for Space Research (INPE), the Brazilian governmental entity responsible for monitoring the deforestation of the Amazonian region, by beginning of August 2019, following INPE report on the increase in 40% of deforestation in the region between August 2018 and July 2019, if compared to the same period of previous year (INPE, 2019). The second event, internationally echoed through the hashtag "PrayForAmazonia", refers to the fires of great dimensions that struck the region in the second half of August. This article intends to analyze, using Critical Discourse Analysis (Van Djik, 1993) method, all statements that embraces both events from July the 15th up to September the 15th 2019 from President Jair Bolsonaro's official Twitter account (the data here analyzed have been gathered through the open source project Twint). In order to select the statements to be analyzed, a lexical program has been made up from the following key-words: 1) Ricardo Galvão; 2) INPE; 3) #PrayForAmazonia; 4) Amazônia (Amazonia); 5) incêndios (fires); 6) desmatamento (deforestation); 7) floresta (forest); 8) meio-ambiente (environment); 9) povos autóctones (native peoples). Firstly, a thematic content analysis (Bardin, 2016) was applied to these statements. Then, from the literature review, we sought to establish two different discursive models – one using risk communication elements (Bach e Bernet, 2015) and another using populist communication elements (Mudde, 2004 e Gerbaudo, 2018) so by the end we can understand whether they may converge or not. From these discursive models and having in mind the social context involving the discourse events, as well as their development in Twitter, we then intend to debate through CDA what the impact of this discourse in the construction of an environmental crisis in Brazil is and how it discloses a government project that considers, or not, issues related to environmental sustainability.

Key-words: Amazonia; populism; risk communication; environmental crisis; sustainability.

PP 476 The conceptual re-construction of the public: Writing alternative intellectual history on a formative era

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The paper analyzes intellectual contributions that have remained marginal for a key concept in political communication and journalism studies: *the public*. The author discusses the topic of individuals' changing relationship to public political life in the texts by Jane Addams and Georg Simmel. Addams and Simmel were contemporary to scholars who re-conceptualized the public during the formative period of the Chicago School of sociology (Park 1904; Blumer 1946) and the Lippmann–Dewey exchange (Lippmann 1927; Dewey 1927).

The re-conceptualizations of the public in the early 20th century USA drew on notions of drastic social change and radical extension of social worlds beyond local communities (Ripatti-Torniainen 2020). The concepts by Park (1904), Lippmann (1927), Dewey (1927) and Blumer (1946) disconnect the public from spatial and social localities. Instead, they emphasize discursive processes that form around an issue. In this landscape, Addams (1902; 1907; 1916) and Simmel (1908) emphasize individuals' relations to the unknown, even unconceivable social change. The author suggests such emphasis may advance our understanding of the public amid the current drastic social change.

The paper, which employs methods of intellectual history (LaCapra 1980; Rorty 1984), illuminates that there are no self-evident definitions and interpretations of central concepts and texts. Rather, our established interpretations result from choices that may have long-lasting theoretical and methodological consequences.

The paper draws on the author's published as well as ongoing research.

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POL14 - New Directions in Attitude-Formation: Vagueness, Inconsistency, and Emotions

PP 537 Feeling guilty - or ashamed? Disentangling the distinct role of two self-conscious emotions in climate change communication and their effects on pro-environmental behavior

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The topic of climate change and global warming is of increasing relevance both in the public domain as well as in political communication research. The wildfires in Australia, the de-forestation of the Brazilian Amazon, the global movement of "Fridays for Future" – there are many recent events and developments which all stress the apparent urgency to take action in order to mitigate the consequences of global warming. In scientific research several studies have started to take a closer look at the role of discrete emotions in public debate and how it affects public opinion and individual behavior. Also the current ECREA conference call of the 8th European Communication Conference in Braga, Portugal, puts explicit emphasis on the topic of "*building safe, sustainable and promising futures*" and claims that "*Climate change and environment urgencies are obviously requiring new insights from the media and communication field*". This is the context of the current study.

Our study reports on the findings of a survey experiment we just conducted in the US (in January 2020). It focuses on shame and guilt, two moral and self-conscious emotions that are often used interchangeably in both the public domain as well as scientific research. Specifically, we examined the effects of shame and guilt eliciting climate change news on pro-environmental behavior intention. Furthermore, we explore the differential effects of goal framing and the inclusion of response-efficacy-information, as well as the mediating effects of self and response efficacy. Results of a 2 (self-conscious emotions: shame versus guilt) x 2 (response-efficacy-information: not present versus present) x 3 (goal framing: neutral versus gain versus loss) experiment (*n* = 807) showed that participants exposed to guilt-eliciting articles had significantly higher pro-environmental behavior intention when compared to a control group, however, this effect did not occur for framed guilt-eliciting articles nor articles accompanied by response-efficacy-information. Moreover, a serial mediation effect was detected wherein guilt had a positive effect on self-efficacy, which in turn positively predicted response-efficacy. Similarly, shame-eliciting articles demonstrated positive effects on pro-environmental behavior intention, however further analysis showed this effect may be somewhat tenuous.

Keywords: shame, guilt, loss-framing, gain-framing, self-efficacy, response-efficacy, pro-environmental behavior intention

PP 540 What I don't know (concretely) won't hurt me. On the effects of vaguely formulated political statements

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Communicating vague political statements is a common communication strategy adopted by political parties and politicians (e.g., Bull and Mayer, 1993; Harris, 1991; Maurer, 2009). Although there have been numerous theoretical studies on the widely assumed advantages (but also the possible disadvantages) of such a communication strategy, so far, the real effects have hardly been analyzed empirically.

As part of a quantitative online experiment, we analyze whether and under what conditions the communication of a vague political statement positively or negatively influences the evaluation of the politician using it.

Our study builds on the _theory of political ambiguity_ (e.g., Shepsle, 1972; Page, 1976) and on the _theory of equivocation_ (Bavelas et al., 1990) as well as on existing empirical findings (e.g., Reinemann and Maurer, 2005; Rosen and Einhorn, 1972; Patton and Smith, 1980; Rudd, 1989).

Our experiment was conducted with a non-representative – however not mere student – sample of the German population (n=550). The setup was a one-way between-subject-design. As our independent variable, we used the formulation of a vague versus a concrete political statement. As moderating variables, we used the issue at hand (controversially discussed vs. non-controversial) and risk affinity.

Our analysis shows that vaguely formulated political statements do not per se influence recipients' evaluations positively. Where recipients do evaluate a politician more positively is when he/she communicates a vaguely formulated statement on a controversially discussed issue. In the case of a non-controversial issue, the evaluation of the politician does not differ significantly between a vaguely formulated statement or a concrete political position. The recipient's risk affinity does not have a moderating effect on the evaluation of the politician. Recipients with high or low levels of risk affinity do not differ in their evaluation of the politician who communicates vaguely.

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PP 539 You shall know them by their private life? How (inconsistent) private portrayals affect the evaluation of populist politicians

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In Germany, one of the leading figures of right-wing populist AfD, Alice Weidel, is a homosexual former management consultant with main residence in Switzerland. US President Donald Trump, also described as right-wing populist (Baggini, 2016), is a multi-billionaire and runs globally active hotel and real estate chains. This seems to contradict the political ideology they promote. Populism's core idea describes an antagonism between the ordinary people and a detached, selfish social elite (Mudde, 2004). This is often combined with nationalist ideas and resentment to cosmopolitanism and liberalism. Surprisingly, the fact that the private background of populist politicians often parallels that of cosmopolitan liberal elites does not seem to deter populist voters. The present research addresses this paradox. Using two experiments, we investigate whether emphasizing (in)consistent private information in media representations of populist politicians affects voters' evaluations of these politicians.

The inclusion of private aspects in political communication has been coined "privatization" (Adam & Maier, 2010, van Aelst et al., 2012). Yet, there are but a few studies on the effects of privatized political communication (but, see, Otto & Maier, 2016). However, authors have argued that the mediatization of politics has led to an increase in privatization (Gattermann, 2018). Therefore, the present study examines whether privatizing media portrayals of populist politicians in agreement/divergence with the populist worldview influence the assessment of these actors regarding three central dimensions (sympathy/competence/trustworthiness, RQ1). We consider that predispositions towards populism shape the processing of populist media messages (Müller et al., 2017). Therefore, we also investigate whether populist citizens react differently to inconsistent private representations than non-populist ones (RQ2).

To test these questions, we conducted two online experiments in Germany. In both studies, participants were randomly assigned to one version of a portrait of a fictitious female populist federal election candidate. Across conditions, the candidate made the same political statements reproducing the core of the populist worldview (Mudde, 2004). In Study 1 (3x3 design; n = 734; M_{age} = 48.71; SD = 14.99; 50% female), we varied private information on the politician's milieu (cosmopolitan vs. home-loving vs. no information) and class (working class vs. upper class vs. no information). Study 2 (2x2 design; n = 568; M_{age} = 48.63; SD = 14.82; 53% female) focused on the politician's sexual orientation (homosexual vs. heterosexual) and relationship (polygamous vs. monogamous). We used established scales to assess trustworthiness, sympathy, competence, and populist attitudes.

Results indicate that an upper class background significantly reduced sympathy and trustworthiness, but increased the perceived competence of a populist politician as compared to the control conditions. In contrast, a working class background increased sympathy and trustworthiness, but had no significant effect on competence. Moreover, cosmopolitanism reduced sympathy and trustworthiness while strong home ties did not alter the politician's evaluation as compared to the control group. Study 2 showed negative effects of a polygamous lifestyle on sympathy and trustworthiness, but not on competence. Homosexual orientation positively affected sympathy and competence, but not trustworthiness. Interestingly, the observed patterns are largely independent of populist attitudes in both studies.

PP 538 Sponsoring political microtargeting´s transparency?! How ad disclaimers affect the perception and evaluation of Facebook ads

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Social Network Sites (SNS) enable parties to use advertising tools to target potential voters with tailor-made messages based on social demographics, interests or behavior (so-called online political microtargeting [PMT]; Bodó et al., 2017). There is an ongoing debate about PMT´s lack of transparency and privacy violations, because SNS users are confronted with "paid political speech" (Barrett et al., 2020) often without knowing that the sender paid for their attention. Thus, critics fear a "threat of manipulation" (Zuiderveen Borgesius et al., 2018) and demand that paid ads should be sufficiently labeled with disclaimers to be recognizable as such by users.

At the center of recent debates is Facebook, which continuously updated their advertising policies and altered its ad disclaimers´ design. However, to date it is not known if different disclaimers and thus different levels of (assumed) transparency really alter the way users perceive a post to be paid for. Thus, we ask if people pay different attention to the disclaimer (RQ1), differ in their ability to recall that a post is sponsored (RQ2) and if the perception of the ad's obtrusiveness differs (RQ3) depending on the disclaimer´s design.

To answer these questions, we conducted an eye-tracking experiment (N=177; M_{age}=22.07, 69% female). We recorded the gaze behavior of participants scrolling through a fictitious Facebook-newsfeed, in which a sponsored ad by one of five German parties (randomly assigned) was embedded within six other posts (e.g., news-posts). The ad differed regarding the design resp. conspicuousness of the disclaimer: version 1 was applied to Facebook ads until mid 2019 (disclaimer _"sponsored"_ located below the ads´ source), version 2 is currently applied (_"sponsored – paid for by party XY"_ located below the ads´ source) and version 3 is a self-designed disclaimer to simulate higher conspicuousness (_"sponsored – paid for by party XY"_ embedded within a colored frame around the ad). Visual attention was measured as fixations/fixation duration on the disclaimer/post. Afterwards, we asked participants to recall the number of displayed ads (correct answer was counted as recall) and about the perceived obtrusiveness of the ad (3 items; 5-point scale; α=.70).

Results indicate that the ad disclaimer in version 2 and 3 was fixated more often (41%/43%) compared to version 1 (36%) (RQ1). Most of the participants recalled that an ad was displayed when it was labeled with our self-designed version (M_{V3}=57%, M_{V2}=26%, M_{V1}=18%) (RQ2). Further, participants rated the ads with the self-designed disclaimer to be the most obtrusive (M_{V3}=3.60, M_{V2}=3.89, M_{V1}=3.95) (RQ3) and fixated them the shortest (M_{V3}=12.17sec., M_{V2}=12.81sec, M_{V1}=14.81sec).

Our findings show, that the design of a disclaimer affects the perception and evaluation of the Facebook ad: if a political ad is labeled more prominent, its recognition and perceived obtrusiveness increases while the time of reception decreases, which might be a sign for reactance. Therefore, conspicuous disclaimers seem to be desirable for transparency, but dysfunctional for promotional activities in political campaigning. These competing goals are debatable when it comes to the question of how "paid political speech" on SNS should be regulated.

POL15 - Media systems in Eastern Europe in times of mediatization: Between democratization and authoritarian backsliding

PN 117 Political Culture as aN Explanation of the Cumbersome Media Democratization in SEE

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The study looks into the relationship between political culture and the media democratization in Southeast Europe (SEE) in comparative perspective, arguing that the underlying lack of robust demand for democracy and weak emancipative values in these societies undermine institutional arrangements that were supplied to a significant extent with the assistance of external actors, resulting in the sliding back towards less democratic institutional practices and hybrid forms of unstable media systems. The study will use the work done by Christian Welzel and Ronald F. Inglehart, in the domain of political culture and values, in order to expand the understanding of democratization processes in the context of media systems in SEE countries - Albania, Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, Northern Macedonia and Serbia – with particular attention given to the transformation processes of public service broadcasters.

PN 118 The cultures of news consumption and the 'illiberal turn' in Central and Eastern Europe

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While the end of communist rule in Central and Eastern started was followed by a period of sustained (albeit uneven and patchy) democratization, things took a different turn soon after the start of the new century. Some of the most successful 'new democracies' experienced a significant decline in the quality of democracy, evident in the weakening of minority protection and assaults on the independence of the judiciary (Agh, 2016; Bozoki, 2018). These developments went hand in hand with dramatic changes in media landscapes, including a drop in foreign investment, an intensification of political and ownership pressures, declining levels of media freedom, and an increase in disinformation campaigns originating from Russia (Bajomi-Lázár, 2014; Lanoszka, 2016; Štětka, 2015). All of this was paralleled by a rise in internet and social media use (Salovaara, 2013) and a growth in the use of digital media for political persuasion (Suriowec & Štětka, 2017). The coincidence of technological and political changes led many scholars to argue that digital media are a contributing factor in political changes (Khaldarova and Pantti, 2016, Mejias and Vokuev, 2017, Pajnik & Sauer, 2017).Yet, evidence of the impact of the changing information system on recent political changes in the region, and specifically on citizens' support for populist leaders and sympathy for illiberal views on culture and society, remains scarce. This paper addresses this gap in knowledge by instigating what we call 'cultures of news consumption' in four countries: Hungary, Poland, Czech Republic and Serbia. Specifically, we ask the following questions: What are the key characteristics of the 'cultures of news consumption' in the four countries – understood as combinations of specific patterns of 'news repertoires' (Kobbernagel and Shrøder, 2016) and specific combinations of values, assumptions and practices (e.g. perceptions of news bias, objectivity, everyday habits etc.) that guide news consumption preferences? To what extent can differences between the four countries be explained with reference to systemic differences at the level of media systems, politics, ICT infrastructure and culture? Do different news cultures correspond with different levels of liberal vs. conservative views on society and culture, or different voting preferences? To answer these questions, we draw on a mixed methods approach, which combines population surveys with qualitative interviews and media diaries. The paper is based on research conducted as part of the research project 'The Illiberal Turn? News consumption, political polarization and democracy in Central and Eastern Europe' (2019-2021), funded by the ESRC.

PN 116 Explaining change in European post-socialist media systems: longue durée path to digital modernity

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Downey and Stanyer (2013) rightly point out that no previous study has actually explained "why media systems are the way they are" (Hallin and Mancini 2004). This kind of explanation can only be affected in a research designed to uncover causal paths and solutions of media system development and transformation. While Hallin and Mancini (2004) have provided the research community with a model that describes the key dimensions defining media systems and has the status of mainstream science, it lacks the power to explain what dimensions and their combinations lead to certain media systems outcomes and types, especially outside of the Western country set analyzed by the authors. Among the emerging post-socialist democracies, we see diverse developments and outcomes regarding media independence and autonomy. What shaped these diverse developments? Why did some countries consolidate democracy and independent media, while others have hybrid or authoritarian regimes and media systems? A different theoretical framework and research design that attemps to answer this question is presented in our paper, together with an empirical analysis of a sub-set of post-socialist countries.We argue in our paper (based on the research for the forthcoming book Comparing Post-socialist Media Systems: the Case of Southeast Europe, expected in Routledge 2020) that the causal configurations that impact present day media systems are influenced by the longue durée, and these influences go back to the period of modernization, as well as to the period of socialism. The theoretical approach is grounded in historical institutionalism (Mahoney 2000, Pierson and Skocpol 2002, Humphreys 2012, Peruško 2016, 2013) where the two historical temporal frameworks are examined for contextual conditions which set the stage for the next set of institutional and cultural conditions in media system transformations after the collapse of communism. In a set-theoretical research approach, the analysis employs conditions from three temporal frameworks and three fields of power (the political field, the socio-economic field, and the cultural-symbolic field), with a number of dimensions familiar from the mainstream media systems theory of Hallin and Mancini (2004) with necessary expansions. Using fsQCA (Ragin 2008, Schneider and Wagemann 2012, Downey and Stanyer 2013, Büchel et al. 2016) the paper will present causal configurations of conditions and receipts leading to different outcomes of media system transformations in Southeast Europe in the times of digital modernity.

PN 119 Discussant: Critique and discussion of new trends and findings in the presented papers

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Professor Splichal will critique and comparatively discuss the contributions of the presented papers to the state of the art of media systems research in political communication. As the author of one of the first substantive books on the transformations of the emerging media systems (Media After Socialism, 1994) who suggested the similarities of CEE media systems with the southern European ones, he is well placed to evaluate the progress of research and diversification of new areas of study in this important field to date.

POL16 - Trust in Media and Communication: Antecedents and Consequences

PP 555 Diachronic analysis of media polarization and trust in political information in Catalonia (2006-2019)

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The objective of this communication is to analyze the evolution of media polarization (Press, Radio and Television) in Catalonia, on the Left-Right and Center-Periphery axes along the period 2006-2019, and to establish the relationship between the increase of the polarization detected and the loss of media credibility in this time lapse.

Spatial theory (Downs, 1957) as a principle for understanding the distribution of voters and political parties in the Left-Right axe, the selective exposure of citizens to media (Freedman & Sears, 1965) and the distribution of the media along ideological spaces, are recurring themes in political communication literature (Iyengar & Hahn, 2009).

However, the relationship among these three elements, and their link with the credibility of the media, presents difficulties when we study a bi-dimensional environment in which location on the Left-Right axis overcast with location on the Center-Periphery axe, as is the case of Catalonia (Alonso, Cabeza & Gomez, 2015). Although unresolved problems appear given the endogeneity of data, we should continue investigating this bi-dimensional space

The political context derived from the revocation of part of the Catalonia's Autonomy Statute by the Spanish Constitutional Court in 2010 is the starting point of a natural experiment in which there is an intense polarization of the Catalan society regarding the independence desire of part its citizens. This political polarization is an opportunity for analyzing its effects on the polarization of media and its trust.

For this longitudinal study we use open data collected systematically by the Opinion Studies Center (CEO), an official institution of the Catalan Government. This data allows us to work with 13 years of representative samples surveys that collect the self-location of responders in both axes (L-R, C-P), associated with the sociodemographic variables of the respondents, their levels of political interest, the perception of political information trust as well as their consumption preferences of political information in Television, Radio, press and internet.

We use the ideological self-location of the respondents in both axes to establish the ideological position of the media outlets. This methodology, according to the Pew Research Center, shows fewer partisan values of ideological location in Spanish media than those obtained from other methodologies, as the perception of media by the respondents. This centrality allows us to observe more clearly the progressive evolution of the polarization of media, calculated as the normalized sum of the quadratic distance between each media and the average ideological position. We observe the evolution of the media outlets from central positions to gradually more polarized positions on the Center-Periphery axe, on television, press and radio, while it remains relatively stable on the left-right axe. Furthermore, we observe how the scenarios of greater polarization in the media are correlated with a lower trust in political information, and we analyze how political interest and partisan attitudes condition this relationship.

PP 554 Explaining media trust: A long-term analysis of factors influencing general media trust

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The rise of populism and the availability of alternative online news media have intensified the discussions about media trust (Ognyanova 2019). Trust in established journalism is an important prerequisite for citizens' informed decision making and is therefore key to the functioning of democracies (Tsfati & Cohen, 2005). However, research has provided inconsistent findings regarding the factors influencing media trust. Some of these inconsistencies could be resolved by systematically analyzing the individual-level correlates of media trust over a longer period of time. To better understand which factors are related to media trust, we present the results of a long-term study that consistently surveyed the same variables over a period of three years.

We identified a variety of potentially relevant correlates of media trust, including citizens' sociodemographics (e.g., Tsfati & Ariely, 2014), political attitudes and ideologies (Hanitzsch et al., 2018), use of established and alternative offline and online news sources (Hopmann et al., 2015), as well as individual predispositions, such as interpersonal trust (Tsfati & Ariely, 2014), and susceptibility to believe in false information (e.g., conspiracy theories).

We operationalized the relevant constructs – sociodemographics, political interest, political apathy, satisfaction with democracy, likelihood of voting for different political parties, media use offline and online, interpersonal trust, and belief in conspiracy theories – in a questionnaire, which then was employed in annual quantitative CATI surveys between 2017 and 2019. Each sample consisted of n=1,200 respondents (total N = 3,600) who were representative of the German population in terms of gender, age, and education. Our dependent variable – general media trust – was measured with two items derived from previous studies. Stepwise regression analysis were performed in each year's dataset to assess the influence of the factors on general media trust.

Results show that all factors we investigated influenced general media trust - however, their influence was differently strong and the effect of some variables disappeared in regression steps where more complex variables were entered. Older people, woman and those with a lower formal education had lower media trust. Frequent users of public service broadcasting TV had higher, frequent users of alternative news websites lower media trust. Those whose satisfaction with our democratic system was high also had a higher media trust. Those whose political apathy was high showed lower levels of media trust.Those who tended to believe conspiracy theories to be true had lower media trust – those with a high interpersonal trust higher media trust.

In sum, these findings provide genuine insights into the stability of factors that relate to media trust and that sometimes yielded inconsistent findings in previous research. Most importantly, our findings show that, over time, low levels of media trust go hand in hand with a fundamental rejection of various areas of social life; including mistrust in the political system (as indicated by political apathy and low satisfaction with democracy), a dismissal of mainstream interpretations of events (as indicated by belief in conspiracy theories), and mistrust in the sincerity of people in general (as indicated by interpersonal trust).

PP 557 Trust in anonymous news: Phenomenon of political channels on russian telegram

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In recent years, Russia has experienced a rise of anonymous journalism in Telegram. Political news channels with several hundred thousand followers are comparable in their influence to the leading professional media of the country. The official ban of the messenger in Russia in 2018 even increased its popularity. Why do people use anonymous news channels, and do they trust them? How is this trust related to understanding of trust in media in Western contexts? Our paper aims at exploring the perception of trustworthiness of anonymous Telegram news channels by their followers. The concept of trust in media and challenges of its measuring are well studied by scholars of Western media (Daniller et al. 2017, Fletcher & Park 2017, Fisher 2016). By contrast, only little research has been conducted on trust in media in authoritarian contexts (Tsfati & Ariely 2014, Xu 201). Russia with its increasingly restrictive media environment is a perfect case to study the way how trust in media functions in an authoritarian setting. Edelman Trust Barometer puts Russia among the countries with the lowest level of trust in institutions, including media (Edelman 2019). According to survey of Levada Centre, only 27% of the Russians admit that they trust mass media (Levada, 2019). What exactly do Russians mean by trust in media, and do users of Telegram trust alternative news channels more than professional media? How do anonymous news channels gain trust of their audience? Our study is based on 20 self-confrontation interviews (Kümpel 2019) and a survey among 116 followers of the anonymous political news channels of the Russian Telegram. In our survey, we ask users about the role of anonymous Telegram channels in their media diets, about trustworthiness of channel's content, as well as how and why they use it. The aim of self-confrontation interviews is to observe users' interactions with content and receive explanations, why news published in anonymous channels deserves their attention. We also ask them about their general trust in media and trust in political Telegram channels in particular. The results show that the concept of trust in Russia is linked to the normative democratic understanding of journalistic functions. At the same time, a big part of users rejects the necessity of trust in media at all and develop their individual strategies of navigation through a 'chaos of narratives'.

PP 556 Leaking of confidential information to the media and the multiple roles of trust in negotiations

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Everytime people interact, the question of trust arises (Hartmann, 2001). In negotiations for example (e.g. on trade issues or on collective agreements), trust between the opponents can compensate for uncertainty (e.g. about the intentions of the opponent) (Simmel, 1968; Luhmann, 1989) and function as an additional resource (e.g. double-checking of preliminary results becomes obsolete) (Gambetta, 2001). For negotiations thus, trust represents both the foundation (input variable) and the result of the process (output variable) (Stiglbauer, 2011).

Despite the importance of cooperation and trust in negotiations, the opponents also want to assert their interests. Therefore, acting strategically with the media and the public nowadays becomes increasingly part of the standard repertoire (Fawzi, 2014). Among other things, antagonists launch confidential or even discrediting information from the negotiating context via mass media into the public sphere to initiate a public debate that serves their objectives (Linsky, 1986). In doing so, they hope for a strategic advantage, while at the same time risking the basis of trust with the opponent (Fritz, 2012). **To ascertain the nature of leaking as a strategic game in negotiations, to understand the calculus behind it and to capture its consequences for the relationship between the opponents**, we rely on 33 in-depth interviews with high-rank decision makers and PR-experts in trade disputes in Germany (trade unions' and employers organizations' representatives in ten economic branches, e.g., chemical industry, aviation industry, public service).

The results show that launching confidential information from the negotiation can be seen from different angles: Depending on the degree of intention, the decision makers differentiated between a strategically motivated disclosure of information (leaking) and careless indiscretion. While the latter might simply "happen" due to negotiation structures and processes (e.g. a large number of participants), strategically motivated leaking took place with malicious intent (e.g. asserting oneself against the opponent). Leaking was hence the result of weighing the various goals (short term success vs. need to cooperate with the opponent in future) and conditions against each other (public interest, conflict constellation, initial trust). Confidential information launched to the media and the public – intended or not –, limited options in the negotiation process. Positions were publicly fixed so that revocations of the opponents appeared pointless. This, particularly, caused intense, negative emotions and (in the long term) led to a loss of trust.

Multiple roles of trust can thus be drawn: Low initial trust between the opponents favored leaking (i.e. disclosing confidential information on malicious purpose) as a negotiation strategy (input variable); for future negotiations, such a disclosure of information can lower the initial trust among the negotiation parties (output variable). However, this consequence depended on the interpretation of the incident as strategic leaking vs. unintentional/careless indiscretion. In general, a worrisome, self-reinforcing dynamic might emerge: Leaking becomes more important as a strategy in societal decision-making processes (Baugut & Grundler, 2009). Considering trust not only as an output, but also as an input and moderator in these negotiation processes, a loss of trust can mark the starting point for an overarching erosion process.

POL17 - Using survey research to study media consumption & media trust in comparative perspective

PN 144 Polarized public trust in news from public service media across Europe

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In many European countries, public service media dominate the news media system. They are typically the most widely-used news outlets both online and offline, and the most trusted (Newman et al. 2019). However, at the same time, many public service media have faced increased scrutiny and criticism from various sections of society in recent years, with potential consequences for patterns of public trust in their news output.Here, we use survey data (N=24,398) from the 2019 Reuters Institute Digital News Report (Newman et al. 2019) to explore trust in news from public service media in 12 European countries across four different media systems (Brüggemann et al. 2014), each home to different historical, political, and economic contexts in which public service media operate.Across these countries we measured the level of trust in news from 196 different outlets. We find that (i) although public service media are the most trusted sources of news in Western, Northern, and Central European countries, (ii) trust in public service media is highly polarized. In fact, using the bimodality coefficient as a measure of attitude polarization (cf. Lelkes 2016), we see that attitudes towards news from public service media are more polarized than attitudes towards any of the other most popular news outlets in all Northern, Western, and Central European countries analysed. However, in Southern European countries, where public service media are usually a less important part of the media system, trust in public service media is both lower and less polarized.Following on from this, one question is who are the relatively small minority that typically have very low levels of trust in news from public service media? Using individual-level regression analysis in each country we find that (iii) in Western, Northern, and Central European countries those with low trust are typically male, have low interest in news, and right-wing, populist attitudes. However, in Southern European countries the patterns are less consistent. Our findings uncover high levels of polarization beneath the high overall levels of trust in news from public service media. They also show that this polarization is stronger in countries where public service media are more important and more widely-used. This raises the possibility that for all news outlets—whether public or private—patterns of trust are partly linked to perceptions of power and influence, as well as perceptions of coverage.

PN 147 Intentional and unintentional news avoidance across Europe

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An increasing number of citizens are turning their backs to the news media (Strömbäck et al., 2013). Such news avoidance is a problem—both for democracy, who are losing informed citizens, and for the news industry, who are losing customers. There is no single reason for why people tune out on news, however. A recent conceptual study distinguishes between intentional and unintentional news avoidance (Skovsgaard & Andersen, 2019). Intentional news avoidance is a consequence of a specific dislike for news, often caused by mistrust in the news, a feeling that news is too negative, or a feeling of news overload. In contrast, unintentional news avoidance is a consequence of higher preferences for other content, such as entertainment. Although such conceptual clarity is beneficial, we lack knowledge of how widespread these types of news avoidance are empirically.The extent of intentional and unintentional news avoidance is likely to vary across contexts with differences in media supply and content. Intentional news avoidance is more likely in media systems with a high mistrust in the news media, a high degree of negativity in the news, and a high news supply, while it is less likely in media systems with high trust in the news media, less negative news content, and less news supply. Unintentional news is more likely in media systems with high supply of alternative media content, mainly in the form of more entertainment options, while it is less likely in media systems with favorable opportunity structures for inadvertent news exposure, which is often found in countries with strong public service media. To examine the extent of intentional and unintentional news avoidance across contexts, the study relies on multiple surveys with measures of news media use and news avoidance across European countries. The study looks specifically at the number of citizens who rarely uses the news media and distinguish these citizens in two groups: those who intentionally do so as an active choice and those who avoid the news unintentionally. In addition, the analyses examine how the extent and character of news avoidance relate to individual and contextual factors. The results of such analyses will provide important insights on the nature of news avoidance across different media systems.

PN 145 Resilience to Disinformation: A Comparative Analysis of Disinformation on Social Media

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Online disinformation can be seen as a major threat to democracy. Recent events, such as election campaigns in different countries have demonstrated that disinformation spreads quickly on social media. However, empirical evidence regarding the spread of online disinformation and its effects on society is inconclusive, and little is known about the situation outside the U.S. Moreover, previous research has focused on drivers for the production and diffusion of disinformation mostly on the individual level. However, some countries have been found to stand out as being stable, adaptive and resilient in times of social and technological transformation. In those countries, online disinformation is considered a minor problem at present. Thus, it can be assumed that structural conditions exist that create, sustain and reproduce social resilience in the context of online disinformation. Against this background, this contribution examines online disinformation in comparative perspective. We examine whether micro-level mechanisms work in similar manners across different countries in which social media is an important source of information. Social media is particularly suited for the dissemination of disinformation, due to the selective representation of opinions and algorithm-controlled news feeds that favor scandalous and popular content. Thus, we ask how diffusion and consumption of disinformation on social media differs cross-nationally and which constellations of structural factors make national information environments more resilient to the spread and use of disinformation. To answer our research questions, we conduct representative surveys in six countries (BE, CH, DE, FR, UK, US; N=6000). We explore the usage and exposure to online disinformation, the use of political information on social media and individual characteristics of users (i.e. personality traits). Moreover, survey experiments are conducted to understand why participants read, share, and believe false information on social media. In a second step, we carry out an automated content analysis of social media posts from hyper-partisan news outlets, political actors and movements, and accompanying user comments. This step allows us to identify the issues, actors and rhetorical styles in false messages on social media. Our dataset enables us to compare usage patterns and motives with content that respondents were most likely confronted with during the survey period. This makes our study the first of its kind to combine usage data and content data in a comparative research design. The expected results show major country differences with regard to the exposure to and content of online disinformation with democratic-corporatist systems proving to be more resilient than liberal and polarized-pluralist systems. The findings highlight the importance of context-sensitive comparisons that unveil distinctive patterns in the way countries respond to challenges of the digital age. Those patterns disclose important information about structural conditions that foster resilience towards online disinformation.

PN 146 Political Knowledge and (social) media in comparative perspective

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Does exposure to news affect what people know about politics? This old question attracted new scholarly interest as the political information environment is changing rapidly. In particular, since citizens have new channels such as social media to follow what is happening in the world around them. An important way by which citizens may become more informed about politics is by following the political news. However, while this is often implicitly assumed, not many studies have actually tested whether following the news leads to citizens who are better informed, at least when we look at knowledge about daily politics and current affairs. Therefore, we suggest to focus on so called surveillance political knowledge, that is about the monitoring of short term developments that need to be constantly updated. In this paper we focus on surveillance political knowledge about international affairs. This type of knowledge is important because (1) ever more decisions are made on a higher supranational level (G8, EU, ...), (2) because it can be seen as important in a time of increasing nationalism; (3) this type of knowledge is most clearly linked to the media. Furthermore, the focus on international political events and figures is most suited for a comparative design. Of course, we will compare this international knowledge with national knowledge questions, and take into account how much attention there has been for the specific issue in the different countries in the weeks before the survey. We expect that not every media channel will not have the same effect on learning about daily political events and the extent to which they inform citizens. This becomes especially relevant in the high-choice media environment of today where citizens have different means at their disposal to retrieve information (Beam et al., 2016; Van Aelst et al. 2017). Although a majority of citizens still uses traditional channels such as newspapers, either online or offline, and television to follow the news, social network sites (SNSs) such as Twitter and Facebook increasingly play a role in informing citizens about the news, replacing or complementing traditional news channels (Cacciatore et al., 2018; Shearer & Gottfried, 2017). This raises the question to what extent following the news via the social media leads to more or less knowledge about daily politics. On the one hand, it may have a positive effect as information retrieved via social media may be similar in content to the information via more traditional channels and may also lead to incidental exposure to news when citizens are on SNSs for social purposes (Bode, 2016; Shehata & Strömbäck, 2018). On the other hand, following the news via the social media may also have a detrimental effect on daily political knowledge, especially when it is the only channel one relies on. Unlike traditional channels where citizens get in contact with a wide arrange of news stories, filter mechanisms on Twitter and especially Facebook may bring citizens in contact with only a limited range of similar news stories. In addition, studies have demonstrated that on SNS there is a bias of feeding the public soft news stories (Pariser, 2011). The dependent variable in this study is general surveillance knowledge about international politics. In order to measure this, we asked citizens five multiple-choice questions about political news events abroad or with an international character that were covered (extensively) in the news in multiple countries two to three weeks before the survey. The analyses are based on the 2019 Nepocs survey that contains data of 17 European countries (N=28,050).

POL18 - Aggression and Hate in Online Political Discussions

PP 651 Development of a detection tool of online hate speech in Spanish

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The study of online hate speech has gained relevance in the academia in recent years due to the increase in this kind of contents that social and digital media have allowed. Additionally, it has been proven that hate speech can predict offline hate crimes (Müller & Schwarz, 2018). Hate speech is defined by the Framework Decision 2008/913/JHA of 28 November 2008 of the European Union as "all those behaviors that publicly incite violence or hate directed against a group of people or a member of that group defined by reference to race, color, religion, ancestry or origin national or ethnic", but the discussion about what can be considered hate speech is still open, with broader definitions that include any discourse that deteriorates the image of a person or a group depending on their inherent or acquired condition. This refers to explicit hate messages, but also to subtler narratives by which the image of individuals is despised in order to exercise social control. This work seeks to develop and evaluate a tool that automatically detects and identifies four types of hate speech (ideological, racism and xenophobia, religious or against sexual minorities) in Twitter in the Spanish national context. This will allow the implementation of an early alert system that will help authorities, researchers or other stakeholders to fight hate speech and potential hate crime.

This tool has been developed using big-data techniques and intensive and parallel data computing. Working in the Cloud Computing Service of SCAYLE (the Supercomputing Centro of Castilla y León), we have automatically collected a large amount of potential hateful Twitter messages and conducted a manual content analysis –with two inter-coders to ensure reliability– to identify those messages with hate speech; using supervised machine learning, that corpus of contents has trained algorithms of neuronal networks that automatically detect the presence of hate in the streaming flow of messages of Twitter in Spanish. The tool will be validated and tested in the Spanish national setting, overcoming the limitations of previous attempts that use only one language perspective that does not allow to differentiate the reality of the different Spanish-speaking countries; this will allow the replication of the tool in different Spanish-speaking national contexts. This tool also goes beyond previous works that have tried to identify hate speech as a whole, without differentiating the different speech that might be used for different vulnerable groups or minorities.

PP 653 Communicative aggression as a baking agent of polemics? Aggressive speech and the dynamics of political discussion on the Russian Youtube

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Today, aggressive verbal behavior is generally perceived as a threat to democratic quality of public discussion (Cortese 2006), as well as to integrity and rationality of online discussions (Badjatiya et al. 2017). Several works, though, have dragged attention to controversial relations between freedom of speech and hate speech (Dorsett 1996; Cammaerts 2009) and to the possible use of offensive language in positive sense in discriminated communities like LGBTQ (Davidson et al. 2017). We argue that aggressive speech may play multiple (both positive and negative) roles in the dynamics of online discussions. This might be especially true for restrictive political and legal environments like Russia where obscene lexicon is prohibited by law in registered media and the political environment does not give much space for voicing discontent. Using the concept of communicative aggression (Sidorov 2018) and building on today's works on multi-class detection of toxic speech (Badjatiya et al. 2017; Park&Fung 2017; Georgakopoulos et al. 2018), we define five classes of communicative aggression relevant to political discussions, including humiliation, threat, call for aggressive action, radical political expressions, and obscene language. We collect data by crawling and use deep learning and manual cross-checks to detect communicative aggression. By analyzing a 3-month discussion on the Moscow city parliament election on 22 political accounts on Rutube, we show that certain types of aggressive speech are productive for the dynamics of the discussion and bear substantial protest messages, while obscene speech also delineates politically relevant cultural groups like rap listeners or creative elites.

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PP 654 "You don't want someone stupid at a good party." Gatekeepers of political discussion in Facebook groups

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In the current high-choice social media environment, information dissemination has become direct but the mechanisms through which the information passes from producers to audience may remain invisible. This study investigates people who have an authority to support or silence others' viewpoints and this way shape the way that a particular topic is talked about. Relying on thematic interviews for 15 administrators and moderators of political Facebook groups, this study investigates how they make day-to-day judgments about suitable content and access to the group. As their work fundamentally shapes the digital social and political spheres, they can be denoted to as gatekeepers of political information.

Social media have lowered the barrier for citizen participation and hence they are viewed as a deliberative tool. Particularly Facebook groups can reach people from diverse backgrounds as they cover a great variety of topics, often relating to people's local political issues and grass-root movements. Previous research shows that social media bring together people from heterogeneous political backgrounds and thus expose them to more cross-cutting political content (Brundidge 2010; Barnidge 2017). Even though the exposure to diverse political content promotes democracy, it can also create tensions, arguments and uncivil behavior, which require active moderation.

The findings show that moderators feel a strong ownership of the groups they moderate and of the information such groups provide, and as a result, they strongly shape the groups' discussion and governing policy. Furthermore, moderation is not only about removing content as the findings reveal that controlling who has the access to the group is an important part of the moderation work. Facebook's own governing policy remains vague for group moderators and members, which gives space for group norms and identities to develop. The stakeholder groups (i.e., the platform administration, moderators, and users) do not attend to the governance process all together, so negotiations among them are almost non-existent.

The findings reveal a great variety of guidelines and moderation practices in Facebook groups dedicated to discussion of political and societal topics. However, the power relations between moderators and group members seem to be asymmetrical. Members usually have only a little power to influence the governing policy, and if they perceive moderation as unfair, they usually end up leaving the group and creating a new one. Consequently, many of the political Facebook groups were created as a protest against biased or wrongfully moderated Facebook groups.

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PP 652 Effects of hate speech in online discussions on perceived public opinion about social groups, perceived social cohesion and polarized attitudes

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The term hate speech has lately received much public and scholarly attention. In the context of user comments, it refers to insulting and aggressive language that is used to discriminate social groups for instance based on their religion or sexual orientation (Álvarez-Benjumea & Winter, 2018). Concerning effects of user comments, research indicates that comments serve as heuristics for judging public opinion, for example if it comes to estimating the share of advocates or opponents for controversial issues (Neubaum & Krämer, 2016). Applied to the context of hate speech, the confrontation with many comments containing attacks and insults towards a social group might also increase the perceived share of people having negative attitudes towards this group on Facebook (H1a) but also in society (H1b). Moreover, it might also affect the perception that social cohesion in society is low (H2) if users are confronted with hateful comments. Furthermore, user comments not only affect perceived public opinion but also own attitudes. Studies indicate that uncivil online discussions also lead to more extreme positions towards a specific topic (Anderson et al., 2014). Thus, we also assume that there is a stronger polarization between people who read (higher amount of) hate speech depending on their pre-existing attitudes towards the social group (H3).

To test our hypotheses, 920 Facebook users took part in a pre-registered online-experiment (M_{age}=41.13,SD=14.57;56% female). For the study, we created Facebook news posts with 8 comments below the post. The experimental conditions varied with regard to the group that was attacked (Muslims/homosexuals) and the amount of hate speech (no/few/many hateful comments). Before the stimulus presentation, we measured pre-existing attitudes towards Muslims and homosexuals (negative-positive, 11-point scale). Afterwards, we asked for perceived public opinion towards the two social groups (on Facebook/in society; share of people with negative attitudes 0-100%), perceived social cohesion (3 items; e.g. "society falls apart") as well as demands towards the groups to measure polarization tendencies (3 items; e.g., "Muslims should not be allowed to wear headscarves").

Regarding H1a and H1b the share of hate speech had no effect on perceived public opinion among Facebook users and society towards both social groups. Further, no effects were found for perceived social cohesion (H2). Concerning H3, we found an interaction effect between pre-existing attitudes towards Muslims and the share of hate speech: High amount of hate speech leads to higher demands towards Muslims if participants have negative pre-existing attitudes towards this social group. No such effect could be found for homosexuals (H3).

In sum, our results do not support the assumptions that hate speech affects the perceived public opinion or perceived social cohesion in a society. Since Muslims and homosexuals are among the most attacked groups in user comments, the repeated contact with negative statements towards these groups in real-world online-settings might have caused a ceiling effect. However, since we found that the confrontation with hate speech strengthens radical positions of people with negative pre-existing attitudes towards Muslims, the results emphasize the need for interventions against hate speech to hinder further political radicalization.

POL19 - Linking Partisan Selective Exposure and Audience Polarization

PP 709 Does the exposure to homogeneous opinion-climates on social networking sites foster political polarization and the selective exposure to political information? – Results from an experimental study

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Social networking sites (SNS) have become pivotal venues when it comes to the consumption and distribution of political content (Heiss & Matthes, 2019). One popular concern is that, as individuals increasingly rely on SNS, they may get trapped in echo chambers, i.e., homogeneous virtual spaces in which like-minded political information predominates (Sunstein, 2017). Such environments have been linked to, e.g., a polarization of attitudes and a decrease in political tolerance toward political opponents. However, a review of the existing research on the issue offers a more complex image. While some studies find that exposure to like-mindedness increases the strength of believes and political narrow-mindedness, others show the opposite, i.e., that the exposure to non-like-minded views can likewise foster negative views on political opponents (e.g., Weeks et al., 2017). In this study, we propose that both, the exposure to overly like-minded and overly non-like-minded views on SNS strengthens individuals' opinions (H1), decreases their political tolerance (H2) and increases their preference for like-minded information (i.e., selective exposure, H3). To investigate on these hypotheses, we conducted an online experiment (between-subject design) with a representative sample of German SNS users (N= 704). Participants were randomly assigned to one of five mock-up Twitter comment threads (five experimental levels), each containing six comments (four expressing an opinion on a controversial issue, two neutral). Depending on the experimental condition, participants were either exposed to a predominantly like-minded (more congenial user comments), or non-like-minded (more uncongenial comments) or a balanced opinion-climate (two like-minded and two non-like-minded comments). Afterwards, political tolerance and opinion strength were assessed by established scales. Selective exposure was measured via a selection task in which participants could choose (like-minded and non-like-minded) news articles that they would like to read. An analysis of variance (ANOVA) revealed no significant effects of the opinion-climate manipulation on opinion strength, political tolerance or selective exposure. Taken together, this study finds no support for the common notion that the exposure to like-minded opinion climates (as they might be found in an echo chamber) leads to political polarization and higher levels of selective exposure. At the same time, it also does not find empirical support for the theorized mitigating effects of the exposure to diverging political views. In conclusion, our findings suggest that users of SNS may not as easily be influenced by the political information they encounter online as it is sometimes believed.

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PP 707 How to model the reinforcing spirals model?

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Over the last years, analyzing the dynamic relationship between media use and effect has become more salient in communication research. Especially the Reinforcing Spirals Model (RSM, Slater, 2007, 2015, 2017) has resurrected scholarly interest by claiming a mutually reinforcing relationship between media use and associated attitudes, beliefs, and behaviors. Although many scholars implemented the RSM in substantive studies, methodological approaches on the RSM are rare. As a result, various statistical models have been used in order to link media use and corresponding outcomes over time. Thus far, there was not much effort to systematically compare these models and to determine in how far these models capture the core dynamics described by the RSM.

In this paper, we compare statistical models that were recently used to model the RSM. To do so, we rely on the three core dynamics of the RSM representing the theoretical basis for the model comparison. First, _homeostasis_ describe a rather stable process that quickly adjusts fluctuations in media use and associated outcomes back to their initial levels. Second, _positive feedback-loops_ describe a parallel growth process based on the mutual reinforcement between media use and associated outcomes. Third, _maintenance_ describes a process that is stable at a high (or low) level but constantly fostered by media effects and selective exposure.

In line with Slater (2007) we compare cross-lagged panel models, latent growth curve models and several extensions of these models that were recently implemented to studies related to the RSM. We explain how each model captures the three core dynamics of the RSM and show how the components of each model can be interpreted in the context of the RSM. Since the RSM describes longitudinal processes at an intraindividual level, we particularly focus on the disaggregation of within-person from between-person effects.

Moreover, we compare the models with data collected during respondents' adolescence over the course of six years to illustrate the empirical differences between the statistical approaches. By using these already published data that showed evidence for a reinforcing spiral between news consumption and political interest in a previous study, we show that the choice of the statistical model clearly affects the empirical support for the appearance of a reinforcing spiral due to different interpretations of cross-lagged effects and growth components.

Finally, we discuss the theoretical and empirical findings in the context of the RSM and give recommendations on the proper modelling of the RSM. A combination of several statistical models seems to be an accurate strategy in order to figure out whether the data at hand are comprised of a homeostatic process, a positive feedback-loop, or the process of maintenance.

PP 710 Reciprocal effects between political knowledge and media use. Assessing causality with the random intercept cross-lagged panel model (RICLPM) in the context of the last national election in Germany

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That we mostly learn about politics from media seems to be trivial. Yet, it is a key feature of a functioning democracy that voters are provided with sufficient information to form a rational voting decision. Numerous empirical studies of political knowledge and media use usually produce a significant correlation between the two measures, regardless their operationalization. But cross-sectional studies do not allow to assess the causality between knowledge and news consumption. A correlation between knowledge and media use might also reflect a higher news consumption among the more political knowledgeable respondents. Apart from experimental designs, studies that use panel data, offer the possibility to test causality. For instance, Eveland et al. (2005) ascertained a stronger influence of news consumption on political knowledge. Moeller and se Vreese (2015) in a three-way panel among Dutch adolescence came to the opposite conclusion, finding a stronger, lagged influence of political knowledge on news consumption. Although these two studies differ in many ways, they both measured news consumption on a single additive scale, adding up the use of different media outlets. We assume, that this plays a key role explaining the different results. Since not all media provide the same amount and the same quality of political information, we argue that media use cannot be measured on a one-dimensional scale.

The current paper studies the relationship between news consumption and political knowledge in the context of the last general election in Germany in 2017. The German longitudinal election studies (GLES) include a 9 wave panel that covers several months before the election. Each wave includes manifold measures of news consumption and several waves provide measures of political knowledge. Political knowledge is measured through the correct identification of the most important parties issue positions and the recognition of their top candidates using the Rasch model. By accounting for the item difficulty, the Rasch model produces a more realistic measure of knowledge. Different patterns of media uses are identified through a factor analysis.

Principally the causal relations between media uses and levels of political knowledge can be analysed with in a multi-wave panel design. Yet, common cross-lagged panel models fail to decompose variance between and within subjects. To study learning we need to look at the variance within the subject. To overcome the issue also knowns as "Simpsons-paradox" we follow the advice of Hamaker et al. (2015) and estimate random intercept crosslagged panel models for each media use pattern.

The results of the six structural equations modes do not support straightforward learning from media consumption. Moreover, they show that there are distinct differences in the different media use patterns: while one media use pattern promotes knowledge, others don't. Adding to that the effects are not stable trough out the course of the campaign. If political learning occurs it mainly occurs when the election day approaches.

PP 708 Selective exposure, incidental exposure, and political emotions: How different exposure patterns influence affective polarization

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The foundations of mass politics have become more affective not only in the United States but also in some European democracies (Iyengar, Sood & Lelkes, 2012; Huddy, Bankert, & Davies, 2018). Strong political emotions like anger and enthusiasm can be aroused by both political threats and reassurances, and subsequently play a vital role in motivating political behavior and reasoning. Importantly, this affective polarization can have damaging consequences by promoting intolerance and hindering deliberation and compromise that are required for governing. Given the potential for undesirable consequences, it is important to identify factors that may promote or temper political emotions.

This study examines individuals' information exposure patterns in order to understand how political emotions are activated. While people are naturally inclined to seek out pro-attitudinal information, there are also ample opportunities for them to unintentionally encounter opposing views. This mixed pattern is particularly pronounced in social media environments where people often encounter news and political information serendipitously. We thus focus on how two patterns of information exposure on social media relate to political emotions, namely pro-attitudinal selective exposure and counter-attitudinal incidental exposure.

Previous work suggests that selective exposure can reinforce individuals' political attitudes (Stroud, 2008) and exacerbate affective polarization (Kim et al., 2016). This study extends this line of research by examining the role of incidental exposure to counter-attitudinal information in this process. There is a normative expectation that cross-cutting exposure will moderate political attitudes and feelings (Mutz, 2006), and yet threats to the status of the political group one identifies with can also fuel strong defensive emotions like anger (Mason, 2016). We therefore test whether incidentally stumbling upon attitude-challenging information will exacerbate political emotions that emerge from pro-attitudinal selective exposure or have a tempering effect.

To answer these questions, we relied on data from a two-wave panel survey of a diverse sample of American adults ($N = 1056$) collected during the 2016 US presidential election. Our findings confirm that seeking like-minded political information is strongly related to the emergence of political emotions. Specifically, pro-attitudinal selective exposure in Wave 1 is positively associated with anger felt towards the presidential candidate one opposes and enthusiasm towards the presidential candidate one supports in Wave 2, even after controlling for emotional responses in Wave 1 (as well as other political, news consumption, and demographic variables). In contrast, counter-attitudinal incidental exposure does not predict anger toward opponents or enthusiasm toward the supported candidate at a later time. Related to our key question, we do not find that accidentally encountering attitude-challenging information intensifies or attenuates the positive relationship between selective exposure and political emotions. The findings suggest that despite the many democratic benefits endowed on political disagreement, exposure to counter-attitudinal information that one does not actively seek does little to temper political emotional responses. At the same time, we find little evidence that unexpected exposure to disagreeable information backfires either.

POL20 - The Dilemma of Political Candidates: Balancing Party, Voter, and Media Expectations

PP 729 Political leaders and the mediatization of politics

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Donald Trump's Twitter account and his fight against the media over four years have shed new light on the importance of the interrelations of political leaders and the media and the dysfunctional power of politics (Boczkowski & Papacharissi, 2018). Meanwhile, research regarding media and politics over the last decades has been focusing mainly on the power of the media and on the political system's dysfunctional orientation towards what some have called "media logic", or "news media logic". This was often classified as politics being colonized by the media (Meyer, 2002; Strömbäck, 2008). In recent years, researchers have argued that "the concept of mediatization does not assume a complete 'colonialization' of politics by the media" (Esser & Matthes, 2013, p. 177). However, empirical evidence is lacking either way, especially regarding political leaders. Besides, the popular concept of mediatization is criticized for being unable to capture change over time (Deacon & Stanyer, 2014, pp. 1035–1036).

The research presented in Braga is part of a larger research project, funded by the national research foundation. The project investigates the complex interrelations between media and politics over time, focusing on the eight German Chancellor after World War II from Konrad Adenauer to Angela Merkel. So, we are using a longitudinal research design and we explicitly focus on political leaders. The data we want to present at ECREA in Braga were generated from a text corpus of 73 *Regierungserklärungen* from 1949 to 2021, comparable to the *State of the Union*-address by the President of the United States of America. Following the mediatization approach we conducted an automated content analysis, using the software R.

Our findings indicate that there is no unidirectional orientation of political leaders towards the media, at least not in their standardized speeches in Parliment. In the light of mediatization research in general and further findings of our research project in particular, we would argue that especially political leaders are less colonized by the media but rather use the media for their own purposes.

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PP 727 Online political personas in the political campaign context online – candidates and citizens negotiating political brands on Facebook

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Political candidates, or their campaign offices, in campaign communication online construct their online identities and their brands. The politician's persona is negotiated on various platforms. While social media can be used for marketing, it can also provide easy channels for interaction with voters (Spierings & Jacobs 2014). Online, everyone has the right to join the discussion, form and present opinions and start movements. (Herkman 2011, 154; Laaksonen, Matikainen & Tikka 2013.) The Finnish political system is a parliamentary representative democracy. Lately, the increased personalization in the Finnish political communications has increased both, the construction and significance of political personal brands.

Personal brand is the result of a production process where branding is constructed through identity (Marshall, Moore & Barbour 2015) and through and emotional connection between the politician and the voter (Marshall & Henderson 2016), and it describes how others see an individual. Garcia (2014, 86) recommends more studies on voters' judgments of the politician as a person. With the increased value placed on personal figure instead of the party (González Bengoechea et al. 2019), there is a need for more research on how political personal brands are constructed, how they become successful, and what impediments impede the strategic diffusion of political brands.

The aim in the study is to understand the process and construction of political personal brands on Facebook during an election campaign through an analysis of what they are and how they are used in the contexts of Finnish elections and Facebook. The focus is on Facebook communication of both Finnish political candidates and the citizens. This contributes to understanding of negotiating a persona and constructing political personal brands online. The central questions are how and whether professional, private and intimate are negotiated in the Facebook posts and comments during the parliamentary election campaign in Finland in spring 2019.

The theoretical framework for analyzing political personas online is modified from the coding instructions on personalization from Van Aelst et al. (2012) that separate personalization into two dimensions; individualization and privatization. Isotalus and Almonkari (2014) identified two categories, the popular charmer politician and topic politician (the original translation matter of fact -politician), representing Finnish politicians and their media representations applying the same frawork on conventional media. This study elaborates their study to social media, in specific Facebook and adds the concept of political personal brand construction into the discussion.

The data for the study was collected with Facepager from Facebook during the active campaign period 14.3.-14.4.2019. The data includes 16175 Facebook posts and comments and their engagement from the page of 18 party leader's and vote-pullers in the election. After the data collection both quantitative and qualitative interpretative analysis is used to analyze the data with an emphasis on the latter.

The preliminary results shows that the public is also an active actor in the brand construction process. In social media, politicians lose some of the control over their own narrative to the public and they further mitigate this control by remaining absent from the discussion.

PP 726 Old patterns painted with new paint. Structure of two-channel communication of Polish deputies

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New media like everything 'new' appear in social reality in which there is already some 'old'. In such a situation, the question arises whether the former will completely replace the latter or will they coexist in some configuration. For example, the development of the automotive industry has made carriages disappear from the roads, but the appearance of television has not killed the radio.

The subject of the presentation will be the activity of Polish deputies in TV, radio and Twitter. Members of the lower chamber of the Polish parliament (460 seats) were tested in the field of the intensity of the presence in the media mentioned above. For the 13 months (Jul 2018 – Aug 2019) we collected dataset containing 6,7 thousand visits of MPs' on TV and radio political commentary programs and more than 500 thousand tweets sent by them. The analysis is embedded in the axis between the old (radio and TV) and new media (Twitter). We ask ourselves how a relatively new medium, which is Twitter, is changing political communication on the side of MPs. We focus on the quantitative analysis of MPs' activity in old and new media. The research question was whether and to what degree a lack of access to the traditional media (by gatekeeping phenomenon) is compensated by Twitter activity. The presentation contains the answer to the research question through segmentation of MPs based on media activity and socio-demographic dimensions as age and gender. We also used a decision tree model built on the QUEST algorithm (Quick, Unbiased, Efficient Statistical Trees). to determine which variables affect the occurrence of the compensation phenomenon. The results of the study allowed us to determine to what extent Twitter change the rules of the game in political communication and to what extent it is only a new type of brick for building well-known social structures.

PP 728 Politicians and the people: trends in press and parliamentary data

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Political representation lies at the heart of representative democracy. In order to signal their connection to the people they are representing, politicians often speak on their behalf. This study focuses on how politicians refer to the people and how this varies across three main platforms of communication available to them: news media, social media and the parliament. Through an in-depth content analysis of news articles, politicians' social media posts and parliamentary debates (N=1668), we examine how Dutch politicians address the people in terms of "advocacy" for the people and in "opposition" to other actors, which politicians refer to the people most commonly, which communication platforms are predominantly used for this and whether these references to the people vary across time. Our main research question asks: How are politicians' references to the people reflected in parliamentary speeches, news media and social media? We further differentiate between advocative references to the people (Pro-people references) and conflictive references to the people (people in opposition with other actors). As a sub-RQ, we ask: How do advocative and conflictive references to the people vary across platforms, time and political actors.
In order to answer these questions, two coders analyzed 494 newspaper articles from five of the most widely read Dutch newspapers (Algemeen Dagblad, Trouw, NRC Handelsblad, De Telegraaf and de Volkskrant), 561 parliamentary speeches and 613 social media posts (Facebook and Twitter) between the years of 2014 and 2019.

We find that references to the people did not differ between election and non-election years. Yet, party variables and communication platform both play important roles: references to the people manifest themselves more frequently within social media and in communication from politicians from parties on the left as well as those scoring higher on populism. We also find that there is little variation in advocative references to the people, while communication that includes conflictive references to the people is more prominent among populist actors and those positioned on the political left.

RAS01 - Radio, communities and empowerment

PP 047 "Golden age " of radio freedom in Poland – Polish broadcasting transformation in the years 1989-1995

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In this paper I will report on the early days of private radios in Poland and the community oriented nature of the great majority of them. Denis McQuail argues that groups, organisations and local communities should have their own media. In his opinion communication is too important a field to be left only for professionals (McQuail, 1987, p. 121-3). As it is highlighted by Stefania Milan, 'community media represent a crucial input in development processes, playing an important role in democratisation, social struggles, and awareness raising' (2009, p. 598). Thus community broadcasting could serve as an important social development tool in the difficult process of transition from the communism to democracy that the societies in the Central and Eastern Europe had to face in the early 1990s. However, as it was underlined by Colin Sparks and Anna Reading, the issue of empowering civil society in the media field hardly ever entered into the debate in the CEE countries (1998, p. 125) and the people from the region did not succeed in transforming the fundamental terms upon which media are organised (1998, p. 188). The region was rapidly transitioning from state-controlled media systems to the global "free market" under the conditions of the "shock doctrine".

I would like to show that many local private radio initiatives in Poland in the form of pirate radio at the very beginning, were established as grassroots, non-commercial ones and that they were oriented towards social gain rather than turning a profit and that is why the analysed period can be called a 'golden age' of radio freedom in Poland. The time frame set the date - June 4, 1989, when there were the first semi-free elections to the Polish Parliament and the end of the first licensing round at the beginning of 1995. Unfortunately, many of the pirate radio stations that appeared at that time could not manage to coexist with the realities of the free market. It does not mean that their activity was irrelevant or unworthy of attention – on the contrary, they constituted the essence of radio as a creative medium, broadcasting to the local communities and by local communities. The non commercial character can be observed when we look at the organisational structure, financing system and a very diverse and inclusive programme. The research is based on 10 conversations with contemporary witnesses from this period of time in the form of non-structured interviews and analysis of existing but scattered publications regarding particular radio stations as well as around 1000 press releases.

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PP 045 In future we trust: Sustainability of community radio in developing countries and its interaction with professionalization

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Considered both as an exogenous and an endogenous phenomenon, the search for sustainability is one the most crucial purposes of media development, especially in environments where fair competition is hampered by restrictive legislation, low revenue-generating capacity, corruption and donor dependence (McQuail, 1992).

Although there is no consensus on a single definition of the concept (Nelson & Susman-Peña, 2012), so-called "media development" is both a means and an end, a mix of external evolutions and inside changes (Cauhapé-Cazeaux, & Kalathil, 2015), as the Center for International Media Assistance sums it up: the "evolution can be stimulated by donor support, private investment, or indigenous processes of change led by media owners, managers, journalists, or other players such as media industry associations, or other collective efforts" (Cima, 2015).

The United Nations Educational, Scientific and Cultural Organization (Unesco) has set a milestone by defining it as "an object (an 'ecology') rather than an activity. In this rendition, such an object would not necessarily hinge on 'media development' intervention activity, and this is a welcome step to freeing 'media development' from being treated as only those outcomes that result from external interventions" (Berger, 2010:551).

The aim of this paper is to analyse sustainability of community radio in developing countries from a communication perspective. Through a meta-evaluation of more than 250 assessments of radio-related development projects over the last twenty years, the discursive construction of the paradigm of sustainability is analysed, as well as its links with the radios' professionalization.

This study, which draws on the theory of sustainable communication (Berglez, & alii, 2017) shows how there has been a shift from a model inherited from the New World Information and Communication Order (NWICO) to a "post-media-missionary" era (Noske-Turner, 2017) focusing more on social change and accountability from a bottom-up perspective and less on imbalances and inequalities in the production and distribution of communication.

Such an evolution paves the way for a revision of the way media assistance is to be considered, as seen, inter alia, in the Dec. 2019 evolution of the OECD assessment criteria for international development evaluations. Moreover it highlights the challenges to the continuation of benefits over time. And with them the very existence of the media.

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PP 044 Community radios in Portugal - opportunities and challenge with local communities: Openness to participation and characterization of radios programming

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Community radios work in the cultural context of the communities in which they operate and support their social, cultural and economic development (Peruzzo, 1998; Bahia, 2005; Peruzzo, 2009; Luz, 2015).

The recent mapping of community radios in Portugal indicates the existence of 21 projects with broadcast exclusively online, which have characteristics that allow them to be considered community-based (Midões, 2019). A study that looked at these projects in regards to ownership, management, and objectives. Generally, Portuguese broadcasters have no legal representation, with a community management and non-profit, and their main purpose is to communicate issues that don't appear on mainstream radios.

After this first characterization phase, a content analysis of the shows produced by these 21 broadcasters is being made and the typology of the of their programs is being studied. In total, 363 programs were analysed, live or available for listening by streaming or podcast. This analysis was performed using a grid based on the typologies of radio programs identified by Beaman (2006), Fleming (2009) and Bonnini (2014), and the online radio program typologies presented at Radioking.com (2019) Radiotoolkit.net (2019), and Spacio.com (2019): such as music programs with author, playlist music programs, news and information, talk show, radio drama, interview, phone talk-call in, sports, cultural magazine, and soundscape. This analysis was complemented by exploratory interviews with members of those radios and shows that the grids are mostly made up of author programs, proving the communities participation: we highlight the music, author or playlist programs, as well cultural magazines and interview, news and information programs.

These results suggest that, despite having no legal existence, these Portuguese broadcasters follow the international trends: they are created from the union of a group of citizens, volunteers, within a community, intending to give voice to a particular social group. These characteristics are vital to the success of these radios and the communities in which they operate (Price & Tacchi, 2001). They also propose a new look at the crisis that is currently affecting local media in Portugal.

PP 046 Radio and ethnic minorities - the role of radio in empowering intercultural communication and democratic processes

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My paper will aim to present various forms of access for ethnic minorities to radio in different countries. I want to discuss the legal principles on the basis of ethnic radios operate, forms of financing broadcasting for minorities, methods of managing this type of media, and the principles of station formatting and program policy. As the World Association of Community Radio Broadcasters (AMARC) emphasizes that radio as a medium is cheaper than television broadcasting in production and transmission of programs, it also ensures access to public communication for all kinds of minorities, supports intercultural dialogue, provides information to local groups, educates and develops media skills, enriches self-acceptance of the discriminated communities, promotes social engagement, enables professional experience and combines expression with responsibility. Access to the radio of ethnic minorities enables them to engage in intercultural communication, strengthens public debate, and supports democratic processes in multicultural societies.

Among others, multicultural theorists Charles Taylor and Will Kymlicka emphasize that liberal and democratic societies must define their attitude towards minorities based on their own rules. Democratic and liberal states are based on the principle of equality before the law and freedom of the individual, and they should apply these principles consistently to all groups and individuals who live in a given society. The authors argue that democratic societies should increase the social participation of ethnic minorities, their involvement in various spheres of social life so that minorities do not feel excluded and ignored. This can lead to mutual resentment and conflict.

The existing media systems in the world do not always take into account the interests and needs of all cultural minorities to the same extent. Still, they mostly focus on representing the interests, opinions, and events of the dominant group or elites that affect the media, according to Stuart Allan's theory contained in the book 'News Culture.' Stuart Hall also pointed out that the principle of news values guides the messages - telegenicity or more generally mediagenicity - that is, the messages reflect only those topics and events that are attractive to mainstream media - as a consequence, mediagenicity determines media preferences - news refers only to privileged: groups (nation, institutions) or people and focus on the topics of the dominant culture. The problems of ethnic groups are either ignored or reported in a stereotypical, sensational, and tabloidized way, deepening social prejudices and divisions. Nevertheless, different radio stations or programs created "for" or "by" ethnic minorities have emerged in individual countries. Minority programs are provided by public radio, commercial radio, community radio, and the Internet. I want to discuss and compare all these forms of broadcasting to show how the principle of access to the media is implemented concerning ethnic minorities. I will use the system analysis and the comparative methods to show all of the problems mentioned above.

RAS02 - Radio and audio evolution(s) and challenge(s)

PP 140 Embracing digital audio in Nordic PSM

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The Nordic countries are among the global leaders in digitalization with exceptionally stable and unified media systems with relatively strong public service media (PSM) institutions. However, the Nordic PSM lack a common strategy for digital audio development. On the contrary, the Nordic PSM digital audio policies differ significantly and, on some occasions, even contradict each other. In this paper, we discuss how the Nordic PSM in Finland, Sweden, Denmark and Norway are responding to the challenge of a changing media landscape in transforming analog linear radio to digital audio.

This paper will examine the cultural, political and economic landscapes in four Nordic countries in the 2010s and their impact on digital radio and audio development. How the Nordic PSM are transforming from analog radio broadcasters to digital audio providers and how do they respond to the challenges of a changing media landscape? Also, we aim to look at how Nordic PSM strategically position themselves in the field of digital audio and what are their distribution strategies in the age of so-called platforms.

The Nordic countries were the most typical examples of democratic corporatist model and the most like each other in the sample, but Hallin and Mancini (2004) categorized them as a part of the wider North/Central European model. However, Syvertsen et al. (2014) have argued that the Nordic countries represent an even more special media systems model called the media welfare state, characterized by a set of common principles and features. We are interested to see if these shared features are also present in the specific field of radio and audio media.

This study is a comparative analysis of the four countries. We will use qualitative document analysis to scrutinize case studies. The case studies' data will consist of official documents such as policy documents and Nordic broadcasters´ corporate strategies as well as eg. newspaper articles. Comparative analysis allows us to see the differences between the countries and broadcasters' strategies and actions. For example, Norway has made big investments in digital audio broadcasting (DAB+), while Finland no longer has plans on digitalisation of audio broadcasting. This analysis will be later complemented by conducting expert interviews in each of the four countries.

A key advantage of comparing media systems is that it allows us to identify characteristics and traits across borders and over time. The key characteristics of media welfare states - such as a strong emphasis of universalism, editorial freedom and cultural policy as a vehicle for transforming society – may be present in all Nordic PSM digital audio strategies, but the means of getting to the end result are obviously somewhat different in each country examined.

In the meantime, the traditional role of public service radio and audio is changing as the competition gets more diverse with international platforms. PSM institutions must invent new ways of reaching their listeners to avoid declining relevance and a minor role in online competition.

PP 139 From the "limits of freedom" in public service media to the freedom of podcasting "without limits"

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It was not until 2018 that podcasting really took off in the Czech Republic, while in English-speaking countries this happened much earlier. Along with changing genres and a wide variety of audio and audio-visual podcasts being offered, even the nature of creative practice is fundamentally changing. At the same time, this development strongly reflects the transformation of the entire media scene in post-communist countries. Unfortunately, just like in Poland, Hungary and Slovakia, the Czech Republic is also succumbing to the phenomenon of "media capture", where the government gradually takes control of public service media (Schiffrin 2017, Noam 2016, Freedom House, Reports Without Borders). This takes place through parliament-elected media councils and legislative procedures when approving annual reports. This conference contribution summarizes research on the creative practices of people who from 2018-20 left public radio and started new careers as independent podcasters. Their departure from public media was nearly always related to the changing atmosphere within the institution. Reporters and documentarists are showing their disapproval with the direction of Czech Radio and expressing a need for greater freedom. Semi-structured interviews and interview guide methods helped identify subjective opinions and stances of people interviewed. The research examines the reasons that led content creators to leave public media, how they perceived censorship and self-censorship, and the specific ways in which they felt freedom was constrained. Another part of the research described how subjects view the individual steps of creating new work opportunities, how their general and specific expectations are met when creating podcasts, how the mechanisms of control over the creation and distribution of work (podcasts) are changing, and the financial and legal framework of this transformation. Subsequent analysis using grounded theory combines selective and open coding with the addition of illustrative citations. The research results are in many ways surprising: on the one hand, experienced radio journalists are creating a new sphere of independent media and in paid podcasts offer a critical view of society and the political situation in the country. On the other hand, they encounter an insufficient legal framework, not grounded in the ethical principals of contemporary journalism, and financial uncertainty. Additional sociological commentary explains the nature of this new creative work and compares it to a second research sample group – people who continue to work in the news media, journalism and in the creative groups of documentary programs on Czech public radio. What may be termed the "limits of freedom" in public service media is defined by the work of editors, a strict code of ethics, legal regulations and legislative standards, customary practice and cooperation with experienced colleagues. Paradoxically, in addition to degree of freedom, a sense of peer support and financial security are also becoming comparative criteria. The research results will be published in the Czech Republic within the framework of the research report in the autumn of 2021 at the ECREA conference, which will be the first international presentation of my part of the research project.

PP 141 What are we training them to do? Radio and sound in Communication post-graduation in Portugal

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Radio and sound studies have been developing recently but the number of researchers working in this field within Communication Sciences is still limited. Academic production shows that there is a prevalent and overwhelming interest in image and visual communication. The idea according to which contemporary societies are dominated by pictorial expression contributes to disregard the sonic dimension of our cultural environments. On the other hand, because of its apparent intangibility, sound has for decades been away from applied research, and, consequently, underdeveloped in theoretical approaches.

The insufficient attention to the cultural and scientific status of radio and sound is however not only due to a narrow dedication of researchers to them. It is also a result of what has not been done in terms of formal education. Aural communication has indeed been largely neglected in education curricula (from elementary school to University). Besides, listening competences seem to not have been the object of much didactic attention. Since childhood, learning methodologies are much more based on graphic resources than they are on audio tools. And programmatic contents are much more focused on visual themes than they are on sound.

Within a previous study on the presence of radio, audio media and sound language in Communication degrees, we have realised that undergraduate programmes still keep an unbalanced focus on visual and sound communication. Sound and radio are included in journalism training, but less considered within other curricular units. Furthermore, the approach to sound is typically more technical (e.g. sound editing) than theoretical or even aesthetic.

Following this first analysis, we will focus now on post-graduate education. Understood as a more specialised cycle of studies, Master's programmes in Portugal are more diverse and specific than undergraduate degrees. Our proposal is to examine the educational offer available at Portuguese Universities in Communication Sciences. We aim to identify second cycle courses with training in audiovisual and multimedia communication, comparing the attention given to image/television with the attention given to sound/radio. This study is then driven by the following objectives: a) to identify curricular units with special emphasis on sound and radio; b) to observe how sound and radio are considered in more theoretical curricular units; c) to estimate how much sound and radio weight in the global economy of the degree programme.

Besides a more formal analysis, which will pay attention to detailed syllabus, this paper also aims to contribute to define the profile of academic staff in charge of radio and sound teaching. To achieve this goal, this research will question lecturers identified with the area on scope and topics but also on their own perceptions, teaching strategies, and priorities.

A report on radio and sound training in post-graduate education will be the main outcome of this study. In addition to the scientific interest of knowing what students are being trained to know and do, the results coming from this study may also ground education policy suggestions geared towards a greater sensitivity to aurality.

PP 142 Dying or changing

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The radio industry has a long history in Hong Kong. There are currently 13 radio channels, owned by three radio stations, with one owned by government and the remaining privately owned. Radio stations in Hong Kong are like radio stations in other countries; they have to compete with other media and seem to be losing the battle because the younger generations apparently are less interested in listening to their programs. In 2016, the Communications Authority commissioned a private company to conduct a survey on three local radio stations, Radio Television Hong Kong (RTHK), Commercial Radio, and Metro Radio in Hong Kong, prior to the renewal of their licenses. The company interviewed 3590 people aged 15 and above by phone or paper questionnaire, with 61% replying. The Communications Authority subsequently complied a report including the comments from the interviewees and the ratings of the three radio stations as well. The report shows that rating of the analog broadcast had dropped: it was 44.7% between 2014 and 2015, in comparison with 58.1% in 2010 and 66.5% in 2007, which indicates that their shows are not activetice (Communications Authority, 2016). A couple of years ago, digital radio stations entered the market and all previously existing stations, except for the government-owned one, returned their licenses to the government because they could not see a future in the market. To say the least, they have been running on deficit. In addition, it seems that they had become outdated, falling behind in terms of technology and exhibiting a lack of awareness about how online social media interaction between disk jockeys and listeners could attract more attention and increase their listener base. Significantly, Hong Kong radio is notable for not having archival systems for their sound recordings and radio content that could provide public and educational access after live radio sessions, and that might have helped maintain, if not increase their audiences who are increasingly used to accessing radio on demand via streaming services. This highlights the urgent need to set up a system for preserving Hong Kong's precious recordings. This practical primary research project will be undertaken using ethnographic research. This is a qualitative method where the researcher observes and interacts with the study's participants in their real-life environment. Moreover, the designers use usability in a user-centered service design to help them analyze the problem, which includes the relevant domain, audience, process, goal, and context. Using an ethnographic study within a usability project enables designers to thoroughly analyze the design problem and notice all associated issues to come up with a better solution. To understand the research object, ethnographers usually live among a group or a society for a year or more. They will be immersed in a long-term "live and work" approach, which is proven unpopular within the field of usability. This paper focuses on the radio industry in Hong Kong, particularly addressing crucial issues and questions that have been understudied in existing academic research.

RAS03 - Podcasting: past(s), present(s) and future(s)

PP 236 'Don't look back in anger': Podcasting as a cultural form between old and new media

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Radio and emerging podcasting studies in recent years have often argued about the status of podcasting, without ever reaching an agreement. Radio scholars find in podcasting a form of remediation of radio, while those who approach podcasting from other disciplines or from digital media studies tend to enhance the disruptive aspects of podcasting compared to radio. In this paper I would like to propose a way out of this debate, a sort of third way, in which I will draw from the cultural history of broadcasting, the political economy of communication and cultural studies to analyze the existing continuities and differences between the two media. Comparing the early years of broadcasting with the early stage of podcasting, I will try to show that podcasting has re-mediated some aspects of the history, economy and aesthetics of radio, but it also represents something completely different from radio. In this chapter I will try to account for podcasting as a cultural form (Williams 1974) that draws not only from radio, but also from theatre and performing arts, design and internet culture. I will argue that the process of remediation of radio occurs at three different levels: 1) production; 2) radio 'texts' (genres and formats) and 3) audience reception. Podcasting has re-mediated previous forms of radio production (including some economic models), previous radio genres and previous forms of radio listening, but has also drawn on other mediums and other arts. Contemporary phenomena as the platformisation of podcasting and the commodification of its audiences through intense datafication will be analysed through the lenses of historical inquiry.
The aim is not to respond to the debate on the status of podcasting, as boring as the debate on the sex of angels. Rather, this reflection on the nature of podcasting is intended to be used as an example to contribute to a greater understanding of the relationship between old and new media and to demonstrate how the adoption and domestication of each new medium is forcibly shaped by the history of the media that arrived before him, the political economy of the media and the cultural environment in which this medium grows up.

PP 238 The digital-native media podcast offer in Spain: How sound can contribute to the trust of media

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The podcasts are awakening the interest of news media companies as long as their consumption grows up in Spain: 41% of internet users consume podcast every month (Negredo et al., 2020). As the penetration of voice-activated-speakers become more common and reach mainstream audience, this interest will be greater (Newman, 2018a; Newman, 2018b).

New digital ways of access offer new opportunities to present the content through audio and can help consolidate the reputation of the media brands within the digital environment (Newman & Gallo, 2019). In particular, in those which were born as online-only and that have had to earn a place in the industry. In Spain, digital-native news organizations have grown steadily since the mid-1990s. With 1,382 active digital-native news websites available in Spain in November 2019 (Martínez-Costa et al., 2020), they have established as an important force in the media market with new narrative strategies.

Based on the Reuters Institute Digital News Report survey -which shows the popularity of digital-native news media brands in comparison with legacy media- and a content analysisi of the digital media map in Spain -carried out in the context of the DIGINATIVEMEDIA project-, this study proposes to describe and analyze the podcast production offer of the digital media in Spain -in particular digital-native media- in order to identify if there is a strategy to extend its content to the audio and thus contribute to the trust and the quality of news media.

Through this exploratory study, we expect to check the following hypotheses:

H1. Digital media podcast production grows over non-native-digital media.

H2. News & Information is the main content or type of programme offered by digital media brands.

H3. Podcast offer of digital-native media is not currently a key of their narrative and journalistic digital strategy.

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PP 235 Audio and the construction of the media ecosystem: Podcast production and consumption in Argentina and Spain

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Podcast production, distribution and consumption is already consolidated in the digital media ecosystem. Since the word podcast was created (Hammersley, 2004), it has adapted to audiences that demand diverse content, different languages and complementary platforms (Berry, 2016). After their fast development, podcasts created a narrative and a production model, always with sound as a _core content,_ and with the user as a _core strategy_.

In the era of the emergence of a new broadcasting interfaces -such as smart speakers- and when audio is at the center of communication and audience interaction processes (Newman 2018a y 2018b), the study of the main podcast trends helps to understand the way we measure the value of audio in society and its contribution to the media ecosystem.

With this goal and considering previous studies (Antunes & Salaverría, 2018; Perez-Alaejos, Pedrero-Esteban & Leoz-Aizpuru,2018), this reasearch analyze the 200 most listened podcast in Argentina and Spain in 2019. The sample will be delimited from data provided by monthly Apple Podcast Charts, selecting two representative month in each market. Spain is one of the leading countries in podcast consumption acording to Digital News Report 2019: 39% of internet users have listened to podcast. Moreover, Argentina with 31% of consumption leads the increase in podcast use (Newman et al., 2019).

Content analysis methodology will be used to study production and narrative models of selected podcast, using the following variables: year of release, episode lenght, number and frecuency of episodes, production company, production type (native podcast o broadcast repackaging), program type (fiction, information, divulgation, branded content), topics and narrative formats (news, interview, documentary, drama, etc.).

Thus, we will try to answear the following research questions: Which are the features of successful podcast? How long are they? How often are they published? Who are the leading producers and how is their relationship with traditional media? Which are their narrative models and their main topics?

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PP 239 Podcasts, binaural sound, augmented reality, and voice-activated virtual assistants: New opportunities for radio?

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According to data from Digital News Report 2018 and 2019, coordinated by the Reuters Institute for the Study of Journalism, podcasts have been a major contributor to the growth of audio contents in the field of communication. Although these episodic digital archives are not exactly new, the reports reveal that with the diversification of content and alternative forms of distribution, these new formats have gained more space in the international media landscape. Perceived as a way of attracting new audiences, especially among the younger, podcasts are increasingly a bet by the so-called traditional media. In addition to radio, newspapers and independent journalistic projects saw in this format an alternative model of distributing their content. In the particular case of radio, podcasting can be an important opportunity to gain new listeners, who are not available to listen to live radio and whose only contact with the sound happens during the use of their car. On the other hand, podcasts may also emerge as a possibility for the production and consumption of distinct content, which cannot be found in the daily broadcasts of major radio stations. Still according to data from Digital News Report 2018, another reason that explains the growth of audio in the communication sector is related to the development and expansion of voice-activated virtual assistants.

These new devices represent a new possibility for the distribution of podcasts, but also informative content such as news. Available through different brands, such as Amazon, Apple, or Google, the use of these devices to access informational flashes or briefing flashes has grown in countries such as the United States, Germany, and the United Kingdom. Considering the growth of podcasts, on the one hand, and the development of voice-activated virtual assistants, on the other, we seek in this paper to inquire about the Portuguese reality regarding the production of content in this format and for these and other new-generation devices. The objective of this work is to survey podcasts produced by major national radios, segmenting them by type and genre. We also try to understand, in line with studies on media and content convergence (Menke et al., 2018; Jenkins & Deuze, 2008), which other technologies, tools, and solutions can be integrated into the creation of an innovative and differentiated sound product. In this regard, we consider the idea presented by Ana Sofia Paiva (2019) in the book "Augmented Radio: a proposal for reporting with binaural sound and augmented reality". BBC radio was one of the first stations to bet on binaural sound, and in Portugal, Antena 1 has already done some work using this technology. Will the future of radio pass through these productions? What other technologies can be integrated into these new experiences? These are some of the questions that guide us in this work. More than answers, we try to draw a picture of the experiences and projects that have been carried out in Portugal and that are contributions to what may be the future of radio.

Keywords: Radio; Podcasts; New Technologies.

PP 237 Podcast as an educational resource. Case study: The podcast in the degree in audiovisual communication

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Ben Hammersley coined in 2004 the concept of podcast to refer to the audio pills that use Really Simple Syndication technology. After more than fifteen years, podcasting is not only linked to the radio but has also become a communication tool for anyone who has a story to broadcast, including teaching. With the arrival of the Bologna Plan, the promotion of teaching innovation, and the introduction of inverse teaching, the Audiovisual Communication Degree of the Polytechnic University of Valencia has opted to apply the methodology of project-based learning (ABP). The present investigation deepens on how the use of podcasting as a pedagogical tool can improve the teaching-learning process in those subjects with an eminently theoretical nature. The objective of this work is: 1) to describe the process of podcast implementation in the classroom; 2) measure the degree of student satisfaction with the incorporation of this learning technique, and 3) evaluate the impact on the acquisition of skills and knowledge of the students involved.

The methodology of this research is the case study; specifically, we analyze the implementation of podcasts as an educational resource in the Degree of Audiovisual Communication at the Polytechnic University of Valencia. Podcast was introduced by seven teachers as a learning methodology in 6 subjects of the four courses in the 2019/2020 course. In this case, the students, distributed by teams, were in charge of producing the podcasts. After being evaluated, they were shared with the rest of their classmates. Therefore, the technical subjects of the first courses of the degree have provided students with the technical knowledge necessary for the production of podcasting, which has subsequently been introduced as a learning tool in subjects of theoretical content. In this way, the student becomes what Alvin Toffler defined as a prosumer, the consumer transformed into a producer thanks to technology. To assess the degree of satisfaction and impact on academic results, a student survey was passed after the end of the semester. Besides, the academic results were compared with the results of previous courses.

RAS04 - Audio, radio and creativity

PP 311 Radio still sounds exciting: The "radiogenic music" in the Spanish and Portuguese morning shows

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Radio language results from the combination of a set of sound elements that includes words, music, sound effects and noise, and inaudible features like silence.

Within the sound form, "music" can be understood as assuming a content function, such as a song or a theme of a particular artist or band, or rather as adopting a "radiogenic role" or meaning, which fulfils a grammatical function. These latter sounds can only be listened on the radio, since they have a set of specific characteristics that set radio stations apart from each other. This type of music covers the jingles, the channel, presenter or programme's signatures, the medleys and the ID's, being one of its purposes the sound score or punctuation.

All these sound excerpts are part of the radio's DNA from where they are broadcasted, as a way to constantly remember the listeners its identity, philosophy or positioning. Each station therefore has its own set of sounds or musical extracts, usually accompanied by words, which promotes their brand and are also part of the grid of a broadcast radio language, presenting or completing a certain section, functioning as a transition between two overly different songs, or even announcing the news, the traffic information or a radio contest.

The present communication focuses on a comparative study of the "radiogenic music" of the morning shows of the two leading music radio stations in Spain and Portugal - _¡Anda Ya!_ from _Los 40 Principales_, and _Manhãs da Comercial_, from _Rádio Comercial_ - between 2016 and 2017.

The analysis was limited to morning shows as they are considered the anchor programs for the rest of the radio station's alignment. For this reason, the communication purports that the "radiogenic music" analysed in these programs is a very representative sample of the sound range that each station presents throughout the day.

To support the comparative research mentioned, a non-participant observation was carried out, implying the presence in studio during the two programmes, and all data was collected by listening (live and on tape) the two programmes, in two different weeks: April 25-29, 2016, and January 30- February 3, 2017.

Facing an increasingly diversified and personalized offer from different media and social media, this research sought to find out which were the most commonly used musical radiogenic resources in two of the most popular programs in the Iberian Peninsula, their main functions and possibilities, and to determine if there are major differences between the Spanish and Portuguese musical sound offerings.

Key words: radio, music, sound, radiogenic music, jingles, morning shows

PP 309 Radio personalities as endorsers in food supplements advertising. A content analysis of health-related claims on Spanish radio

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Radio personalities as celebrity endorsers are defined as individuals who have a public recognition and use their image to align it with a product (McCracken, 1989). Source credibility model suggests that the degree of credibility of the source impacts on the acceptance of the message (Ohanian, 1990), and Elaboration Likelihood Model establishes that endorsers act as a peripheral cue and are able to shape the attitude of the recipients (Petty, Cacioppo & Schumann, 1983). Although many professionals defend the use of journalists as brand spokespersons, detractors argue that blurring the lines between journalism and advertising can be a pretext to influence recipients while violating the principle of journalistic independence. The aim of this proposal is to evaluate the presence of radio personalities in food supplements advertising and their use in relation with different types of health claims.

The existing literature has focused on endorser's presence in health-related products advertising (Buchholz & Smith, 1991; Bhutada & Rollins, 2015) or, specifically in food supplements (Petty & Andrews, 2008; Hastak & Mazis, 2011; Wu et al., 2012). Moreover, the influence of credibility to increase advertising effectiveness (McCroskey & Young, 1981; Priester & Petty, 2003; Warhurst, McCabe & Madill, 2013), and the distinctive features of the communication channel in relation to the advertising of these products (Chung, et al., 2007; Baudischova et al., 2018) have attracted great attention of researchers, but there are no studies focused on radio advertising.

Our analysis is particularly relevant on account of the lack of research carried out into this topic. This is more given the large audiences in the Spanish radio and its consideration as the most reliable medium. The methodology follows a quantitative approach based on content of all radio mentions broadcast throughout 2017 on news/talk radio stations in Spain with the largest audience. The corpus comprises 437 radio mentions.

The results for the typology of health-related claims show that Function Claims are the most frequent type (62.4%) used in food supplements advertising. We found a relevant presence of Disease Claims (17.5%), prohibited by Spanish law and under European Directives and a remarkable 72.88% of the mentions omit essential information about the substances contained in the product, which provide any health benefit. This fact generates confusion among consumers and nullifies their ability to make informed decisions. Finally, regarding the presence in the analyzed corpus of illicit and even misleading radio mentions voiced by journalists is a subject of concern. This not only affects their code of ethics when participating in a commercial message, but it is a clear example of an unethical and irresponsible behavior towards the audience in the promotion of products with a potential health risk.

PP 310 The digital perimeter and the strategies of the Spanish and Catalan radio broadcasters

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The digital environment has placed the radio medium at a complex crossroads of decisions and opportunities. Still largely anchored in its traditional business model, it expands at the same time through various broadcast systems and devices. At this stage of transition (i.e. Ofcom, 2007; Winseck, 2010), radio faces an uncertain future where questions far outweigh certainties (Ribes et al., 2017).

While information and communication technologies have enabled faster and more comprehensive ways of communicating, they have facilitated a communicative relationship without intermediaries. Thus, windows of relationship have been opened between transmitters and receivers that cannot be ignored if one wants to have a presence in the communication market and reach audiences, now fragmented and with attention distributed on different platforms: web, social networks, mobile, video and audio on demand services, old media... All these elements -manifestations of the different forms and services that the Internet and other communication networks can adopt- integrate what is already beginning to be called by some scholars and media industry as the "digital perimeter". Radio stations, like any other institution that wants to have influence and influence in today's society, must define their digital perimeter and know how to manage it.

This paper is focused on the concept of "digital perimeter" developed by Spanish and Catalan radio broadcasters. It analyses this new environment, distinguishing forms of distribution (such as web, social networks, podcast or music distribution platforms) and consumer devices (mobile phones, tablets or smart speakers). The aim is to identify the strategies by the main public and commercial radio stations in relation to the development and management of their digital perimeter. The sample analysed corresponds to the sixty radio stations audited from 2012 to 2019 in the *General Media Study Catalonia*-EGM- (AIMC, 2012-2019), the reference study for measuring audiences in Spain. The study period is the last seven years because it is from 2012 onwards when radio stations started to design strategies in the digital field, since until then their efforts were concentrated on dealing with the consequences of the economic crisis on the radio industry. The methodology used combines quantitative and qualitative approaches through different research methods such as benchmarking, content analysis and in-depth interviews with the radio professionals involved in these strategies.

The results allow us to draw the map of actions (services and contents) of these radio stations in their digital perimeter. The radio stations with the greatest number of actions and innovation in the exploitation of their digital perimeter are Catalunya Ràdio (Catalan public radio broadcaster) and Cadena SER (Spanish commercial radio station and the most listened radio station in Spain). Among the strategies identified, we pay special attention to the use of: smart speakers; streaming technology and the generation of "double-live" (which allows listeners to access live content, exclusive to the Internet and an alternative to analogue on-air broadcasting); platforms to host and distribute podcasts; and social networks to reinforce their image and social influence both in the digital world and in the actions derived from the conventional broadcasting.

PP 308 Spanish branding podcast. A strategic integration of sound into branded content

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Spanish Branding Podcast. A strategic integration of sound into branded contentIn the current context, sound is becoming increasingly relevant as part of corporate identity as well as in the actions of brands and organizations. Audio branding represents the audible expression of a brand, used strategically at the various meeting points with their publics. In this sense, audio branding, in any of its expressions, goes through media and supports to establish and strengthen ties with the different publics in an effective way. In the midst of the expansion of podcasting, its success with audiences and its communicative particularities, has led brands to include it as part of their audio branding strategy. The characteristics of this medium and its consumer context give them significant potential for the development of branded content actions, which allow brands and organizations to accompany and engage the public while effectively transmitting their intangible assets through valuable content that allows them to inform, entertain and educate. Branded content is becoming increasingly relevant as a way of brand penetration in territories where entertainment prevails.

From a broad perspective, branded audio content refers to deliberate association between a brand or entity with certain sound content, in many cases the result of cross actions with musicians or other conventional content producers. These actions result in quality content that interests the public and that establishes a fluid path that, with the inclusion of other digital platforms, can become bidirectional, between the organization and the listener-user.

The work presented here is an analysis of branded podcasts hosted in the main Spanish podcast repositories (Podium podcast, ivoox, Cuonda). Based on the analysis of content as a research method, we have studied the most common format of these podcasts (structure, voices, duration, number of deliveries, periodicity of deliveries, etc.), topic and dissemination strategy. In addition we developed a discourse analysis of a selection of podcasts to determine how much this content contributes to transmitting and reinforcing the brand identity, as well as to giving emotional value to its intangible attributes.

RAS05 - Radio, sound and social change

PP 408 Applying sound art as a practice-based method to research political listening and its potential to promote social change

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This paper addresses the politics of listening with a specific focus on the significance of audio technologies and audio media within political listening. Within this research listening is defined as a "relations of attention" (Bickford, 1996) within communication processes. Drawing on the work of Hannah Arendt politics is understood to find expression in one's potential to appear in the world and to take action (Arendt, 1998 [1958]). In emphasising a politics of listening and the significance of audio technologies in these political processes this research seeks to problematise a dominant conception of politics that privileges articulations of "voice" and "freedom of expression" as active political engagement while denigrating listening as passive (Lacey, 2013). The theoretical framework for this research draws on a repertoire of perspectives including boundary work, from within actor network theory (Star, 2010; Star & Griesemer, 1989), media ecology (Fuller, 2005) and postphenomenology (Rosenberger & Verbeek, 2015). These theoretical perspectives are complimentary and consistent in that they all embrace relational ontologies that allow conceptions of intentionality within human-technology relations within which agency is not the preserve of the human but instead emerges from relations between human and technology. The practice-based research methods applied in this work combine media production with participatory action research, artistic research and ethnography. This paper addresses two distinct sites of research. The first, collaborative radio production with Konstkupan (The Art Hive), a migrant focused community arts space in Malmö, Sweden. The second, a project of collaborative experimental music composition and performance with Elefantöra (Elephant Ear) an ensemble that includes disabled and non-disabled musicians. Theories of boundary work (Star, 2010) have emerged as significant within this research for understanding the potential in media production and artistic practice for producing boundary objects around which different communities of practice can coalesce and build new knowledge together. The radio programmes and musical compositions produced during this work provide rich documentation of the transdisciplinary arts-based work and its processes, with the performance and exhibition these boundary objects providing opportunities to disseminate research output within and outside academia. The political potential of the listening instigated around these boundary objects is then understood to manifest in the possibility of convening small, diverse, but attentive "listening publics" (Lacey 2013b) among producers, participants, and niche audiences, with this emphasis on the productive and participatory nature of listening working to disrupt a persistent hierarchy within media and communication studies that privileges articulations of voice over practices of listening in expressions of political action.

PP 409 Women "on air" in Spain

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The history of the mass media in Spain often has tended to be explained referencing the technology that made it possible, meaning it is mostly the names of engineers or technicians that are well known. In the 1920s, it was impossible to find women engineers in Spain. As well as the birth of radio in Spain, usually being explained from a male point of view, women's contributions have always been relegated to quoting just a few names, with no importance attached to their real worth.

The aim of this article is to reveal the contributions of Maria Cinta Balagué, Spain's first woman radio speaker in the 1920s. Just a few years after her pioneering programs, at the '30 decade, many women were working on the radio in Spain, as they already did other countries.

Prior to World War II, broadcasting was a growth industry in Europe, with many women employed as secretaries, administrative assistants and as announcers or speakers. According to Pérez Pujol (1936), radio was established in both Europe and the US at that time. In England, the *British Broadcasting Corporation*, BBC, had dual programming, local or regional programs as well as national ones. With that, all citizens were able to follow the public broadcasting service free from advertising. In Germany, the *Reichs-Rundfunk-Gesellshaft* controlled 10 stations and their respective booster stations. In Italy, the *Ente Italiano per le audizioni radiofoniche* was responsible for managing two major radio networks. Additionally, in the early 1930s the Vatican had an independent shortwave station. Finally, in France the PTT, or *Postes, télégraphes et téléphones*, oversaw 15 radio stations.

The same source indicates that the country with most radio coverage was the United States. Two large and well-established chains controlled broadcasts throughout North America via over 100 radio stations: NBC, the *National Broadcasting Company*, and CBS, the *Columbia Broadcasting System*. North American broadcasts also influenced radio in South America, which copied their formats and exploited them commercially.

Thus, in the 17 European countries with professional broadcasts at that time, the main announcers were made up of 23 women and 28 men. 'Radio has become totally popularized and interests the most diverse sectors of the public' (Pérez Pujol, 1936:89).

In Spain, all of that was beginning in 1926 in Barcelona with Maria Cinta Balagué. Her legacy reaches the present day. She developed the first radio program in a chat show format in Radio Barcelona, when broadcasting was a male environment full of monologues and lectures (Espinosa, 2016). The platform she used was a time slot dedicated to women. She broadcasted a literature programme were the most impressive feature of it was that Balagué's allowed her feminine listeners read "on air" their own writing compositions. The give of such sort of opportunities to the listeners it is nowadays something natural, however it was not on the '20 decade of the 20th century when the radio was not a mass media yet.

PP 406 The rise of the "self-governing" media model: ERT's occupation as a space for alternative voices that practice democracy and solidarity

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This article seeks to provide a radical understanding of the creative procedures that took place during and after Greek public service's broadcaster (ERT) darkest period, namely its sudden and abrupt closure on June 11th 2013, as an attempt to placate Greece's international lenders. In a wholly unanticipated move, media workers together with numerous citizens who protested in solidarity, occupied ERT's main headquarters in Athens and kept broadcasting non - stop for five months.

Following Fraszczyk's (2015) point about the rise of a new "self-governing" model of media that accompanies the three previously distinguished by Hallin and Mancini (2004), -the Mediterranean or Polarized Pluralist Model, the North/Central Europe or Democratic Corporatist Model and the North Atlantic or Liberal Model- we make the hypothesis that these five months of occupation brought together creative powers that were functioning in the margins of society all these years and –through the necessary osmosis that took place at ERT's headquarters- formed new self-organized social experiments that are challenging the mainstream media ecosystem

To this end, the main objective of this paper is to focus on the new radical initiatives that were formed during ERT's occupation and survive till now. More specifically, we focus our research on *Metadeftero*, a self- managed web-radio that was created during the occupation by former ERT's employees and citizens who rushed to ERT's headquarters to express their solidarity and defend Press freedom.

Using two data sources: the information we received from interviews with five members of *Metadeftero* as well as information from the radio's website we make the argument that despite the abrupt end to this unprecedented experiment of free speech, these months created a fertile ground for the emergence of numerous other social experiments and for the creation of new collective subjects, some of which continue till now to deepen and practice democracy. *Metadeftero* with its continuous existence and its non-negotiable values is the living proof that people's fight for independent and free media is not futile and utopic. Finally, with its continuous existence, *Metadeftero* inspires hope for other similar ventures-and most importantly- for the future of journalism.
Key words: Metadeftero, "self-governing" media model, ERT

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PP 407 The independent podcast during the social mobilizations of Chile and Colombia

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Podcast audiences stand out today for the search and selection of sound content, occupying valuable time in this new era of active listeners (González Conde & Salgado, 2012), characterized by asynchronous, personalized and on demand consumption (Bonini, 2015; García-Marín, 2017; Martí, Martínez-Costa & Escobedo, 2019) and radio stations have lost their monopoly on the creation and distribution of audio, now available in multiple platforms and aggregators (Cordeiro, 2012; Berry, 2014; Sullivan, 2019).

As happened since the beginning of the podcast, with amateur creators who today have specialized, these independent producers, or who have left the mainstream media to start their own podcast projects, have expanded the offer of sound content. They have loyal followers who seek truthful information and from other perspectives.

In this context, the article will analyze the independent podcasts "Las Raras" and "Colombia Protesta". In the case of "Las Raras", they dedicated special episodes to social mobilizations in Chile in 2019, while "Colombia protests" was produced as a result of the mass protests in Colombia in 2021, from the "Centro de Producciones Radiofónicas" (CPR). These have expressed a critical or alternative vision of the traditional media on social protest in both countries, with the aim of analyzing their narratives and forms of financing. On the one hand, Chile, above all, and Colombia have experienced an increase in the supply and consumption of podcasts (Voxnest, 2019; Digital News Report, 2020). On the other hand, for more than a decade there has been a questioning of the coverage of the traditional media at times of social change (Rodríguez, Peña and Sáez, 2014), which has caused an increase in the podcast offer to respond to this crisis.

The analysis will focus on the financing strategies and the sound and radio narratives used in times of mobilization, through content analysis and interviews with their creators / producers. In this way, the influence of these independent podcast productions can be evaluated and the degree of innovation in languages and narratives can be determined in comparison with traditional radio genres and journalistic structures. This considering that the talk / variety format (77.89%), historical topics (48.91%), TV / cinema (41.48%) and art and entertainment (41.11%) are preferred by listeners of the region, according to a second study of podcast consumption in Spanish (Podcaster@s, 2019).

The main results point to the importance and time dedicated to documentary material, reported and collected in the streets, both by the producers and collaborative audios received during the protests. The financing strategies are variable, such as contributions from creators and friends to crowfounding. Even when these limitations exist, the success of these podcasts is facilitated by the use of technologies and distribution platforms.

SCI01 - Challenges and ways forward in science and environment communication

PP 061 The need for critical approaches in Environmental Communication – to give perspective and to guide practice

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Environmental communication as a research field within media and communication studies takes more of a central stage in the era of the Anthropocene (Lewis and Maslin, 2015). Here we witness the tremendous and in many cases irreversible negative impact that our (primarily the Western 'wasteful') way of living has had on other living species and the environment as a whole. The climate crisis is perhaps the most alarming example. At least it is the issue that is grabbing most attention from various stakeholders in our communities today. We can therefore learn a lot about ourselves and how our societies are governed from studying it. The need for profound and timely knowledge about the environment, our embeddedness within it, and how to communicate about/with/from it could therefore not be bigger. The increased interest in environmental communication, from within and outside of the academy, both as a discipline and a practice, prompt us to self-reflection. What is it that environmental communication enables us to understand (better)? What perspectives dominate the field and how well do they work if we wish to engage more with social and political practices? The purpose of this paper is two-folded. First we aim to present key arguments for why there is a strong need to develop more and diverse critical approaches to environmental communication, and second we intend to explore EC scholarship and in particular how the culture/nature binary works through what we identify as five critical provocations: Science; Gender; Indigenous peoples; Technology and Political Economy.

The paper originates from our work with an edited volume *The Local and the Digital in Environmental Communication* (Díaz-Pont et al, in press) gathering scholars from all over the world. All have in common that they conduct research on the increased importance and shifting meaning of place ('the local') in today's media landscape also strongly influenced by the digital development in the last couple of decades. No doubt is it so that the local and the digital is nowadays intertwined. In this paper we hope to further advance the argument and the rationale behind our conclusion that, despite such a variety of approaches applied, there is (still) a clear need for more and diverse critical approaches to environmental communication. Applying them e.g. enable us to question the digital development as an 'unstoppable force' that simply come upon us instead of as social technologies and infrastructures that are man-made and constructed by humans. Critical perspectives could also help us to envision emancipatory digital practices of environmental communication, at the same time as we take full account of 'the cost of connection' as Couldry and Mejias (2019) would express it.

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PP 064 Truly irrelevant? Visibility and thematic contextualisation of media and communication science in Swiss news coverage

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Digitisation and rapid media change are challenging media and communication research (MCR) and raise numerous societal questions and problems (see call for papers). Many scholars consider the current developments in media and society as a chance to increase the relevance and societal contribution of our field (Calhoun, 2011; Jünger & Fähnrich, 2019; Nielsen, 2018; Ruß-Mohl, 2017; Waisbord, 2020). At the same time, however, scholars argue that media and communication researchers do not engage sufficiently in public debates and are hardly visible in news media coverage: "The consequences are clear. Us not engaging does not stop others from doing so." (Nielsen, 2018, p. 146) This comes at a time when the relationship between science and society is changing, with scientists, disciplines and higher education institutions being increasingly called upon to engage in public discourse and with various publics. The ongoing debate on the (lacking) societal relevance and media visibility of MCR is important for stimulating self-reflection and sharpening the identity of the field. But while numerous diagnoses exist (Altmeppen, 2012; Calhoun, 2011; Craig, 2008; Nielsen, 2018; Ruß-Mohl, 2017; Waisbord, 2020), studies assessing these aspects empirically are still scarce (Brantner & Huber 2013; Jünger & Fähnrich, 2019). In particular, there is a lack of studies that measure the media visibility of MCR over a longer period of time.

Methodology

Therefore, the study at hand presents the results of a longitudinal automated content analysis of the news media visibility and the thematic contextualisation of MCR in Swiss print media.Based on an analysis of the entire coverage of seven national newspapers between 1999 and 2018, we analysed and compared the visibility of MCR with the related disciplines of political science and sociology. In addition, we examined the reporting on MCR in depth by using Topic Modeling with Latent Dirichlet Allocation (Blei, Ng, & Jordan, 2003; Jacobi, Van Atteveldt, & Welbers, 2016).

Results and Conclusion

Our study shows that the visibility of MCR (n = 1.843) is clearly lagging behind that of political science (n = 7.013) and sociology (n = 9.678). Moreover, the latter have continued to increase their media visibility while that of MCR has stagnated at a lower level. In Swiss media, the topical contexts in which MCR is most frequently mentioned are trends of newspaper circulation, the role of the discipline in higher education as well as media policy, media regulation and public service broadcasting.

Surprisingly, MCR is rarely mentioned in the context of digital media and digitisation—and the mentions in this thematic context do not increase over time. Overall, the study suggests that MCR is indeed "largely irrelevant" (Nielsen, 2018, p. 145) in important public discussions. Thus, measures to strengthen the visibility of MCR are needed, not at least because the Swiss public expects scientists to share and discuss their findings in ongoing public debates (Schäfer, Füchslin, Metag, Kristiansen, & Rauchfleisch, 2018). Moreover, we argue that the regular

analysis of the public visibility of MCR would be an important contribution for the further development of the field—in Switzerland and beyond.

PP 062 Sustainability and the „good life" – facing the challenges of digital societies and media and communication studies

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Digital societies face crucial challenges as digitization does not only create problems regarding data security and privacy but also regarding sustainability: The growing number of digital media technologies and digital communication processes has increasing negative social-ecological effects on the environment, on humans, animals and the planet. These effects can be identified in the production and disposal of digital media technologies but also during the phase of use of digital media: during the production process the extraction of resources needed for digital media technologies (such as coltan) destroys landscapes and animal populations where mines are located and also the health of people involved in the extraction. When using digital media technologies for online communication, big server farms are needed to facilitate online communication. Not only the servers need huge amounts of energy but they also need complex cooling systems, which again need a lot of energy that mainly comes from fossils. Therefore, online communication contributes to global warming. Also the disposal of digital media implies negative social-ecological effects when devices are dumped onto one of the big waste dumps, e.g. in Agbogbloshie in Ghana, where people's health and the environment are effected when people burn the devices to get hold of still valuable resources such as copper.

This presentation explains these social-ecological effects of digitization by drawing on an interdisciplinary research field. On the background of these explanations and the critique of Maxell and Miller (2012), among others, that media and communication studies does not sufficiently deal with these problems, the presentation develops the argument that media and communication studies not only has to further analyse these social-ecological effects of digitization but it *also* has to deal with *solutions* for these problems. To do so, the presentation discusses the theoretical concepts of "sustainability" and "the good life" as perspectives with which challenges of digitization can be faced as well as solutions analysed. While the question of how to live a "good life" has been asked since the ancient times, this question is linked to sustainability in today's digital societies. Following the Brundtland commission, a sustainable development is defined as one which meets the needs of the present without harming the needs of future generations (World Commission on Environment and Development 1987). Media and communication studies mainly deals with the *representation* of sustainability in different media or the actors producing or using these representations. This presentation identifies a research gap and argues that the concepts of "sustainability" and the "good life" provide possibilities to analyse on the one hand the social-ecological challenges described above – as it can be pointed out where sustainability is *not* realized in digital societies, and on the other hand, both concepts offer the possibility to analyse *solutions* which are developed by actors in politics, economy and civil society to make digitization more sustainable. As an outlook, the presentation discusses examples of media practices with which different actors (try to) shape digitization in a more sustainable way and contribute to the "good life".

PP 063 Narratives of sustainability transformations

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To address global challenges caused by climate change, biodiversity loss, urbanization, increasing energy demands, and urgent needs for poverty reduction, scientists, policy makers and social movements increasingly communicate the need for fundamental, systemic, non-linear societal transformations towards sustainability. Yet, interpretations of what such transformations entail, what drives transformative change and how to build sustainable futures vary between and within societies.

This paper reports results from a cross-country study of sense-making of societal transformations toward sustainability. The analysis focuses on one of the drivers for transformative change highlighted in literature on sustainability transformations, namely narratives (e.g., Kuenkel 2019; Leggewie and Messner 2012; Linnér and Wibeck 2019; O'Brien et al 2019). The paper discusses how the study's empirical sources made sense of new stories or narratives for leveraging transformation. In particular, the paper explores five core narratives, underpinned by metaphors, that were prevalent in the data: transformation as a journey, a building process, a war, co-creation, and recuperation. The paper will illustrate and discuss implications of each of these core narratives, and more broadly discuss the role of narratives in transformational change and how narratives can act as bridges between the personal, political, and practical spheres of transformation, in supporting perspective shifts.

The paper builds on comprehensive mixed method studies of how scholarly literature, countries' nationally determined contributions to the Paris climate agreement, voluntary national reviews of progress towards the UN Sustainable Development Goals, international news media and lay focus group participants in five countries make sense of societal transformations towards sustainability. These studies take as their theoretical starting points 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.

The paper contributes to the scholarly literature on the roles of metaphors and narratives for sense-making, as well as to the broader social science literature on societal transformations. The paper will also discuss methodological challenges related to mixed methods approaches to sense-making analysis.

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SCI02 - Governance, participation and climate change

PP 156 Public participation in the European Energy Union: Constraining meanings and possibilities in supra-national governance regulation

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Worldwide, policy-makers and citizens are faced with the so-called 'energy trilemma' – addressing climate change, energy access, and energy security. Decarbonization and decentralization are important trends in many regions of the world (in tandem with yet another 'D' trend – digitalization). This complex set of challenges is linked to the global, regional, national and local scales and involves a variety of agents, such as governments, inter-governmental bodies, local authorities, business organizations, and non-governmental organizations.

Energy governance refers to the actors and processes that shape decisions in the energy field and, crucially, to their relations (Fiorini & Sovacool, 2009). It is a key issue for the next few decades and a rapidly emerging research domain. The social sciences, and particularly critical and interpretive approaches, can offer important contributions to understanding - and making decisions related to – energy politics and governance. This paper focuses on energy governance at the international level through the lens of energy democracy by asking how current and novel forms of governance embed issues pertaining to power, participation and justice (Feldpausch, Endres & Peterson, 2019).

Focusing on the project of a European Energy Union, it argues, in particular, that inclusive participation in the politics of energy and climate change is a pillar of future sustainability. In spite of decades of rhetorical promotion, public participation has garnered little attention and investment from states around the world (cf. Carvalho & Gupta, 2012). As Stirling (2008) has put it, public participation exercises often have opening up and closing down effects. Forms of participation initiated from the top (e.g. by official agencies) tend to follow standards that may not be appropriate or effective for the various parts of societies, or for the domain or issue at stake. Taking a communicative approach to policy and regulation-making, it is important to ask how the meanings – and hence the symbolic and material possibilities – of participation are constrained in specific instances.

Can the European Energy Union become a beacon of transformation towards pluralism and democracy in energy governance? In this paper, I will present a morphologic and a critical-interpretive analysis of the new governance mechanism agreed under the 'Regulation 2018/1999 of the European Parliament and of the Council of 11 December 2018 on the Governance of the Energy Union and Climate Action'. The analysis of the Governance Regulation shows both reproduction of norms (and practices) that are customary in top-down public participation *and* aspects that have the potential to contribute positively and innovatively to democratic policy-making. Overall, the Governance Regulation is riddled with vagueness, opening the door for Member States to re-enact traditional logics and formats of public participation.

PP 159 Climate policy, animal ethics and interest groups: The dairy lobby in Europe

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The impact on the climate of the raising of animals for human consumption has been already highlighted by a number of experts and nongovernmental and governmental organizations (e.g. Steinfeld et al, 2006; UNEP, 2010; UNEP, 2012; Gerber et al, 2013). In this respect, the role of the dairy industry is particularly important in terms of greenhouse emissions. According to Gerber et al (2010), it contributes to 4 percent of total anthropogenic greenhouse gas (GHG) emissions. Methane is by far the largest contributor to the total GHG emissions from the dairy sector –accounting for over half of total emissions, while nitrous oxide contributes to between 30 and 40 percent of total emissions. Of all food industries contributing to global warming, the dairy industry is amongst the top ones.

At the same time, the production of milk from cows for human consumption has been raising questions for decades about whether animal exploitation for human purposes is ethical. For the cows, this means spending their entire lives at the service of humans, routinely taking away their calves, their agency, and ultimately, their lives, while also taking away our Planet's future. The European dairy industry is amongst the five most important industries of the food and beverage sector in the EU. Dairy production represents approximately 15% of the value of common agricultural production and is the first product industry in the EU (European Commission, 2016).

This paper presents the main findings from a doctoral research on the strategic communication of the dairy lobby in Europe. The study is aimed at examining the discourse disseminated through the dairy interest groups in Europe regarding dietary guidelines and dietary advice in Europe and regarding they portray cows in their speech.

To this end, a Critical Discourse Analysis (CDA) of the main output published in the websites of the most relevant interest groups of the dairy industry in Europe has been carried out. Specifically, the European Dairy Association, the European Milk Board, EUCOLAIT, Farmhouse and Artisan Cheese & Dairy Producers, and the European Food Information Council, chosen for their relevance in the European dairy industry landscape for a period between 2008 and 2018. The sample includes reports, press releases, position papers and newsletters.

The main purpose was to discover how this interest groups speak about the nutritional properties of dairy, and how they speak about the animals that they exploit. CDA, as a linguistic founded aproach, is associated with authors as Teun Van Dijk, Ruth Wodak o Norman Fairclough. It serves to analyze the power behind the language, and the issues related with power assimetries.

Through our analysis we have been able to verify that these interest groups put on the table topics such as the need to influence European policies, and in particular dietary guidelines. They hardly talk about the individuals they exploit. They use scientific arguments to argue that only through dairy consumption can a healthy diet be obtained, pejorativising the ethical (plant-based) dairy substitutes, justifying by all means their exploitation of the cows and the Planet.

PP 158 Climate change: Facing local attitudes to a global phenomenon

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The proposed presentation focuses on identifying and understanding key motivations, attitudes and behaviours of young urban people in relation to climate change. Our hypothesis is that while climate change is being interpreted as a global issue, attitudes, motivations and actions differ considerably, and are reflective of individual cultural values and patterns, as well as the socio-cultural context of the given country.

The research involves business and communication students of the University of Roehampton, London, UK; RMIT Vietnam, Ho Chi Minh City, Vietnam and Karoli Gaspar University, Budapest, Hungary. In each city, two focus groups are carried out: one with the communication and one with business UG students.

Findings of the Intergovernmental Panel on Climate Change, under the umbrella of the United Nations, stated that with over 95 percent probability, human activities over the past 50 years have warmed our planet in a significant manner (IPCC, 2014). This has been further confirmed by the next similar report proposing setting 1,5 degrees as the threshold level for keeping climate change at control (IPCC, 2018). Climate skepticism focuses on differentiating along two dimensions – problem and solution definitions (Corry and Jorgensen, 2015). However, public opinion agrees that 'the balance of evidence suggests that there is a discernible human influence on the global climate' (Houghton et al.1996: 5). According to the majority of climate models, this change is accelerating. Urban populations increasingly face a number of climate change related risks, including flooding, flash floods, heat stress, water and air pollution (Wilbanks et al. 2001; Parry et al. 2007). Climate change hazards together with a range of logistical and operational issues make cities especially vulnerable (Tanner et al, 2009). Comparability is allowed by focusing on the largest city in each of the countries. Understanding the perceptions and attitudes of young people will play a critical role in addressing this issue.

The research approaches the issue of climate change as that of a contemporary social construct, where attitudes are strongly influenced by the prevailing social structures, individual expectations and communication patterns.

The collaborative research is based on the joint work of three researchers, Zoltan Ferencz, Long Nguyen and Gabor Sarlos in three cities. The diverse background of the focus group members and of the researchers allows assessing the subject of climate change from a range of different perspectives, including climate change attitudes as a reflection of socio/cultural factors, climate change attitudes as a representation of the responsibility of the consumer, climate change in the media, and climate change and prevailing communication patterns.

The qualitative research builds on a previous study that had been conducted by two of the researchers: a comparative quantitative study of climate change attitudes in Hanoi, Vietnam and Budapest, Hungary. Expansion of the research will allow a thorough understanding of individual and shared attitudes and behaviours, as well as contribute to the development of effective patterns of communication in relation to climate change.

SCI03 - Public (mis-)trust in science

PP 249 Mistrust of scientific expertise – exploring a cultural phenomenon in the Danish web archive

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Mistrust of scientific expertise, evident in challenges to or dismissal of scientific expertise and the promotion of alternative forms of knowing, lies at the root of one of the greatest threats to public health identified by the World Health Organization (2019) and heavily covered by the media: vaccine hesitancy. The apparent rise in mistrust of scientific expertise has been attributed to social media use, insufficient media literacy, rising populism, and the fact that people are psychologically ill-equipped to consider risks with longer timeframes, so-called "slow burner issues".

This paper conceptualises trust and mistrust of scientific expertise as cultural phenomena evident in the evolving frames that have been used to present them. Drawing on interdisciplinary perspectives from cultural studies, science studies, public health, computational humanities and media studies, it explores the following research question: How have trust and mistrust of scientific expertise in relation to the MMR vaccination debate been framed in two media types: newspaper articles and independent website data? The newspaper articles were extracted from Infomedia, a Danish database with full-text newspaper articles, and the independent websites were extracted from the Danish web archive which since 2005 harvests and stores all public material on the Danish part of the internet.

To address the research question, we employed two methods on the two data subsets. First, we used computational analysis to explore novelty and resonance (Nielbo et al., 2021) in all 231 newspaper articles that referred to MMR from 1st January 2001 to 31st December 2019. We then used Entman (1993) to analyse the framing of trust in and mistrust of MMR vaccination in the 37 articles in the newspapers *Politiken, Berlingske* and *Ekstrabladet* from 2013-2019 that referred to MMR and "Wakefield" or "autism". We compared our frame analysis findings of the 37 newspaper articles with results from the frame analysis of two independent websites that were captured on the Danish web archive in 2015 and 2016 (Sund-skepsis, 2016; Vaccinationsforum, 2015) that stated they provided alternative perspectives on vaccines.

We found a divided mediascape with no overlap between the frames employed in the two media types; newspapers promoted the vaccines as valuable to society, framing misinformation and cultural tendencies such as populism as resulting in mistrust, while the websites framed the matter in relation to perceived pro-vaccine bias, and risks of the vaccines.

This study presents a methodologically innovative and wide-ranging investigation of historical frames of trust and mistrust of scientific expertise in two different media types – newspaper articles and independent websites, and highlights the importance of media forms as well as values in relation to vaccine scepticism. Our findings can be discussed in the light of other studies of national media coverage of the MMR controversy (e.g., Lewis & Speers, 2003, in the UK), and may provide science communicators with insights that support communication with their publics.

PP 248 Mediated science. Issues of knowledge and trust

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Science is becoming more and more important for political as well as individual decision-making. At the same time science, along with other knowledge institutions (like journalism), is being increasingly questioned as current public discourse is often discussed in terms of fake news and post-truths. In these times, issues of public knowledge and trust in science is highly relevant.

Being the fundamental platform for public discourse, media affects public opinion and defines what topics that are important, etc. It has for example been stated that media both provides knowledge and contributes to public opinion on which scientific issues and disciplines that are of special interest (Bauer et al. 2006; Nelkin, 1995). Media content is seen as both an indicator and a source for public opinion (Pellechia, 1997). Media is one of the sources which, alongside with knowledge, values, ideologies and identities (e.g. Myers et al., 2016; Roberts et al., 2011; Schäfer, 2016), is thought to influence public trust in science.

Following Schäfer's (2016) argument that trust is an important category for analysis of contemporary society, and that trust in science to a large extent is the result of mediated communication, this paper explores media representations of science and research in Swedish media, focusing on the following questions: 1) what does the news media discourse of research and science in Sweden look like (how can the main characteristics of these news be described and is there a difference between various scientific fields); and 2) how is the news media discourse related to issues of public knowledge and trust?

Using a mixed-methods approach, our results are based on four empirical material studies: a quantitative content analysis on news about research in Swedish newspapers (mainstream and tabloid) between 1995-2015; an interview study with Swedish science journalists; a focus group study with members of the public; and survey studies of the Swedish population.

In short, our results show that some research areas are considered to be of higher news value and are more easily adopted to media logics – especially medicine. This is also the field that the Swedish public considers to be the most trustworthy and important. Simultaneously, the humanities displays lower trust levels among both science journalists and the public, and also has less visibility in media discourse. We also conclude that the media discourse on science and research in Sweden is an elite, and to a large extent male, discourse.

PP 250 Anti-vaccination protests as radical political agency

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This paper explores political agency through an analysis of how counter hegemonic groups organise and formulate alternative knowledge in protest against established epistemic knowledge and expert advice. The analysis is based on a study of how anti-vaccination protests develop in historical, national and global contexts. These positions are most often marginalised, or even distorted, in mainstream politics and media and are defined as radicalised, highly controversial and anti-science. The anti-vaccination movements or groups may appear fragmented and marginal but find a voice that can be seen as a counter-public (Fraser, 1991) through what Marchart (2013) calls either alternative media or counter-media. The spread of alternative knowledge can, therefore, be seen as a political and antagonistic act of protest (Mouffe, 2005; Isin & Nielsen, 2008) which makes a claim to equality by attempting to provide and promote knowledge and facts on an equal footing with the established scientific and administrative community. The process of constituting the anti-vaccination groups as political subjects thus happens through the very act of mobilisation (Rancière, 1999; Prentoulis and Thomassen, 2013). The paper explores how digital media play an increasingly important role in how alternative political groups can gain political agency when engaging in struggles over frontiers and in counter-hegemonic practices. These forms of protests have been amongst the early forerunners in making innovative use of websites, Facebook and other interactive digital platforms to provide alternative knowledge positions on vaccination and medicines side-effects thereby constituting a new form of (highly contested) digital political subjectivity.

This leads to the research question: How has digital media changed the nature of political subjectivity in science communication and what is the role played by alternative forms of knowledge in this process? In order to address this question, current digital alternative practices are compared with some historical instances from the British 19th Century anti-vaccination movement. The analysis goes on to draw on specific empirical examples of how internet memes become a form of digital media expression in a contested and antagonistic field. The study of memes is supplemented by selected webpages and some data from Facebook to enable a secondary focus on how social media content spread and is re-contextualised in different media platforms and outlets.

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PP 251 Communicating information on pesticides: How trust and social identity affect lay people's risk perception

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Even though there is wide agreement that new knowledge about and regulations on pesticides are important, informing people in a way that makes them update their perceptions, attitude and behavior is not easy (Blok et al., 2008; Lewandowsky et al., 2012), perhaps because environmental information from authorities often are communicated to the population as a whole. However literature on information seeking and processing shows that social identity (e.g. a person's identity based on their group membership such as having an agriculture background or membership of environmental group), prior beliefs and trust in experts (sender) and the media (channel) are important predictors for which information people are exposed to, and how they perceive it (Jensen et al., 2008; Tulloch & Lupton, 2005; Veenstra et al., 2016). While evidence indicates that these predictors are important for environmental communication from public authorities to affects people's attitude and behavior, little is known about their role in this process, especially in relation to new information about pesticides. There is a need for research that goes beyond studying the role of the mass media in environmental communication because in today's media environment communication is becoming increasingly fragmented (Bennett & Iyengar, 2008).

This study maps which kind of social identities can be distinguished in relation to risk perceptions and attitudes towards pesticides, and how these relate to seeking and processing information about pesticides in today's media environment.

This is examined by a combination of focus groups and a questionnaire. While risk perception and communication are often examined using questionnaires, focus groups can provide more nuanced insights into these factors as well as bringing new perspectives not foreseen by the researcher (see e.g. Gamson, 1992). This include identifying social identity and its role in information seeking and processing. Four focus groups are conducted in four different regions of Denmark, where the composition of the focus groups are nationally representative based on gender, age, and geography. The participants discuss perception of pesticides, channels of information and attitudes toward the senders of the information, while their social identity, trust in authorities and held beliefs were mapped through a questionnaire. Transcripts of the focus groups were analyzed using the constant comparison method. These methods allow us to answer our research question by comparing background-variables (e.g. social identity, educational level, political and environmental attitudes) with risk perception and trust of different types of information about pesticides (both sender and channel).

This paper contributes to the environmental communication literature by providing a deeper and nuanced understanding of the role of social identities and trust in information selection. In the concluding section, we discuss the implications of our finding for communication by scientists, and authorities to increase the likelihood that lay people update their attitudes and behavior in the light of new scientific knowledge.

PP 322 Protests on-screen and on the streets: Examining fridays for future activists' media use

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Inspired by the 17-year-old climate activist Greta Thunberg (5Million followers on Twitter, May2021) – thousands of young people are striking each Friday for a more forceful climate policy. "This wave of climate protest mobilization is unique in its tactics, global scope and appeal to teenage school students" (Wahlström et al., 2019, p.5). For activists of the Fridays for Future (FFF) movement, social media offers new possibilities for user participation and simplifies the organisation and information exchange among like-minded people. So far, research on participation in social movements (e.g.,Arab Spring, March for Science) has highlighted the key role of social media (e.g.,Ley & Brewer, 2018; Tufekci & Wilson, 2012).

Previous research has revealed three types of participatory actions of youth media use: _positioning oneself, getting involved, activating others (_Wagner, Brüggen & Gebel, 2009). Regarding the different degrees of participation and climate awareness, four different teenage groups have been identified _(Paralyzed, Charitables, Concerned Activists, Disengaged;_ Kuthe et al., 2019). But can these groups be discovered in case of FFF? Who exactly is protesting online and offline in Germany?

Using the studies by Wagner et al. (2009) and Kuthe et al. (2019) as a starting point, this study aims to identify a typology of FFF participants. Therefore, a quantitative online survey among FFF activists aged 16+ in Germany was conducted in June/July 2019. Participants were recruited via local WhatsApp and Telegram groups (n=219; M_{age}=20.5, SD=8.9; 53%females, 34%males). A hierarchical cluster analysis (Ward treatment, squared Euclidian distance) was conducted with ten cluster-identifying items referring participation through social media within and outside the FFF community (e.g.,receiving information, information exchange, activating others). Furthermore, respondents' participation in demonstrations, (further) political activities, climate-friendly behaviours and climate change problem awareness (Taddicken & Neverla, 2019) were measured using 5-point rating scales. The frequencies of using different social media platforms (e.g.,YouTube, Instagram) was measured on a 6-point rating scale (1"never"-6"very frequently").

As a result, four groups could be identified (elbow criterion, dendrogram): _Connected Concerned_ (n=96), _Concerned Activists_ (n=49), _Restrained Concerned_ (n=37) and _Disengaged Unconcerned_ (n=12). Regarding their climate-friendly behaviour and climate-related problem awareness, the clusters are predominantly homogeneous and high, with the exception of _the Disengaged Unconcerned_. WhatsApp, Instagram, YouTube and Telegram are relevant for organizing the protests or the exchange between German activists. Significant group differences were found in the degree of active social media use. For example, _the Concerned Activists_ exchange significantly more information about FFF with friends (M=3.69, SD=1.14) than other clusters. They identify themselves strongly with the movement and have participated most often in protests. _The Disengaged Unconcerned_ and _Restrained Concerned_ show the lowest participation rates (e.g., M=2.42, SD=1.44; M=1.92, SD=0.98) of all groups, although the _Restrained Concerned_ feel significantly more connected to the movement.

The results serve as basis for understanding the communication behaviour of FFF activists and the connection between online and offline mobilization and participation. Due to the cluster characteristics, a link between intensive media use and active participation in FFF can be assumed. Thus, social media use promotes participation in demonstrations on the streets.

PP 320 Persistent paradigm? Frames and sources in coverage of extinction rebellion in the UK press

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Scholars examining news media coverage of social protests in the 1960s and 1970s identified commonalities in reporting: a reliance on official sources above protestor sources, the use of frames and rhetorical devices that marginalise protestors, an emphasis on violence and other threats to social order, and a tendency to ignore the issues raised by protestors. This approach was called 'the protest paradigm' (Halloran, Elliott and Murdoch, 1970). Subsequent research on later social movements and protests supports the idea that the conventions and norms that guide the work of journalists continues to result in coverage that adheres the 'protest paradigm' (Chan and Lee, 1984; McLeod and Hertog, 1999). The protest paradigm centres on the idea that journalists employ particular frames and devices that demonise and marginalise protesters who challenge the status quo. Such coverage typically emphasises social disorder, casts demonstrators as deviant, invokes public opinion and gives prominence to establishment sources, paying little or no real attention to the issues raised by protesters (McLeod and Hertog, 1999). This deprecation, and the media's implicit support for the status quo, can have serious consequences for social movements. McLeod and Detenber (1999) find that news coverage in which status quo support is high leads viewers to be more critical of protesters and less critical of police, and to have lower perceptions of the effectiveness of and public support for a protest. This research seeks to establish whether the protest paradigm continues to be used by the news media in covering modern-day protest movements, which deploy sophisticated social media and communications strategies. Taking the case of Extinction Rebellion, a new environmental protest group founded in the UK in 2018 and now operating in 16 countries, we examine the framing and sourcing practices used by four UK newspapers in their coverage of Extinction Rebellion's protest in London in April, 2019, in an effort to establish whether the protest paradigm continues to apply to media coverage of modern environmental movements. We find that two right-leaning titles adhered to the protest paradigm, while two left-leaning publications did not. Furthermore, the protest group's tactics of encouraging its members to be arrested proved problematic: it attracted media coverage, but encouraged deprecatory framings. Our findings suggest that, although the environmental movement had evolved in its tactics and in its focus on the future and on intergenerational justice, rather than on the restoration of the _status quo ante_, the media had not.

PP 323 For forest: Discourse ramification and missed chances of an eco-art project to generate social change

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Challenged by the peak of climate change communication in Europe, by elections culminating in the 'Green Deal' (Simon, 2019) and a worldwide movement of extinction rebels and the Friday-for-future-youth, there is a broad range of organizations, groups, movements, politicians, and activists, that communicate in fact increasingly professional as agents of social change (Hust & Ihlen, 2018). Here, the potential of art in creating awareness and resistance is often overlooked, although there is a long tradition of using arts to communicate issues capable of questioning dominant paradigms (Belfiore & Bennett, 2007; Curtis, Reid, & Ballard, 2012). So-called *eco art* – creative efforts addressing specifically environmental and climate change related topics (Wakeland, 2012, Darts, 2004) – can thus be seen as a way to create public discourses and stimulate collective action, by communicating environmental issues more strategically and, thus, effectively (Weintraub, 2006; 2012; Thornes,2008; Gabrys & Yusoff, 2012; Guy, Hensaw, & Heidrich, 2015).

The study at hand examines (strategic) framing processes as well as related narratives of an eco-art project happening in a local environment in 'traditionally green' Austria. The project FOR FOREST is a temporary art intervention by Klaus Littmann, referring to Max Peintner's painting "The Unending Attraction of Nature". The eco- or *enviro-art* project transformed the local football stadium in a city of 100.000 into a large public art installation. Around 300 trees were transplanted over the existing football pitch to give the impression of a central European forest that can be visited (for free) by interested audiences. Surprisingly, the project was highly recognized internationally, but mainly negatively debated on a local level.

With a qualitative content analysis of (social) media content before, during and after the project (August - November 2019), complemented by interviews (n = 15) with central (local) stakeholders, we were able to detect five dominant conflicts and discourses and related antagonistic frames (AUTHOR et al., 2019) around the project – all of them were *not*related to environmental issues, climate change or sustainability. Only at a very late stage, the PR agency responsible for the project's communication used the 'sustainability frame' and the related narrative of it being a lighthouse project against climate change. However, they did not turn sustainability itself into a field of conversational contestation (AUTHOR, 2012, 2017), particularly not on a local level, which can be seen as a missed chance for change, a missed chance of the eco-art project FOR FOREST.

PP 321 Let the judges decide: How news media construct public legitimacy of climate change litigation

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Lawsuits against national states or large co-operations present a relatively new approach of environmental activism and, specifically, their resonance in public discourses has not yet been studied. Combining theories on social movement frames (Snow, Vliegenthart, & Ketelaars, 2018) and legitimacy maintenance (Patriotta, Gond, & Schultz, 2011), this study considers climate change litigation as disruptive events triggering public controversies concerning the legitimacy of judicative action on the issue of climate change. The public controversy surrounding climate change litigation is conceptualized as legitimacy test during which different orders of worth – i.e., normative principles associated with specific institutional environments – are employed by participating actors to justify their conflicting positions (Boltanski & Thévenot, 2006; Patriotta et al., 2011). Orders of worth as guiding normative principles allow to take distinct institutional environments of involved actors into account. However, the neo-institutional approach followed by Patriotta et al. (2011) also accounts for actors' potential to deliberately adjust their reference frame and, therewith, change the course of a debate.

The central question addressed is which factors contribute to the construction of public support and legitimacy of climate change litigation? More specifically, we ask which actors participate in the media debates on these issues and what kind of orders of worth do they apply to justify their diagnostic and prognostic arguments? Three recent lawsuits in the Netherlands have received ample public attention and the surrounding debates in the national news are presented as exemplary case studies. Newspaper coverage in four large national newspapers ranging from politically left, to more liberal and conservative was analyzed (N = 605). Based on an initial qualitative analysis a codebook for a manual quantitative content analysis was developed that included key actors, frame types, and orders of worth.

Comparing the three cases revealed that the focus on civic, moral aspects spurs public legitimacy while discussing causes and solutions can trigger strong opposing voices in a debate hindering broader public support and agreement on the issue. The most successful case in terms of public support mainly evoked moral arguments concerning climate change, state responsibility, and responsibility for future generations. A discussion of more specific solutions, in contrast, involved a greater variety of viewpoints also including possible negative consequences for citizens or industry which led to higher levels of controversy. The proposed framework may be applied to other public controversies with social movement involvement contributing to a better understanding of framing processes in relation to the interplay between actors and their institutional environments.

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SCI05 - Media coverage of environment, nature and climate change

PP 425 Media constructions of the environmental issue of microplastics: The case of Denmark

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It is becoming increasingly clear that microplastics occur in all major natural compartments, such as soil, air and water. Although we possess only limited knowledge about the toxicological effects of microplastics, the issue spurs concern among various societal stakeholders because of the potential harmful effects of microplastics on the environment and humans. Although plastics possess functionalities that benefit societies in numerous fashions, the ways in which plastics are produced and discarded of, present challenges to the environment. Consequently, microplastic pollution is often characterized as a 'wicked issue', meaning that it is a complex problem involving many actors and stakes, and to which there is no obvious solution.

The issue of microplastics is becoming an increasingly salient subject of enquiry in the natural sciences, however, insights into social aspects of microplastics, such as media framings, public perceptions of and engagement with the issue, are scarce and limited. Despite claims in the scientific literature of an increasing public concern and engagement with the issue, the extent and framing of media coverage of microplastics and the apparent public engagement remains largely unexplored in the scientific literature.

This study serves the purpose of initiating a conversation about microplastics as a socially constructed phenomenon. More specifically, it aims to empirically analyse how the environmental issue of microplastic pollution is constructed in Danish news media. This was done through qualitative content analysis of 117 news media articles focusing on microplastics. The results make two key contributions to the environmental communication literature. Firstly, it contributes empirically supported knowledge on the construction of a complex environmental issue, using Danish national print media as a case. Secondly, based on the empirical analyses, the article contributes to develop theory that can provide deeper insights into the dynamic features associated with the social construction of environmental issues, which can be used to understand the dynamic interrelated conditions of media constructions of a wicked environmental issue. More specifically, our findings highlight key thematic dialectics that drive the issue demarcation process.

PP 423 Swedish sápmi news, environment and sense of place

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Those who are affected by changes in the environment often live in remote areas from the political center, which is often inhabited by indigenous people. Indigenous people have another sense of place and nature in relation to modern societies that focus on scientific knowledge and large-scale technological and economic systems. Modern societies also have an understanding of nature as separated from humans (Roosvall & Tegelberg, 2015). The deep knowledge of nature and the sense of place are among indigenous people inherited through generations and are lived experiences through a close connection to nature with strong ties to territories and natural resources. Northern parts of Sweden are inhabited by the Sápmi people, and their land use transcend the borders of nation-states, like Norway, Finland and Russia., Their cultures and locations are developed around a lifestyle based on fishing and reindeer herding, even thou Sápmi identity is not homogenous but rather multifaceted.(Markelin & Husband, 2013). Indigenous peoples are often "used" in mainstream media reporting to highlight the urgency of environmental change, while their political perspectives are largely ignored (Roosvall & Tegelberg, 2015). Other research has showed the centrality of national public service broadcast in providing the political and infrastructural context of indigenous media (Markelin & Husband, 2013). Swedish public service has a liability under law to cover perspectives of national and ethnical minorities in their own language, and the Sápmi people are one of these minorities. (Regeringsbeslut, Ku2019/02007/MD). Indigenous media are important in the political terrain, and public broadcast service is a forum for the Sápmi population when it comes to expressing political demands and identity. This study is focusing on Sápmi television news - Oddasat - broadcasted in Swedish public broadcast (SVT) from the Sápmi unit in Giron/Kiruna. The interest is to look at how indigenous Sápmi news in Sweden represents senses of place, place attachment and environmental change. In this perspective theories of senses of place are of interest, for example place attachment among indigenous people which can be understood as a very intimate relationship and a multidimensional phenomenon (Gaster, 1961). To understand sense of place different dimensions are addressed; language, relations, attitudes and world views that attaches people and place; socio-cultural and political dimensions; affective and behavioral components (Studley, 2012). Place attachment is integral to sense of place and literature emphasises place attachment in a context of group identities bound to a specific form of landscape or idealized ones; the link to local wisdom; cultural or environmental threats to identity and deterritorialization (Studley, 2012). Preliminary results indicate that national boundaries are not basis of sense of place and attachment, but instead the Sápmi culture, education and the conservation of the cultural heritage spanning several countries is crucial. Environmental changes and threats are understood through the lens of indigenous inherited wisdom and deep knowledge of nature. The consequences of environmental change on the migrating reindeers is linked to the Sapmi nomadic understanding of nature.

PP 422 Newspapers analysis of droughts and climate-resilience in Israel: Depoliticization desalination discourse (2001-2018)

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Originating from ecology, the resilience perspective is a way to conceptualize and analyse systems and communities' reaction to risks. Literally meaning 'springing-back', resilience is referred to as the ability to cope, recover and reduce vulnerability to change. Nowadays, when understanding of climate change shifts from a 'future risk' to a 'current issue' and 'crisis', the concept of resilience is adopted more and more by governments, NGOs and academics as a way to conceptualize changing futures. Social-ecological resilience research asks: how does a community cope with environmental stress and how does this stress generate change? Recently, critical resilience studies started addressing its political aspects and discursive elements, by not only studying resilient 'from/to what' but also 'by/for whom'? (McGreavy 2016) This paper translates these questions into communication studies, asking: How is the process of achieving climate-resilience is meditated and represented in the newspapers? Coming from a politicized approach which understands environmental-risk conflicts as a form of political conflict, and its media representation as another arena of contestation, this paper is interested in revealing aspects of the coverage contributing to depoliticization of the debate (Maeseele 2015). These issues are explored by using the case study of implementing desalination technologies in Israel as a response to a drought risk.

This paper introduces selected findings from a longitudinal analysis of newspaper coverage of droughts in Israel during 2001-2018. The analysis was conducted by using critical discourse analysis of articles published in Yediot-Aharonot (mid-range popular paper) and Haaretz (elite broadsheet). It concentrates on three pre-identified critical discourse periods (2001-2002 n=432; 2008-2010 n=377, 2018 n=127), during which three state commissions of inquiry operated to re-evaluated Israel's hydro-policies. The period analysed includes the droughts of 1999-2001, 2004-2011 and 2014-2017, which brought Israel to develop its large-scale seawater desalination operation. Desalination nowadays contributes 80% of Israel domestic water consumption (Netanyahu 2017). Yet, desalination is regarded within academic and professional debate as a radical socio-environmental transition: besides promising steady water supply, it has long-term implications including environmental, health, economic, political and geopolitical (Feitelson & Rosenthal, 2012; Swyngedouw & Williams, 2016). Swyngedouw (2013) and Techner et.al (2013) suggested that choosing this technology is based on de-political consensus, built around a specific modernist vision of water abundance, while concealing its negative environmental implications.

Findings indicates that in the first two periods both newspapers framed the droughts as a "water crisis" which was an outcome of a "governmental failure to act". The crisis was framed as a supply and demands imbalance, which requires policies to address both sides of the equation. While variety of policies to reduce consumption were highly contested by four (political/ideological) discourse-coalitions, the newspapers presented "alternative water sources" to increase supply as the way to overcome the political disagreements. Results indicates seawater desalination was primed as the leading "alternative", by presenting a future of (economically feasible) water abundance. However, the connection between climate change and the droughts and desalination's dependency on fossil fuels were marginalized by the press. Thus, positioning desalination as a drought-resilience and not a climate-resilience policy.

PP 424 Spanish media framing analysis of CoP25

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Spain unexpectedly hosted in Madrid the 25th Conference of Parties (CoP) of the United Nations Framework Convention on Climate Change (UNFCCC) due to the social unrest emerged in Santiago (Chile) during the early autumn of 2019. This edition was organized and presided by Chilean authorities, after Brazil resigned from this commitment as one of the first decision of Jair Bolsonaro's administration, and a rapid reaction from Spanish governing bodies was needed in order to run the conference following the expected schedule and objectives.

This sudden irruption of a news topic within the Spanish media agenda urged a quick reply also from media companies, switching their attention from political confrontation at the national level towards environmental issues. The news coverage of the CoP turned into a key theme all at once, fastly evolving from the Spanish Parliament General Elections (the second ones in 2019) completed in November to a global, scientific and social subject.

This paper aims to synthetize and understand the information produced by leading Spanish media outlets during the CoP25 in Madrid from a comparative perspective. In order to so, eight printed and online news companies (El País, El Mundo, ABC, La Razón, La Vanguardia, El Periódico de Catalunya, eldiario.es y elconfidencial.com) were closely screened between 30th November until 15th December. The comparative approach pursues to shed light on several axes, namely ideological/editorial media position (conservatives versus liberal), and news formats (native digital versus legacy newspapers). Applying a quantitative and qualitative content analysis, both the main external features of the coverage (degree of attention, main topics, characters, technical resources...) and the meaning-making internal process (narratives and discourses) will be identified. The unprecedented media attention gathered by this Conference in the Spanish media, with a high and persistent news production (between 8 to 15 news stories every day in each of the eight media outlets) and the particularities of the national media system (close linkages between politics and journalism professionals) will help us to present the diverse main frames constructed during the sampled period.

Although coding is currently taking place, some of the preliminary findings point to a) a marginal presence of climate change scepticism, which walks in line with previous research about environmental issues in Spain; b) an important presence of nationally-based news topics and approaches mixed up with the general discussions taking place within the Conference; c) an important -but inconsistent across time and not common to all media- quota space for social movements; and d) a dominant feeling that relevant decisions about climate action were postponed to subsequent CoP.

SCI06 - New technologies: Challenges, risks and possibilities

PP 519 Between fear and trust: The coverage of risks and responsibility in the automation discourse

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The rapid diffusion of "autonomous" technologies such as algorithms, robots, and artificial intelligence is accompanied by opportunities for social and economic innovation as well as emerging risks, such as loss of jobs, ethical concerns, manipulation, and security threats. Additionally, the emergence of risks raises questions regarding responsibility attribution (Gerhards et al., 2009) for damage and problematic impacts of automation. However, so far, for many automation issues responsibility is not clearly assigned yet, or frequently passed on to users or to technologies such as algorithms.

In this context of "uncertainty" regarding risk and responsibilities, the media play a central role in shaping public perception and attitudes towards emerging technologies such as AI (Chuan et al., 2019; Druckman & Bolson, 2011; Scheufele & Lewenstein, 2005). The paper therefore explores the media coverage of risks and responsibilities in the automation debate. By means of quantitative content analysis, it shows which application fields and which risks of automation attract media attention, the tone towards automation, and the extent to which different types of actors are held responsible for damage and the development of solutions. Moreover, as prior studies indicate four stages of news coverage of emerging issues (Rogers et al., 1991), we ask if in the course of time, as more people are affected by automation, coverage has transitioned from the initial and scientific stage into the human and political stage. Therefore we examine the news coverage during the last 30 years (1991-2018).

The study uses the Austrian Media Corpus that contains articles of main Austrian news media. First, automated keyword-research identified all media reports that explicitly refer to the automation realms robots/robotics, AI, algorithms, or automatization ($\approx$35,000 since 1991). The results of the manual content analysis of a representative sample show increasing media attention over time and a particularly strong increase since 2015. The top 5 application fields covered are advanced manufacturing (industry 4.0), humanized robots (social companions), sports and games, smart home/living, as well as social media and search engines. The list of further 16 application fields is headed by medicine/health, aeronautics, and transport/mobility (autonomous cars). In terms of tone, over 40 % of the articles describe automation positively, while less than a fifth are negative. Readers thus seem to be confronted with a more optimistic than pessimistic reporting. However, the analysis shows that almost 40% of the articles mentioned at least one type of risks. The top 5 risks are shortcomings of the technology, loss of jobs, ethical issues, loss of human autonomy and control, and lack of adaptation on the part of the industry. Compared to risks, responsibilities are assigned less often: Only every seventh article contained one or more responsibility attributions. Algorithms were found to be more often associated with risks and responsibility attributions and significantly more negatively covered than the other automation realms. While the main recipients of attributions of responsibility are economic actors, followed by political actors, responsibility attributions are mainly expressed by industry actors, flowed by scientists and journalists.

PP 523 Persuasive Appeals in Genetic Biobank Recruitment Campaigns

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Biomedical research often relies on individuals donating their biological samples and health-related data to biobanks. While large-scale public communication recruitment campaigns have been studied in the context of blood donation, clinical trials, and direct-to-consumer genetic test marketing (Barton et al., 2014; Schaper & Schicktanz, 2018; Wang, 2018) relatively little is known about the campaigning methods and messages of genetic biobanks (Snell & Tarkkala, 2021; Wienroth et al., 2019).

We bring concrete textual examples from two consecutive genetic biobank recruitment campaigns conducted in Estonia in 2018 and 2019 which resulted in 150 000 new biobank participants i.e 15% of the adult population of Estonia. The campaign spokespersons use various persuasive appeals to influence individuals to become biobank participants. We discuss what kind of impact these various ways of persuasion have for the individuals, for the future of biobanking and genetic research and also personal medicine.

This study is part of a larger research project that seeks to shed new light on the topic of discourse on genetics, pave the way for future research aimed at changing health behaviour via offering genetic feedback, and help the healthcare sector to design better public communication aimed at changing health behaviour.

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PP 521 Partisan news feeding on Twitter. the European case of agricultural genome editing

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In July 2018, the European Court of Justice (ECJ) ruled that Agricultural Genome Editing (AGE) falls under the strict regulation of conventional GMOs. Surprisingly, in January 2018, ECJ's Advocate General Michal Bobek had argued that AGE should be exempt from GMO regulation. We examined two phases. Phase 1 began with the release of Bobek's opinion and ended with the ECJ ruling. In this phase, opponents of AGE, favoring strict regulation, were in the challenging position. Phase 2 began with the ECJ ruling. In this phase, proponents of AGE, favoring less regulation, were in the challenging position (e.g., Schmid-Petri et al. 2019).

We examined how opponents and proponents of AGE fed German-speaking mainstream news on AGE into their Twitter networks – following communication researchers who asked how news items are "curated" by social media users (Thorson & Wells, 2016).

We assumed that

1. Proponents and opponents of AGE engaged in partisan selective news feeding (cf. Shin & Thorson, 2019) – mainly feeding those articles into Twitter that supported their views.
2. In order to challenge the (expected) regulation policy, opponents offensively fed news articles that countered their position with dismissive annotation in Phase 1, whereas proponents did so in Phase 2.

We conducted standardized content analyses of
- 179 mainstream news items from 1/2018 through 8/2019,
- 2,211 Tweets containing URLs of the news items
- 1,172 user accounts.

57.0% of the news items reported favorably on AGE, 24.0% reported unfavorably,19.0% reported in a balanced way. 86.5% of the articles were fed into twitter at least once. On average, favorable articles obtained 14.49 feeds on Twitter, critical articles obtained 15.38, balanced articles obtained 12.24.

Overall, critical articles obtained equal resonance among opponents and proponents. On average, 18.1% of critical articles' feeds / tweets originated from opponents, 20.0% originated from proponents. By contrast, favorable articles obtained much more resonance among proponents (43.4%) than among opponents (5.6%). The relatively large resonance among proponents is due to the fact that many more proponents (n = 340) than opponents (n = 131) were on Twitter.

We calculated average feeding rates of favorable and critical articles among opponents and proponents - the shares with which individual articles contributed to the total volume of article feeds among each group.

Our assumptions are confirmed:

1. Favorable articles had a higher average feeding rate among proponents (.85%) than among opponents (.45%); critical articles had a higher feeding rate among opponents (.94%) than among proponents (.33%).

2. In phase 1, when opponents were challengers, a favorable article made up for an average of .69% of the total volume of feeds that originated from the opponents' camp. In phase 2, the share was less than half (.30%). In phase 2, when proponents were challengers, a critical article made up for an average of .57% of the total volume of feeds that originated from the proponents' camp. In phase 1, that share was less than half (.21%). Feeds of articles that countered users' positions, contained dismissive annotation. In a controversy, social media user's strategic curation of consonant/dissonant news thus depends on their roles as defenders or challengers.

PP 520 Communicating anthropomorphism in robots: Agency and embodiment of Ai-Da robot

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In the popular discourse, one of the most prominent themes when imagining the future is that of a technologically assisted one. The robots are part of that picture. In the sciences, the research about AI and robotic systems refers to the current and future technological advancements. However, "the robot is [also] a figure of fiction and science fiction, which (…) channels feelings about culture and technology." (Kakoudaki, 2007) For the purpose of this presentation, I define robots as embodied agents that can carry out a complex series of actions automatically.

This paper will address my current research in the field of the so-called *Cultural robotics*, which considers the ethical, aesthetic and communicational aspects of robotic technologies.

I have had a chance to witness the affordances of the anthropomorphic Ai-Da robot at *Ars Elecronica Festival* 2019, Austria. During their presentation, the team from the Aidan Meller Galleries/University of Oxford referred to it as "the world's first ultra-realistic robot artist".[1] Ai-Da can draw portraits of people, and each drawing is unique.

In this presentation, I would like to critically address Ai-Da as a cultural phenomenon, using several perspectives:

- *Performativity*, in reference to the machine art (Broeckmann, 2016; Coeckelbergh, 2017). I do not intend to delve deeper into the discussion on whether artifacts made by Ai-Da are indeed artworks. The focus will be on the public presentation of Ai-Da as an *artist*, and the settings under which the actions of this robot are facilitated. This strategic decision is important since it tackles into the broader question of 'electronic personhood' (Shanken, 2017) and *homo mechanisma* (Miles, 1957, in: Jones, 2016).

- *Embodiment*. Providing Ai-Da with a face that resembles the appearance of an adult woman was a socio-political decision that deserves to be examined.

- *Gender*. Taking into account the prominence of female employees in the service and care industries, we have witnessed the replication of this model in some AI-supported services (e.g. Microsoft's *Cortana*) and a variety of anthropomorphic robots. Does the (presumably) female face of Ai-Da contribute to the perpetuation of gender stereotypes?

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[1] The robot is described as such on AI-Da's website: ai-darobot.com

PP 522 Stories of science: A content analysis of narratives and narrativity in newspaper coverage of genomic research

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Narratives have recently been discussed as a viable strategy to communicate scientific findings and issues to large audiences (Kaplan & Dahlstrom, 2017). As a communication mode close to everyday life, narratives are assumed to facilitate an audience's interest, understanding, access, recall and attribution of relevance even in cases of abstract and specialized science topics (Avraamidou & Osborne, 2009; Dahlstrom, 2014; Norris, Guilbert, Smith, Hakimelahi, & Phillips, 2005). However, scholars have also noted concerns about using stories for science communication, e.g. due to their potential to weaken trust or spread skeptic positions (Slovic, 2008) and have raised ethical considerations about their use (Dahlstrom & Ho, 2012). A possible reason for these ambivalent evaluations might be that the range of stories used in science communication is ample, yet unexplored. We find testimonial-type stories of patients, strongly emotionalized and sometimes used to support scientific findings, sometimes to contradict them. We also find matter-of-fact recounts of researchers' careers or the history of their institutions. All stories – but very different ones.

The goal of our study is to learn more about the stories that are used in science communication. First, we seek to explore whether stories are used as evidence or counterevidence for scientific findings. Second, we want to explore the focus of the story (on the researcher, the people concerned, the research process, etc.). Third, we intend to investigate their narrativity. Narrativity is a concept from narratology (e.g. Prince, 1999) that allows to distinguish between different levels of narrative richness (elaborations of plot, structure and style), rather than only distinguishing between narrative and non-narrative. For example, narrativity is increased by presenting lasting consequence, unique events, conflict, character development, and emotions, motivations and thoughts of characters. We applied narrativity in our content analysis of newspaper coverage about genomic research to assess differences in the narrative configuration.

We conducted a content analysis of German newspaper coverage about genomic research, a prototypical topic for science communication that is abstract and hard to understand, but highly relevant at the same time. In this content analysis of national and regional broadsheet newspapers, tabloids and weekly magazines (n=1023 articles), we analyzed the function of the stories (support or refutation of scientific findings), the focus (on researchers, people concerned or the scientific process itself) and the degree of narrativity.

Our results show that narratives were mainly used to corroborate scientific findings and not to contradict them. Stories about the scientific process were most prevalent, followed by stories of people affected by the research and stories of researchers. In our presentation, we will exemplify each of the story types with the narrativity elements that typically accompany them. In general, narratives not only seem to be used extensively, but also very consciously to make complicated scientific findings accessible to a lay audience.

SCI07 - Public understandings of science

PP 597 Learning from science news via interactive and animated data visualizations: A multi-method investigation

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Interactive and animated data visualizations are said to play a pivotal role in bridging the gap between science and its understanding by the public. Empirical evidence, however, has so far produced only tentative results, especially on how news consumers actually engage with such visual content (Retchless 2018). Theoretical arguments are also mixed: while limited capacity models suggest that interactivity and animation require excessive amounts of cognitive resources and thus hinder learning (Lang 2000), user engagement models suggest that interactive and animated news elements provide a rich sensory experience and vivid mental images of the content and thus support learning (Oh & Sundar 2015).

Given the inconclusive evidence base, this study focuses on users' perceptions and interpretations of interactive and animated elements in data visualizations as a premise of media effects (Bucher & Schumacher 2006; Renckstorff 1996) and links them with message processing. Specifically, we (1) investigate how individuals perceive and evaluate interactive and animated data visualizations and (2) explore their role in learning from news of high topic complexity.

In an experimental pre-post design, we apply an innovative multi-methods approach with eye-tracking, cued retrospective reporting (van Gog et al. 2005), and a recognition/recall test comprising 10 questions. 45 Swiss students were randomly assigned to one of three versions of an online news article on the decrease in snow days in Switzerland due to climate change. The article consisted of three consecutive parts (first text part, visualization, second text part) and included a map-based data visualization with either (version1) static, (version2) interactive (possibility to click on specific locations on the map to display a diagram showing the decrease in snow days for the respective location), or (version3) interactive and animated elements (possibility to click; change in snow days is dynamically displayed over time).

The eye-tracking data show that across all versions, participants have a linear reading pattern from beginning to end. The interactive and animated visualization (version3) nevertheless engaged participants the most. ANOVAs with Bonferroni correction revealed a significant difference regarding time spent with the visualization between version3 and version1 as well as between version3 and version2 ($F(2,42)=5.83$, $p<.01$, partial $\eta^2=.22$). Moreover, the second part of the text, following the visualization, was fixated the longest by participants who were exposed to interactive and animated elements (version3; $F(2,42)=2.64$, 95%CI [2041.25;22709.39], partial $\eta^2=.11$). The cued retrospective reports underpin this finding. While data visualizations are only appreciated when they are easy to use and support comprehension of the text parts, in line with Oh & Sundar (2015), participants highlight the emotional impact of interactivity combined with animation: it is described as exciting, impressive, and attention-grabbing. Finally, the recognition/recall test shows that the more intensive examination of the second part of the news article translated into higher learning outcomes: A significant positive indirect effect of version3 on information acquisition through fixation duration was found (point estimate=.39, 95%CI [0.02;0.95]).

Overall, we expand visual science communication research by showing that interactive and animated data visualizations can indeed support learning by evoking positive user reactions and prolonging exposure time.

PP 600 Improving lay understanding on high voltage power lines: Predictors of the perception of risks and exposure.

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Every citizen is exposed to low frequency electric and magnetic fields in everyday life which emanate e. g. from vacuum cleaners, smartphones and high-voltage power lines (HVPL). Low frequency fields are not visible to the human eye. In order to be able to assess the strength of these fields and thus the level of exposure, citizens as laypersons are dependent on experts' display of measurement results. Yet, there is apparently no consensus in research on the question of how respectively in what presentation format field strength of electromagnetic fields (EMF) can 'best' be communicated to laypeople (Nielsen et al., 2010; Timmermans et al., 2008; Slovic et al., 2005; Ancker et al., 2006), although there are first hints that different presentation formats might affect the perception and understanding of the information (Claasen et al., 2017; Morgan et al., 1985; Wiedemann et al., 2018). In particular, there is a lack of experimental study designs that analyze actual cause-effect relationships. This is where our study starts.

The aim of this paper is to examine the effects of different ways to visualize and communicate the measurement results of EMF originating from HVPL. Our focus is on the effects of different presentation formats. We address the overall research question: Does the presentation format affect the understandability of the provided information and/or recipients' risk, exposure and/or safety perception of of low frequency magnetic fields?

We conducted an experimental study (N=274, 1x3-between-subject-design) combining a standardized representative survey of the German population with three experimental groups for three self-developed presentation formats (video, information graphic, diagram). Within the survey we demonstrated how an expert measures the exposure of a HVPL and compared his result with e. g. the legal maximum permissible value of exposure or the strength of the magnetic field in combination with an operating vacuum cleaner.

The experimental study shows (1) that the presentation format influences recipients' risk perception: after watching the video or looking at the information graphic research participants' risk perception was significantly reduced compared to the risk perception before watching the video or the information graphic, whereas this is not true for the presentation format 'diagram'. However, (2) the presentation format has neither had a significant impact on recipients' exposure and safety perception nor on the perceived understandability of the provided information. The recipients felt equally well informed by all presentation variants. An interesting secondary finding is that using comparisons to e. g. regulatory values are useful to inform citizens in an understandable manner about the exposure of EMF from HVPLs. [1]

PP 599 Why is a scientific expert perceived as trustworthy? Emotional assessment within TV and YouTube videos

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As innovative science communication formats such as online videos are increasingly used by the public (Wissenschaft im Dialog, 2018), science communicators and researchers hope to reach new and wider audiences by 'edutainment' approaches that focus on emotional experiences of audiences (Friesen et al., 2018; Gerber, 2012). However, so far, the effects of edutainment-focused science communication are sparsely studied. Besides the higher entertaining potential of science videos on YouTube, so-called 'sciencetubers' explain scientific information more comprehensible than scientific experts appearing in traditional TV interviews. Both, comprehensible and entertaining communication abilities are strongly connected to perceived trustworthiness of scientists (Reif, 2020). Furthermore, while TV programs often reinforce stereotypical image of scientists (white, old men), social media has the potential to break down existing stereotypes and increase perceived trustworthiness of scientists (Jarreau et al., 2019).

This study aims to extend trust research considering emerging online video content and emotions in science communication. We address the underlying question of what the predictors of perceived trustworthiness are and which role emotional assessment and different video formats play.

Therefore, we examined an experimental online survey (n=155, age 18-80) using six different short (1-2min) video stimuli about physics varying regarding video format in which scientific experts appear (TV interviews/YouTube videos), gender (male/female) and age of experts (old/young). For perceived trustworthiness, we used the METI-scale by Hendriks et al. (2015; 4-6 items per category, seven-point semantic differentials: expertise, integrity, benevolence; α=.92-.96). We measured three different types of emotional assessment: a) feeling entertained (affective) as well as the cognitive evaluations of b) how comprehensible experts communicate science information and c) whether they are perceived as typical scientists (seven-point semantic differential scale: boring/entertaining, incomprehensible/comprehensible, atypical/typical). In addition, general trust in scientists (1"very low"-5"very high"), as well as science media use were assessed. Analyses of variance, a linear regression, and parallel mediation analyses (PROCESS 3.0, model 4) were calculated with 10.000 bootstrap samples.

The results suggest that (1)sciencetubers are perceived as less competent but similarly honest and benevolent as scientific experts appearing in TV interviews. While scientists interviewed on TV are regarded as typical scientists, sciencetubers stand out for their highly professional communication abilities (entertaining, comprehensible). (2)These emotional assessments of scientific experts and thereby an initial impression were revealed to be important predictors of trustworthiness, and (3)significantly mediate the effect of the stimulus (TV interview vs. YouTube video) on all trustworthiness dimensions. Thus, when audiences are exposed to scientific experts in videos, emotionally assessing them helps to evaluate trustworthiness. Stereotypical attributes of scientists, such as their gender and age, only affect expertise. General trust in scientists and specific trustworthiness, were not significantly linked.

This study highlights the importance to consider emotions when studying trustworthiness. If audiences feel more entertained and/or understand what scientific experts explain, this can have a positive effect on perceived trustworthiness. New online formats and young sciencetubers have to be acknowledged as a crucial part of the nowadays science communication to the public. They should be considered in the academic discussion about how to build or remain trust science.

PP 598 Competent and comprehensible? A real-time response analysis of scientific experts

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Scientific findings are often highly complex and therefore not easy to understand for laypeople. To recognize reliable knowledge, they depend on scientific experts (Bromme & Thomm, 2016). Expert-layperson communication is encouraged by dialogue-oriented expert debates. To empower laypeople, debating experts should not only be perceived as highly *competent*, but moreover be able to communicate their knowledge "broadly *comprehensible*" (Jäger, 1996: 73; Peters, 2014). As expert knowledge often is abstract, comprehensibility may be a basic prerequisite for effectively examining scientific content. Positive perceptions of competence can create persuasive potential and thus promote the acquisition of knowledge and opinions among recipients. Whether an expert debate achieves these goals, depends on the experts as well as on the audience's expectations. Whereas some research was done on how people evaluate news media (Voigt, 2016) and media coverage of scientific issues (Taddicken & Wicke, 2019), less is known what they expect from the communication of scientific experts. Therefore, the following research question was examined:

What expectations do recipients have of the scientific experts and how do they evaluate them, especially regarding their competence and comprehensibility?

A combination of real-time response (RTR) and quantitative questionnaires before and after the measurement was applied. Stimulus for the RTR was a 45-minute recording of a debate about autonomous driving featuring three experts of different disciplines. Regarding RTR, the participants were divided into two groups – evaluating the experts' competence (n=33) and comprehensibility (n=32).

Survey results show that participants (high educated, Ø-age 32) expected the experts to be understandable (84.6%[1]), professional (78.5%) and trustworthy (72.3%). Moreover, the debate was rated rather well (M=3.72;SD=.84, scale from 1 (lowest) to 5 (highest)), which in turn strongly correlates positively with the fulfillment of expectations of the experts ($r=.74, p<.01$). Hence, the more positive the experts are perceived, the more positive the debate is evaluated.

Similar results were gathered during RTR. Participants rated the expert's competence (M=68.44;SD=8.85, scale from 0 to 100) and comprehensibility (M=75.14;SD=6.24) predominantly positive.

A peak-spike analysis (Bachl, 2014), a content analysis of particularly positively/negatively rated passages of both data curves, reveals that experts are rated as highly comprehensible when they used *short sentences without nesting* and *structured their statements* in terms of content, for instance making connections, providing explanations, and offering conclusions. The recipients rated comprehensibility more negatively when the experts used *scientific jargon* (Bullock et al., 2019) such as technical terms, foreign words, and abstractions. The use of scientific jargon did neither lead to positive perceptions of competence. Competence ratings were very positive when the experts used content that was particularly relevant to recipients, offering "practical usefulness" and "orientation" for their everyday life (Bogner et al., 2014).

In future research, an experimental design that varies those factors that are assumed to increase perceptions of comprehensibility and competence could be useful. Considering recipients' expectations, researchers can support the future development of communication between the different actors, and thus improve the relationship between science and the public.

[1] The expected characteristics were measured as a multiple answer question (n=256).

PP 596 Investigating the audience(s) of science communication: A typology of recipients considering their expectations

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From a normative perspective, science communication should fulfill integrative functions instead of widening knowledge gaps (Corley & Scheufele, 2010). However, from numerous studies we know that mediated information better reaches those audiences who are already well-informed and (topic-)interested (Guenther & Weingart, 2018; Jarreau & Porter, 2018; Metag et al., 2017; 2018; Schäfer et al., 2018; Tichenor et al., 1970). Yet, we do not know why those are better reached by science communication and which concrete formats are used by what kind of people. This may be related to their expectations of the dissemination and communication of science. They have not been taken into account in audience typologies up until now, but should be a highly important point of reference conceptualizing effective science communication. From previous studies we know that people differ in their quality expectations of news media (Voigt, 2016) as well as of the media coverage of scientific issues (Taddicken & Wicke, 2019). To investigate whether distinct expectation types may be distinguishable within the audience of the well-established science communication format "expert debate", the following research question was examined:
Which audience segments can be identified with regard to their expectations of science communication within the audience of a scientific expert debate?
Scientific expert debates on digitalized childhood, organ donation, the housing market, geoengineering, human intelligence, artificial intelligence, and cannabis were researched. A quantitative survey (self-selected sample n=358) followed by a hierarchical cluster analysis using Ward's method was applied. Six items measuring expectations were used as discriminating variables within the cluster analysis.
Our results indicate that the audience of the expert debates is not a homogenous one. We identified four different segments that exist across the different topics: "_The Topic Interested_" (n=21, 6.5%), "_The Well-Informed Spectators_" (n=96, 29.9%), "_The Science Advocates_" (n=131, 40.8%) and "_The Appreciative Listeners_" (n=73, 22.7%). We discovered some nuanced differences between them: "The Science Advocates" are quite interested in scientific processes and expect an expert debate to explain scientific methods and uncertainties. "The Well-Informed Spectators" and "The Appreciative Listeners" prefer comprehensible explanations of the debated issues. Furthermore, their science-related information behavior, their perceptions of science and their evaluation of the debate differ slightly. All segments disagree on the importance of beginning a dialogue with the experts. Considering the expectations of the participants, their main motivation to attend the debate is not dialogue but rather to understand science and gain knowledge. However, before beginning a dialogue, laypeople need to feel permitted to engage with scientific issues. From this perspective, the attendants' wish to gain knowledge and information could be understood as an 'enabler for engagement'. This can be discussed against the background of the paradigms of Public Understanding and Public Engagement that are often assumed as contrary perspectives.
All in all, different audience segments have different expectations of the dissemination of science. Future research should therefore elaborate the investigation of expectations and could compare the audiences of various formats to expand our understanding of the use of science communication.

SCI08 - Science communication: Experts, stakeholders and the public

PP 682 Sailing the course of journalism or science? Ethnographic insights into topic selection, expertise and boundary work at the Science Media Center

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Digital media have enabled heterogeneous communication without intervention of traditional gatekeepers, causing the linear communicative relationship between science, journalism and society to shift (Neuberger et al. 2019; Dickel et al. 2015; Scheloske 2013; Dunwoody 2014). Against a background of complex societal threats with scientific aspects, such as climate change, mass migration and viral outbreaks (Brüggemann et al. 2020), new intermediary actors are springing up that aim to reinforce the communicative hegemony.

This presentation concerns Science Media Centers (SMCs) and the various "brokerage" roles they can take on as intermediaries in between science and journalism. SMCs are editorial organisations that occupy an intermediary position between science and journalism. One of their main activities is to provide journalists with summarised scientific content and expert assessments. In the past 20 years, various SMCs have been founded internationally (i.e. in the UK, Canada, Australia, New Zealand and Germany) but despite their potential influence on the representation of scientific topics and expertise in journalism (Williams and Gajevic 2013, Callaway 2013), these organisations have hardly been empirically studied so far (Rödder 2015/2020).

To fill this research gap, we conducted a repeated newsroom ethnography at SMC Germany. Using in-depth interviewing, participant observation, and analysis of chat logs and publications, we gained first-ever insights into the SMCs organisational culture, role perception, topic selection process and external relationships. Coincidentally, our one-month field visit in January 2020 coincided with the first weeks of the COVID-19 outbreak as it spread from China to Europe. This provided insights into SMC Germany's initial response to the viral outbreak (Broer 2020), while our second one-month field phase in October 2020 allowed us to witness the SMC's adjustments to the journalistic demands for expertise during the on-going pandemic.

From the ethnographic data we have identified three organizational goals that guide SMC Germany's editorial process: (1) improving the quality of science journalism by providing content adjusted to the acute needs of journalists (2) steering public debate about scientific topics by agenda setting, blocking or framing, and (3) increasing the overall importance of scientific knowledge in society. To reach these goals, the editors continuously observe sources in media, science, politics and society for potential topics to cover, to which they apply a mix of journalistic, scientific, organisational and strategic selection criteria. In addition, the SMC must maintain mutually reciprocative relationships with actors from other fields, such as scientific experts, academic journals, news agencies and journalists.

We were able to identify three potential intermediary roles that SMCs can take on: By identifying particular knowledge needs, sourcing the required expertise and making that knowledge available to journalists, SMCs may act as a "knowledge broker" (Sverrisson, 2001; Pielke, 2007; Meyer, 2010). As became apparent during the COVID-19 pandemic, SMCs can furthermore take on a "trust broker" role by improving the relationship between journalists and scientific experts. Thirdly, SMCs can be seen as a "value broker" by advancing particular normative perspectives about science and journalism through various communicative practices.

PP 684 Different sciences, different views? Scientists' views on science communication from the perspective of different scientific communities

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Scientists are increasingly asked to engage in communication and scientific dissemination activities, due to various reasons such as the erosion of scientific journalism or the politicization of scientific issues. This has led to the need to better understand the availability of the scientific community for such actions. On the other hand, these actions require specific training and there are several scientific and academic institutions making efforts in this direction (Miller et al., 2009). Thus, science communication is currently considered a social duty of scientists, but there is no extensive knowledge about scientists' own perceptions of this issue, nor about training needs.

At the international level, several investigations have sought to identify the priority given by scientists and researchers to different communication objectives (Besley et al., 2018) and what communication models they assume in their dissemination practices (Simis et al., 2016). media), as well as their perception of the models and objectives of science communication. A better understanding of the scientists views's on the need of training and on their perception about science communication should also explore the differences between different scientific communities. A study on communication offices of research organizations has showed that different scientific areas have different motivations and practices (Entradas & Bauer, 2017), but more knowledge is needed to understand the practices of researchers themselves.

Thus, this paper evaluates the results of a survey that seeks to identify researchers' perceptions of training needs and models of science communication, from a comparative perspective between different scientific communities. Researchers were surveyed on their views about their communication practice, their views on science communication and on their needs of training. This study focuses on three scientific communities from three relevant scientific institutions of Portugal: one related to engineering and technology (INESC TEC), another to biology and medical research (I3S) and another to social sciences (CECS of the University of Minho).

PP 683 Defining quality in science communication: Input from stakeholder discussions and surveys

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Challenges related to the role of experts in public discourse and concerns about the guarantees of trustworthiness of information in media and social media have led to calls (e.g. Bucchi & Trench, 2014; Bucchi, 2019) to rethink the notion of quality in science communication. While public discussions on science communication quality often tend to focus on the accuracy of facts, studies such as by Rögener and Wormer (2017) about criteria for good environmental journalism indicate that stakeholders often emphasize other qualities beyond accuracy and scientific rigour.

Our study maps the elements that science communication stakeholders consider to represent quality in science communication. For this purpose, six workshops were held between July 2019 and January 2020 in five European countries (UK, Ireland, Italy, Norway and Estonia) as part of the Horizon2020-funded project QUEST (QUality and Effectiveness in Science and Technology communication). Each workshop involved representatives of science communication stakeholders: journalists, researchers, science communication specialists and citizens, altogether 70 people. The stakeholders used the Manual Thinking visualization method to collaboratively map the elements of quality in general, in the context of specific formats (e.g. social media posts, news articles, museum exhibitions), and for specific cases. Co-creation approach was used to reduce the profession-specific viewpoints which are often a source of tensions.

In total, 15 maps were produced from which listed elements were extracted and analysed qualitatively to produce indicators of quality. Prior to the workshops we also asked the participants to select up to three examples of quality science communication and provide a short explanation of what makes it good.

The analysis resulted in identifying three major dimensions of quality: 1) trustworthiness and scientific rigour; 2) presentation and style; and 3) social awareness. Each dimension is further divided into four Key Performance Indicators for quality in science communication. Our presentation discusses the relationship between the quality elements, as visualized on the maps, and polemizes about the potential of these indicators to evaluate science communication activities.

Additionally, we compared the example explanations that were sent prior to the workshops with the derived quality indicators to see whether similar qualities are emphasized in analysis of specific examples in comparison to an abstract discussion about quality. The comparison is relevant for both science communication theory and practice as it can indicate shifts in attitudes that can happen when moving between the levels of specific and abstract.

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SCI09 - The role of journalism and media coverage in environment communication

PP 773 How can the regulation of communication serve to help achieve more sustainable development?

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With the sensationalist dynamics of powerful news media in a globalized capitalist economy, *events* are reported, sometimes over-reported, whereas *context* and *process* are systematically underreported. Messages referring to complex and irregular change, such as biodiversity loss and climate change, are therefore structural and perpetual losers in the marketplace of ideas. The most successful media messages in the market are simple ones, without much context or process. They appeal to as many people as possible, of all ages, including many with limited knowledge and low levels of literacy. Messages involving sustainable development, on the other hand, are usually very complex. To be fully understood, they typically require knowledge and understanding of rich context as well as analytical skills regarding multi-factor causalities. Not only systemic factors, however, are held responsible for climate change denial and unsustainable macro-developments. Individual persons may also be held responsible, so much so that some now call for charging corporate CEOs, including media executives, and governmental figures with crimes against humanity for knowingly having lied about these things in public statements in order to cover up risks related to consequences of their own short-term gains.

To promote and safeguard sustainable development, the mass media need to improve in several regards. If not, they may thus find themselves facing charges of complicity in serious crimes. The authors look at how media logic, media effects, mediatization, common journalistic practices, framing, cultural cognition, ideology, and prevailing political and cultural economies have acted and interacted to create a global media environment which is still unhelpful or hostile to sustainable development. Sustainable development is defined as development which does not result in or lead to a net loss of biodiversity and cultural diversity.

However, the media also produce critical analysis, whistleblowing, positive examples of eco-narratives, and other hopeful signs that need to be encouraged and supported rather than held back by media regulation systems that encumber and present obstacles to communication. These systems need to refocus their justifications and legitimacy on more than human rights, which have so far dominated media regulation on national as well as transnational levels. Of course, basic human rights such as freedoms of expression and information or the right to privacy need to be at the center of law and morality, but so do sustainability of development, biodiversity and cultural diversity, including media diversities: of ownership, content, perspective, employment, linguistic pluralism and more. Anthropocentrism (like ethno- and androcentrism previously) is no longer sustainable, not even in the fields of media regulation. And, in the long run, rights will mainly benefit from being associated more closely with diversities and with sustainable development.

Like the First Amendment to the US Constitution (1791) and the Universal Declaration of Human Rights (1948) until now, media law and ethics should make more use of and more references to the Convention on Biological Diversity (1992), UNESCO's Universal Declaration on Cultural Diversity (2001), and the UN Sustainable Development Goals (2015), among other recent developments of regulation pertaining to both media and sustainable development.

PP 771 Disasters news: How digitalization shapes news about environmental catastrophes

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Technological development, in general, and the Internet, in particular, have changed journalistic practices in several ways. Besides the migration of many newspapers to the online environment and the creation of native digital projects, journalism has undergone major transformations due to increased and active user´ participation and a streamlining of the news production cycle (Karlsson, 2011).

Research about the technological impact on journalism has highlighted how news routines understanding calls to a multidimensional approach in which everyday practices, organizational structures, and user participation are taken into account (Boczkowski, 2004). More recent literature on the subject has not only focused on the impact of digitalization on news production but also on news distribution, with social media being studied as relevant platforms for breaking news coverage during crises, conflicts, and elections (Bruns, 2018; Neuberger, Nuernbergk & Langenohl, 2019), and for pressing journalistic outlets to be responsive to audience metrics (Anderson, 2013). Yet, how new models of news production, news distribution, and news reception are changing the content of news is still subject to intense negotiation.

Traditionally, the bad news is good news (Haltung & Ruge, 1965; Harcup & O'Neill, 2017), appreciated by the public (Harcup & O'Neill, 2017). Given that digitalization means that news is affected by contingent factors beyond newsworthiness, how are bad news, like environmental disaster stories, being shaped must be questioned. Bearing in mind the crucial social role of journalism in disasters situations (Houston, Pfefferbaum and Rosenholtz, 2012; Anderson, 2015; Hackett et al., 2017; Reis, Mattedi & Barrios, 2017) and departing from digital media scholarship and research on environmental communication, we aim to analyze the effect of digital journalism practices on environmental disasters news content.

We focus on the news coverage of two environmental disasters: the collapse of mining dams in the Brazilian Municipies of Mariana and Brumadinho, in 2015 and 2019, respectively, resulting in the death and disappearance of over 300 people, as well as serious environmental and material damages. The sample comprises the news published in the online versions of three national and regional Brazilian newspapers – namely, BBC Brasil, Folha de São Paulo, and O Tempo – in the 30 days following the two events. Using qualitative content analysis, we analyze the patterns of the coverage, exploring the interplay between different factors and the news content.

Even though revealing context-specific trends, results mainly echo past research on digital journalism practices. Given the news cycle rhythm, online news coverage of the disasters undergoes a series of updates throughout the day, with early readers seeing a different reality than later ones (Karlsson, 2011). Additionally, while being an opportunity to more accurately acknowledge the dangers, risks, and uncertainties at play, often identified and/or defined by relevant news sources as the event unfolds, digitalization appears to have a more important role in newsgathering rather than in news quality (Salaverría, 2005).

PP 772 Framing sustainable finance: A critical analysis of op-eds in the Financial Times

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Introduction & Theory

The need to turn our economic system on a more sustainable footing has been put forward by many representatives of politics, the economy and philanthropy in recent times (e.g., Sustainable Development Impact Summit in New York, 2019). As follows, sustainable finance has become one of the buzz words in the financial industry in 2019. There is hardly any bank, private asset manager or institutional investor who is not referring to green or sustainable finance (SF) these days. However, the conceptualization or understandings of SF varies vastly within the financial industry (cf. Ferrura Rotaru, 2019). What is more, the available data, product classifications and measurement of impact pose enormous challenges for the industry (EY, 2017). Hence, being at the forefront of recent developments of SF occurs to have become one of the decisive factors of competition in the financial industry nowadays. Relatedly, (financial) corporations around the world are increasingly involved in communicating their engagement with sustainability issues to external stakeholders, and particularly through the news media (cf. ECM, 2008).

Method

A common PR tool for corporations to position themselves in the public media debate with regard to certain (sustainability) issues are op-eds (opposite the editorial page) (Smith & Heath, 1990). By means of a in-depth text analysis, this study investigates how five of the major global investment banks (Goldman Sachs, Black Rock, HSBC, Morgan Stanley, UBS) position themselves in the *Financial Times* when communicating about SF between 2018 and 2019. A special focus is placed at identifying what sort of interpretation, evaluation and/or solution the authors of the op-eds are proposing regarding SF and climate change.

Results

One of the main results of the analysis is that the financial actors oftentimes contradict themselves when talking about SF. On the one hand, the authors express their deep concerns for climate change; but on the other hand, they are re-affirming the neoliberal capitalistic ideology (cf. Jacobsson, 2019) by focusing merely on the argument of profitability, growth and returns when advocating for SF. It occurs to be one of the main concerns of the investment professionals of not repelling their clients and signalling them that the main purpose of doing business is still generating profit. In so doing, the investment industry prominently considers itself as the "ultimate saviour" to fight climate change. However, at the same time, they relativize their power by referring to remaining challenges (e.g., availability of ESG data, measurement of ESG and impact) and shifting the greater responsibilities to fight climate change to the broader public and politics. More specifically, instead of discussing how the banking and investments system could fundamentally change to become more sustainable, they are calling upon politicians to set the frameworks that would incentivise, secure or even restrict financial activities to sustainable processes.

SPC02 - ICA -Trust in Science, Robots and Digital Platforms

PN 175 Policy Futures for Digital Platforms

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There has been a resurgence of interest in recent years setting policies for the operations of digital platforms. Amidst arguments that we are now in an era of the platform economy (G. Parker et al., 2016) and platform society (van Dijck et al., 2018), legislators, policy-makers, regulators, activists and other companies (particularly traditional media companies) began to clamour for investigations into the power of digital platforms and their economic, social, political and cultural impacts. After a long period where the largest tech companies tended to ignore or downplay demands for greater accountability to national lawmakers, there was a proliferation in the late 2010s and 2000s of public hearings, reports, discussion papers and new laws dealing in particular with what had come to be referred to as the 'GAMFA' or the 'FAANG'. It was estimated that, as of early 2021, there were over 100 such public inquiries taking place across different nation-states, as well as by supranational entities such as the United Nations and the European Union (Haggart, Tusikov, et al., 2021; Puppis & Winseck, 2020). This paper critically evaluates the range of regulatory and policy reform proposals being developed worldwide, across four scenarios: quasi-self-regulation/third party regulation (e.g. Facebook Operating Board); nation-state regulation; corporate social responsibility/stakeholder activism; and transnational rights-based approaches.

PN 174 Trust Repair in Human-Robot Teams: 4 Ways to Forgive Your Robot for Past Mistakes

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Robot teammates like human teammates make mistakes that undermine trust. Yet, trust is vital to promoting human and robot collaboration. Therefore, it is critical to understand how human trust in robots can be repaired. To address this, we conducted a between-subjects experiment varying the type of robot (high vs. low anthropomorphism) and the type of trust repair strategy (promise, explanation, denial or apology). Preliminary results highlight which repair strategies are effective. Overall, this paper contributes to the HRI trust repair literature.

PN 173 Is There Such a Thing as Too Much (Concern About) Trust?

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The combustive mix of an ongoing COVID pandemic and the ghosts of Trump's presidency past have led scientists to declare a trust emergency. If we could just restore trust, the theory goes, polarization, anti-vaccine sentiments, and climate denialism could all be eradicated. Unfortunately, this hypothesis disintegrates quickly when we look at the empirical evidence and the normative ideals underlying it. Not only is absolute trust in science an undesirable ideal democratically, but there's also little evidence that trust has eroded significantly in most countries, or that anti-science sentiments are correlated with a lack of epistemic appreciation for science. So what does this mean for communication? How can we meaningfully connect with audiences about emerging and sometimes contested science? And how can we balance the tensions between having to get public buy-in to urgent policy challenges like COVID, while maintaining long-term trust in science as our best way of producing knowledge?

TVS01 - Streaming Wars in Continental Europe? Digital Audio-Visual Platforms and the European Television Landscape

PN 073 Beyond and Around the Long Shadow of TV. Trajectories of Non-Linear Audiovisual Platforms in Italy

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Netflix Italia was launched in October 2015, with a strong promotional and PR effort. Amazon Prime Video began its operations in the country, without making too much clamor, more than a year later, in December 2016. And this (quite late) entrance in the national market of both the main global on-demand players added up to an already large and established array of non-linear operators, tied to pay (Now Tv by Sky) and free-to-air broadcasters (Infinity by Mediaset, Rai Play) and to telecommunication companies (TIMvision by TIM). To give further complexity to an already quite chaotic field, a second big wave of national launches of global services, in the last few months, is including Apple TV+ and Disney Plus (in the latter case, employing the expertise of professionals from Fox Channels Italy). On the one hand, non-linear television is now occupying a relevant portion in the viewing habits of many Italian households, although still far from many optimistic forecasts, and it has durably entered the public, shared discourse surrounding media and audiovisual products. On the other hand, though, this change of balance in the national media system has often given to the on-demand players only a complementary position within an already rich, stratified and established television national offer. As a result, the Italian non-linear landscape is still very fragmented, with a great number of trials, some big mistakes, and sudden changes in positioning, branding, as well as production/distribution strategies. While the common discourse has often been polarized by Netflix (often working as an umbrella-term for all non-linear outlets), the role of national services, and of their peculiar logics and goals, has not to be underestimated, as well as the increasing competition coming from other global platforms. The paper intends to highlight some main trajectories of development the on-demand platforms had in the Italian market in the last five years, in their struggle for a (tentative) maturity. Attention will be paid to: the positioning of the services vs. the other platforms and vs. "traditional" linear television; the role of library acquisition of national films and other audiovisual texts and of national original production; the impact of promotional and marketing discourses on the platforms' perceived success and relevance. Building from industry data, promotional materials, press releases and national professionals' insights, some peculiarities of the Italian approach to non-linear television will be underlined, as well as the traits it has in common with other large European continental countries with strong television markets.

PN 071 The VOD Marketplace in Spain. Global Players and Local Strategies

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The penetration of pay-TV in Spain has been traditionally low due to the dominance of free over-the-air broadcasting and, since 2010, digital-terrestrial TV. An important factor affecting the growth of subscribers has been the offer of bundled packages by the leading operators (Medina, Herrero-Subias, & Portilla, 2019). This, together with the advent of local and international streaming services, has recently accelerated the popularity of pay-TV in the country .This paper explores the Spanish pay-TV marketplace. We focus on (a) the interplay between legacy television players and new streaming services, (b) the production strategies designed by these pay-TV players, and (c) the response of traditional broadcasters to the current digital media market. Methodologically, this paper is based on the analysis of news articles, industrial reports, and qualitative interviews conducted with companies' executives.We focus on both local (e.g., Movistar+) and international (e.g., Netflix) pay-TV players. Movistar+ and Netflix, in particular, have led the transformation of the Spanish marketplace. Movistar+ was launched in 2015 after the pay-TV platform Canal+ was acquired by Telefónica. Movistar+ invested its extensive economic resources to kick-start an ambitious strategy that prioritizes the production of original content. This has allowed them to start their own OTT service, MovistarLite, in 2019.Since its arrival in 2015, Netflix has combined its direct-to-consumer relationship (Lotz, 2017: 47) with alliances with national telcos such as Vodafone, Orange and Movistar+, as well as with regional telcos such as Euskaltel. Netflix also started to (co)produce original content in 2016 . The number of productions (co)produced has been increasing since then, with 9 original fiction series and 5 original feature films in 2019.To offer a holistic analysis of the Spanish VOD marketplace, we will also explore the strategies followed by other international players (e.g. HBO, Amazon Prime Video, Sky, Fox, and Startzplay) as well as by the Spanish broadcasters. For instance, TVE (public TV) and Atresmedia and Mediaset (commercial TV) launched a HbbTV-based platform called LOVEStv in 2018. This is an unprecedented collaboration between the Spanish broadcasters created as a response to the complex and competitive media market.All in all, this paper answers, and brings into discussion, questions such as: What model(s) of partnership have both legacy television players and new streaming services built? What content and production strategies have the different players designed? How have Spanish traditional broadcasters responded to this competitive scenario? In beginning to answer these questions, this paper will reveal the existence (or not) of the so-called "streaming war" in the Spanish context. ReferencesLotz, A. (2017). Portals: A Treatise on Internet-Distributed Television. Ann Arbor: University of Michigan Library. Medina, M., Herrero-Subías, M. & Portilla, I. (2019). The Evolution of the Pay TV Market and the Profile of the Subscribers. Revista Latina de Comunicación Social, 74: 1761–80.

PN 070 Streaming and Streaming Practices in Denmark

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Streaming initiatives came early to Danish television. The major state-owned Danish broadcaster TV 2 already launched their streaming service TV 2 Sputnik in December 2004 before YouTube existed and when Netflix was still a DVD delivery service. Nevertheless, it is fair to argue that substantial shifts in the television landscape resulting from streaming technology came somewhat later and that Netflix' launch in October 2012 was a particularly significant driver of change within the industry. As in other territories there has been – both within the industry, in the popular press and in academic publications – a strong rhetoric of "revolution" and "disruption". But what has actually changed, what changes are significant and – with some of strong global players in the process of launching their services in Denmark – what forms of response might we expect to initiatives such as Disney Plus, Apple+?This presentation will first highlight different ways of understanding how streaming has impacted and continues to impact the Danish television landscape. In brief they can be summarized as- "Flow television is dead – more and more Danes are shifting to non-linear viewing";- "Television subscription packages are a thing of the past – more and more Danes are shifting to streaming services";- "The television set has been dethroned as the primary household screen – more and more Danes are instead streaming audiovisual content on portable devices";- "Danish television broadcasters and distributors are being squeezed out of the market by strong global players".Each represents a specific understanding of what "streaming" means and what forms of change it has caused or is in the process of causing. After presenting and critically discussing these perspectives, we will then turn towards actual audience practices of streaming in Denmark and engage in the different motivations, modes and practices of people's engagement with streamed content and streaming platforms. In doing so, we follow Graeme Turner's claim to "located and nuanced observational accounts of the evolving 'cultures of use' within consumer households in order to develop a more accurate and usable set of terms to describe what is actually happening in domestic spaces as people watch television" (Turner 2019: 1). We assume that a deeper qualitative investigation into these audience practices will allow us to understand the shifts in audience practices beyond notions of binge-worthy material and binge-watching. A combination of both perspectives will allow us to carve out the specificities of streaming offers and streaming practices in Denmark. ReferencesBlauenfeldt, Anders (2017). "Goddag mand, streaming". MediaWatch (18/5-2017).DR Medieforskning (2019): Medieudviklingen 2018Hedebrink, Jacob Graff (2019). "Fakta om tv-markedet". Copenhagen Future TV Conference. 7 May 2019.Nielsen, Jakob Isak (2013). "Netflix: paradoksernes holdeplads", 16:9 # 51, June 2013. http://www.16-9.dk/2013-06/side03_leder.htmNielsen, Jakob Isak (2016). "Points of Contact, Points of Distance: DR/TV2 meet HBO/Netflix", Northern Lights: Film & Media Studies Yearbook 14:1, pp. 29-45.Turner, G. (2019). Television Studies, We Need to Talk about "Binge-Viewing." Television & New Media. Slots- og Kulturstyrelsen (2018): Mediernes udvikling i Danmark: Streaming – audiovisuelle tjenester.

PN 074 Global Streaming Services and Television Landscape in Germany

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Since digitalisation became an important driving force of the global media market, production, distribution and consumption of television has changed. With about 100 million German speaking viewers Germany is the largest television market in Europe. 369 television channels and 49 pay-on-demand services deliver audio-visual content (Schneeberger 2019). With the advent of global players such as Amazon Prime Video and Netflix in 2014 a new dynamic hit the German market. For the first time national broadcasters got globally operating competitors on the local market. Amazon Prime and Netflix dominate the streaming market in Germany whereas local platforms play a minor role. Together they have a market share of 82,6 % (Goldmedia 2019). The situation will change when Disney+ starts in March 2020.In reaction to the activities of the global streaming platforms broadcasters launched their own online platforms. Already in 2007 the RTL conglomerate launched RTLNow, but restructured the platform several times and renamed it in TVNow. In 2019 the ProSiebenSAT1 conglomerate joined forces of the online services of the different channel and the VoD platform Maxdome to the integrated platform Joyn with free access and Joyn+ as subscription services. The two public service broadcasters ARD and ZDF didn't merge their online platforms, but in 2019 introduced a common search function. In 2016 German telecommunication company Telekom started an IPTV platform, EntertainTV, which in 2019 is restructured and renamed in MagentaTV. Also in 2016 Pay-TV channel Sky introduced its streaming platform Sky Ticket with exclusive and licensed content. Apple TV+ was launched in 2019 with a portfolio of nine shows. Especially young viewers up to 29 years of age use the online platforms (Egger & Gerhard 2019). Germany faces a more diverse television landscape than ever before.In 2017 Amazon Prime Video and Netflix started to produce German original series. To date Netflix produced six drama series in Germany. Meanwhile all commercial online platforms such as Joyn, MagentaTV, Sky and TVNow commissioned original TV drama series, except the online platform of public service broadcasters. In our paper we will give an overview of the streaming market and its leading platforms as well as their original local series productions of TV drama series. Are the national platforms able to compete with global players such as Amazon Prime and Netflix? We will present results of our research that we conduct until summer 2020 on Netflix' global original productions and it's aesthetic and narrative structures, and the German streaming market.ReferencesEgger, A., Gerhard, H. (2019). Bewegtbildnutzung 2019. In Media Perspektiven, 9, 389-405Goldmedia (2019). VoD Ratings. (www.vod-ratings.de; accessed December, 12, 2019)Schneeberger, A. (2019). Audiovisual media services in Europe. Market insights. Strasbourg: European Audiovisual Observatory

TVS02 - Contemporary Strategies of European Public Television

PP 402 The new European audiovisual media services directive: Consequences of a new regulatory framework for European television

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Until no later than September 2020, all EU countries will have to apply at the level of local legislation, the principles and norms of the new version of the European Audiovisual Media Services Directive (AVMSD - http://avmsd.obs.coe.int/cgi-bin/search.php). The AVMSD is the key legal document defining the various pillars upon which the cross-border provision of audiovisual media services is built in the European Union (EU) (Katsera, 2014) and the coordination is assured between all national legal systems. The AVMSD is a key element molding the political economy of the television landscape in Europe. In this paper we want to focus on the particular aspects of the directive that relate to the protection of European Audiovisual works: the quotas and prominence principles and the principle of the country of origin. The quota and prominence requirements are designed to ensure that major audiovisual service providers continue to invest in European content production and that users continue to have access to rich sources of local content. These poses many challenges and the form of implementing this is not clear at this moment in time. In the second case and although the existing AVMS Directive already includes a mechanism allowing Member States to impose financial contribution requirements, at present such local contribution requirements follow the country-of-origin principle and thus only apply to service providers established in the local jurisdiction. The main problem we will address is the evaluation of the way these two principles will be addressed in the context of the transcription of the directive to local realities and the potential consequences this can have.

 The tension between a European regulatory framework and the national applications of the law is one of the main problems associated with the AVMSD.

The problem is that since the first version of the directive in 1989, the aims, and in particular the means, whereby the cultural objectives of plurality and diversity of content should be reinforced in Europe via a system of quotas, have been interpreted and implemented in different manners by European countries. The tension between the European and national regulatory contexts, prevents the directive from fulfilling its noble objectives.

The goal of all successive revisions of the directive has been to shape changing technological developments in Europe. Our work will follow a qualitative and quantitative approach based on interviews with key stakeholders responsible for transposing the directive and producers in three Eu countries - Portugal, Estonia and Belgium, all small but very different markets, and quantitative analysis of production and distribution figures pre and post directive, in order to assess trends and identify the main consequences of the process and what they tell us in terms of the political and economy redesign of the field.

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PP 404 Slow TV as a public service strategy

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The last decades public service broadcasters have been challenged not only by commercial competitors, but also by new digital platforms that are popular not at least among younger audiences. At the other hand they also face demands from regulators to provide not only entertaining but first of all informative programming that supports democratic purposes and community building.

The last decennium the future of public service broadcasting has been discussed (cf. Freedman & Goblot 2018) and much research has focussed on the change from public service broadcasting (PSB) to public service media (PSM), i.e. on the (technological) possibilities as well as the (political) limitations of traditional public service broadcasters to use the affordances of the internet (Lowe 2009, Lowe & Bardoel 2007). Less attention has been directed at how new forms of content are used to increase their strategic position.

In Norway the Norwegian public service broadcaster NRK has since 2009 produced a number of slow TV, or minute-by-minute programs. These are programs that often lasts many hours and depict activities (voyages, cultural activities, animal life, etc.) for their whole duration (up to several consecutive days). Several of these programs have been successful in attracting viewers although the average age is relatively high.

This paper explores the link between this practice of producing slow TV programs and the commitments the NRK has in its remit. The research is based on interviews with the producers and commissioners of these programs as well as document reviews of NRK's remit and strategic plans as well as viewing figures. The analysis shows that these programs cover a range of obligations in the remit. In addition they are of strategic importance. As the phenomenon of slow TV has gets attention in the foreign press it also contributes to their goal of being a world class producer.

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PP 405 French public television and the Digital Single Market. Young people, innovation and citizen participation

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The mandates of the Digital Single Market in line with the European Broadcasting Union (EPU) recommendations aim to the need to accelerate the innovation and development of audiovisual companies, together with increase their commitment and diversity.

Besides, they point to the need to have greater and better understanding of the needs of audiences, becoming increasingly important for young audiences, being available and standing out on all relevant platforms. In order to adapt to these guidelines, French public television has been developing a strategic plan related to digitization, innovation and citizen participation.

This descriptive study aims to know the keys to its business strategy through the latest technological implementations and the mechanisms developed for the participation and knowledge of the audiences. To this goal, the methodology of indirect observation linked to written and digital documentation (corporate reports, website, newspaper articles, etc.) have been applied, through the search for information from sources that allow to obtain new interpretations to contextualize and interpret the object of study.

Preliminary results point to the development of strategies focused on young people based on the implementation of digital services, content accessibility services for different screens and media, creation of digital platforms, use and development of social networks and bet on transmedia content production. It also identifies public service and digitalization policies characterized by the implementation of several audience participation mechanisms, such as the Programme Advisory Council (CCT), Meetings with Viewers, Viewers Clubs, among others, and by a constant emergency of regulation. This has led France Télévision to stablish a genuine global digital project on all media, and to offer a big amount of quality contents to an ever-widening audience, specially in the goal of bringing young people closer to public television. Faced with a fragmented and digital audiovisual scenario, public television must find a place that allows it to differentiate itself from its competitors and offer the quality and public service that legitimizes it.

PP 403 A historiography of migration in Nordic public service-television research

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The purpose of this study is to identify and discuss aspects of Nordic public service tv (NPSTV) research on what values (normative statements on what is at stake and what is considered worth protecting in relation to understandings of the public service remit) are stated as particularly relevant in distribution changes of teletext, digital tv and play services.

The historiography shows a movement towards emphasising personalised media, bringing universal access to the many. It is universal service as a trust-worthy PSB service for the majority, not the minority, that protected. The ambitious intentions of NPSTV research to shed light on and not at least protect the Nordic, the European and the general aim of PSB, has motivated safeguarding of the fundamentals: access in the distribution and the financing. These intellectual pleasures in form of considerable anxieties concerning PSB are still predominant.

Solidarity towards the few, or caring for under-privileged groups is downplayed. Protecting minority languages or minority issues are not sought after today, as was the case with teletext. Teletext in all Nordic countries included the value of being a special service for the hearing impaired. Research however did not mirror society, doing studies of teletext. DTV and play services are primarily studied as change regarding economic growth, keeping market shares and PSB being relevant in a digital media landscape. The nation-centric and media-centric PSB research approach seem to have become norm again through this development.

This can be seen as research being actors of change, as well as being witnesses to society. It is argued that NPSTV research is both part of a slowly crystallising cultural practice of protecting PSB, and particularly rising to the occasion of triggering events: whatever technology that comes PSB will need to survive. Research show a particular interest in the legal, the structure of the industry organizations and the PSB institutions. However, PSB values like the minorities issue, and small Nordic countries, or the community building aspect of PSB is, as mentioned, lacking.

What this study shows is the need to search for, see and acknowledge and also act on the gaps and distortions that exist. Why are there no strong critical reactions to NPSTV research excluding countries and minorities? Why is there no insight and directions towards how PSB should be striving for coherence of *all* publics and how coherence strategies mean not only one for all, but also many variances for differences as well as particular content aiming to create a sense of belonging and community?

PP 401 Public service broadcasters versus streaming services: Evidence of negotiations and intersections in online television

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As far as television is concerned, European politicians, academics, audiences and content producers have always felt a level of unease about the influx of American content into local markets (Nordenstreng and Varis, 1974; Ang, 1984; Johnson, 2019). A particular concern is often what the commercial industries of the USA will do to European traditions of public service broadcasting. Thus, Catherine Johnson ends her book, *Online TV* (2019: 164-165), with a plea to re-imagine web-based content providers as servicing the needs of the public and not just the individual, thus requiring online services to structure interfaces and personalisation in such a way as to create a greater diversity of content and ensuring a diet that enables the emergence of well-informed citizens. But as she also highlights, this would require significant regulation which she does not image will happen in her lifetime.

In the meantime, existing public service broadcasters have to negotiate their position in the context of increasing competition from online providers such as Netflix, Amazon and HBO Go. This has led to a number of co-productions between public service providers and international streaming services. This paper will focus on two key examples: the BBC-Netflix collaboration *Giri/Haji* (2019) and the ZDFNeo-Netflix co-production of *Parfum* (2018). The paper will combine the analysis of interviews with key personnel involved in the commissioning and production of these programmes with a detailed textual analysis in order to question how these negotiations affect what can be produced: how does the supposedly global content (as commissioned and distributed by Netflix) sit within public service requirements? How is the contact between local and global structured into meaningful discourse? What ideas about the local emerge in this context? And what does this suggest about forces of heterogenisation and homogenisation (Robertson, 1995) in the increasingly personalised world of online delivery? This paper therefore aims to situate these co-productions within established theories of globalisation, in order to ask how the global context of high-end drama production impacts on what forms of local citizenship can emerge.

TVS03 - Transnational TV Drama Series

PP 502 The transnational value chain of Danish television drama series

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By taking the transnational circulation of Danish TV drama series as our point of departure, we will reflect on the particular value creations that takes place at all stages of the series' value chain, from idea generation and production, over cross-sectorial collaboration and global distribution, to international reception and fandom. The ambition is to rethink theoretical frameworks for understanding and assessing specific production values in relation to television drama, including economic, cultural, societal and public values created. We will focus on the particular role that public service broadcasters play (Lowe and Martin, 2013), the value of the Nordic media welfare system (Syvertsen et al, 2014), and furthermore discuss to which extent these values work across national markets and borders.

We suggest a *transnational value ecosystem model* that describes this value creation, which takes place at all stages of the drama-making process. The idea is that the transnationalisation of Danish drama series adds value to them for both domestic and international audiences. Our model is based on Turnbull and McCutcheon's idea of a 'total value model' to frame a qualitative analysis of the cultural value generated by crime series (Turnbull and McCutcheon 2017: 6). The authors cluster the different financial values of television crime series into three main groups: Firstly, values related to *the production process*; secondly, values related to *the consumers* (value to audience, including ratings and sales, critical and fan responses); and, finally, values related to *society in general* (indirect benefits of the series that accrue to society as a whole). In relation to the production process, Turnbull and McCutcheon furthermore distinguish between values that may accrue for creators and producers during screen idea development, other creative personnel during production, and sales intermediaries during distribution.

In contrast to the common vertical supply chain for media production and distribution (Doyle 2002) as well as Turnbull and McCutcheon (2017), our model is circular and thus pinpoints the fact that each drama series is part of a larger cultural circulation of ideas and synergies. The fact that Danish screen production adds value to other sectors, trends and industries such as nation branding, the Nordic wave and tourism as well as television channels and streaming services abroad is not captured in a traditional linear value chain model. The cross-sectoral added value can also be understood as spill-over effects in which value creation in one sector or industry creates values in other related sectors and industries (Fleming 2015). To emphasise these circular, dynamic processes and spill-over effects of the transnational value creation of Danish drama series, we call the model a *value ecosystem model*.

PP 503 In love we trust... Do we? "The affair": An intercultural reading of the series in Greece and in Italy

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Numerous interdisciplinary researches focus on the analysis of television series in the context of what is called _Quality TV_ (McCabe, Akass, 2007; Newman, Levine, 2012) which pursues a "cinematic" logic (Mittell, 2015) and appeals to an ever-wider global audience. The complexity of TV series, indeed, is based on a storytelling that spans different genres, offering a range of potential narrative implications appealing to the audience.

Furthermore, TV series are often inspired by contemporary political, economic and social realities. Many are the examples, like _Homeland,_ or _House of Cards_, and others. In some cases, the stories told are based on a crisis of trust, generated on an interpersonal and social level.

If, as Giddens argues, "trust is 'a device for coping with the freedom of others'", noting that "the prime condition of requirements for trust is not lack of power but lack of full information" (1991, p. 33), then Tv fiction is trying to offer a way to interpret truth –and betrayal- in our society.

Within this context, we choose to work on a TV series like _The Affair_ (Showtime, 2014 - 2019), focusing on relationships between love partners, where the sentiment of trust has a key role. Its core is always interpersonal, as an _affair_ between two persons. It is also a question of _belief,_ going beyond the interpersonal, including sociocultural premises and values.

We can recognize that in _The Affair_ the theme of trust is explored through its opposite, that is the story of a betrayal. How can trust, confidence, faith be (re)built when a betrayal has been? The question goes beyond romantic relationships.

Broadcasted during the years of socio-economic crisis in Europe, we argue that _The Affair_ could also be seen as an allegoric variation of trust issue in contemporary societies. The mechanism used in order to pursue the _subjective truth_ of the series' characters is the constant alternation of narration points of view. By retracing twice the same narrative path, following different trajectories, the viewer adopts a reflexive attitude (Beck, Giddens, Lash 1996) and he is invited to put in question his own opinion of the narrated facts. Trust therefore becomes part of a narrative scheme and participates in the construction of the engagement between the diegetic universe and the viewer.

Our research combines two complementary methods: a textual analysis of the series and then a small-scale reception study, focusing both in Greece and in Italy, in order to ground our project into specific European social and cultural environments.

Finally, our question is: "In which way _The Affair_ is questioning the notion of trust in contemporary societies?" In a social environment where transparency seems to be lost (Jost, 2011), the example of _The Affair_ is also remarkable for its format. It's based on the "splitting storytelling": two looks at the same events, two voices, defining two stories that don't coincide at all. It's a way to understand the difficulty of building (and keeping) a pact of trust in our daily lives, also when we think in a "transparent" way.

PP 504 Stranger Things: Connecting with a past that never was

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The 21st century has seen a boom of nostalgia on diverse meanders of our life. Although the media have always been a fertile ground to show "the good old days", the realm of serialized consumption that was born with the rise of video-on-demand and streaming platforms has brought new forms to this topic. Moreover, in the era of spreadability (Jenkins, Ford, & Green, 2013), generational contexts and identities (Mannheim, 1952; Colombo & Fortunati, 2011; Bolin & Skogerbø, 2013) also flow and form through new paths (Amaral & Brites, 2019). Different generations intersect with the notion of memory through diverse mediatic experiences. The contemporary obsession with memory may be seen as a reaction to a changing structural relation with time and information (Huyssen, 1995), that is quite visible today in the way people are overloaded with information on social media and lack time to connect with things that take time.

This "retromania" (Reynolds, 2011), which explores both individual and collective nostalgia, has promoted the formation of transgenerational audiences (Lizardi, 2017). These publics are frequently nostalgic for things that were never real to them (Niemeyer, 2014). Simon (1995) calls this "willful nostalgia", a memory of a past that was only experienced through media and cultural products. Even when the cultural recreations are not closely linked to the historical time, but mere mediatic illusions (Davis, 1979), when it represents the past that never was. This paper draws on a perspective of permanent mediated connection (Livingstone & Lunt, 2014) and within a context of deep mediatization (Couldry & Hepp, 2017; Hepp, Breiter, & Hasebrink, 2018). It aims to understand how different generations identify and interpret the symbols, the aesthetics and the narratives of the 1980s that are present in the series Stranger Things, from the streaming service Netflix. The empirical research will be operationalized through a quantitative methodological strategy using a survey. The criterion of inclusion in the sample is to be a viewer of the Stranger Things series. In order to analyze how different generations interpret the mediated past, the survey will be applied considering the following age groups: 15-24; 25-34; 35-44; 45-64; 65 and over. With this paper, we wish to contribute to a deeper understanding of the relations between media (including social platforms) and memory, as well as reflect on the importance of nostalgia in the creation of generational identities and contexts within the current media ecosystem.

PP 505 Representation of power relations between mothers-in-law and daughters-in-law in Turkish daytime television

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Daytime television was originally designed and structured to accompany "housewives" on their domestic tasks. (Spiegel, 1992) In a similar vein, daytime television in Turkey is still dominated by life-style shows (i.e. thematic programs about cooking, cleaning, fashion etc.). Among these contemporary media productions, however, one specific trend comes to the fore in particular: cooking competitions between in-laws. Accordingly, the aim of this study is to analyze power dynamics between mothers-in-law and daughters-in-law represented in two cooking competition shows broadcasted on private channels FOX and Kanal D, *At the Dinner with Zuhal Topal* (*Zuhal Topal'la Sofrada*) and *My Daughter-in-Law in the Kitchen* (*Gelinim Mutfakta*). I draw on the Foucaldian understanding of *power* to read the heterosexual family as a site of power. The relationship between a mother-in-law and a daughter-in-law is perceived to be similar to a mother-daughter relationship in Turkish society. Although in general, this particular type of kinship is represented to be conflicting and problematic in popular culture (Yakalı-Çamoğlu, 2007). These two shows take advantage of the stereotypes about this relationship while the formats resembling cooking shows revolve around four or five in-law pairs competing against each other based on the one immutable rule: daughters-in-law cook, and mothers-in-law eat and grade. Although mothers-in-law and daughters-in-law compete together in teams, the narrative of these shows highlights conflicts between them instead of companionship.

In 2017, "marriage shows" that dominated the daytime schedule of Turkish television were banned with a state of emergency decree in line with the social policies and traditional morals of the AKP government. The in-law competitions are one of the many new daytime programs about domestic life that emerged to fill the void of marriage shows. These new formats dovetail with Turkey's contemporary gender climate in which the government officials use hate speech directed at non-heteronormative identities and neoconservative reframing of family as a social care that shoulders the state's responsibility of social care and "protection." In daytime shows, Turkish women are often seen cooking, cleaning, talking about their marriages or doweries, and competing with each other to be the "best bride." Therefore, the cardinal site through which they attempt to construct their subjectivities, both as contestants and "best brides," is the domestic realm or the household they inhabit as part of their heterosexual relationships. Despite the discourse of the format, however, these daytime shows, with their rather unpolished narratives and diversified participants, generate new discussions about class, family and gender dynamics in Turkey. They embody curious relationalities and power dynamics where traditional gender roles are reproduced and subverted at once. Finally, this study aspires to contribute to the emerging scholarship about daytime practices and contemporary gender discourses in Turkey.

TVS04 - TV Audiences and Transnational Media Experiences

PP 583 'Transmedia strategies in contemporary proximity fiction; transnational experiences and their impact in the audience'

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This research aims to study the transmedia strategies in contemporary proximity fiction in the context of increasing globalization in the market of TV fiction. In this regard, we focus the study on these transmedia strategies and proximity elements in the series and on identify differences and similarities between them in order to clarify their impact of the audience, especially in young people. For that, we analyze three different TV series produced and broadcasted in three different countries; Spain, Norway, and the Netherlands. All of them can be described as proximity fiction because they are based in a territorial and communicative relationship close to the audience (Alonso, 2018; Peris, 2015; Dhoest, 2013). Also, we can find in these series different transmedia elements which form the storytelling (Jenkins, 2003, 2006, 2013; Scolari, 2009, 2013). The TV series are *Em dic Manel!* (TV3, 2016), *Skam* (NRK, 2015-2017), and *Wie is Tim?* (RTL 4, 2012).

The first one is a comedy in the Catalan language broadcasted on the public TV channel in Catalonia, Spain. This is the first proximity transmedia series in Spain.

The second one is a Norwegian series produced by the Norwegian public television and starring teenagers. It matches the linear broadcast on the TV with contents on different online platforms.

The third one series is a transmedia project created from the *soap opera Goede Tijden, Slechte Tijden (GTST),* broadcasted in the Netherlands in the channel RTL 4 since 1990. It consists of a free app with the storyline of a character introduced in the last season of the series. Users must find who this character is through the app.

For this research, we use a methodology based on the audio-visual textual analysis. We establish different categories in order to identify the proximity elements: language, territory, and temporary context. And transmedia elements: contents and their distribution between different online platforms as YouTube, social networks, corporate websites, Mobile app. Also, we use a qualitative methodology based on the study of the online and linear audience data of the series to establish and compare results, especially in young people.

As a result, we can confirm that the transmedia contemporary proximity fiction generates great interest in the audience, most in young people. It shows that there are significant development expectations for these formats in the actual globalization context, which is common to the three countries studied.

PP 581 Binge-watching serial television: The impact of transportation and flow on the duration, frequency and enjoyment of the binge-watching experience

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Most research on binge-watching has focused either on the determinants or on the consequences of this new mode of TV consumption. By contrast, the present study contributes to the literature by offering insights into the subjective phenomenology of the experience of binge-watching itself – currently, an under-investigated domain. Particular attention was paid to experiential aspects related to immersion into the shows, such as transportation or ability to experience flow, and their relationship with the enjoyment of binge-watching as a contemporary mode of TV consumption. A series of hypotheses, which were mostly supported by data from a sample of binge-watchers in a Western country, were offered in an attempt to answer questions such as: how does one's ability to experience flow influence the binge-watching experience? Is there a connection between the level of transportation experienced by viewers while binge-watching a show, and how often or how long they binge-watch? Are there differences–in the type and amount of gratifications obtained from binge-watching–between those who binge-watch a lot and regular binge-watchers? Can certain individual traits predict how often people binge-watch? Is heavy binge-watching different from heavy TV watching in general? The results underscore the centrality of transportation in shaping consumers' perceptions of the binge-watching experience and their binge-watching behaviors. Transportation was positively related to binge-watching frequency and mediated the impact of the duration of an average binge-watching session on development of parasocial interactions (full mediation) and on binge-watching enjoyment (partial mediation). Ability to experience flow was found to predict the duration of an average binge-watching session. Heavy binge-watching appears to be a different consumption behavior than heavy TV watching, as the latter was studied in traditional television research. Other significant relationships were revealed. Theoretical contributions to television studies literature and practical implications for the promotion of new TV shows are discussed in view of the findings.

PP 579 "It's so vastly different, but there is also common ground": An eight-country study of tastes and trends among audiences of European audiovisual crime narratives

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The rise of transnational streaming services and broadcasters has catalyzed the distribution of foreign-language television drama in Europe, broadening the range of countries from which viewers can watch dramas, promising to make our screens more European. However, with increased availability and choice comes an increasing fragmentation of audiences. At this seminal moment for transnational television distribution, this paper investigates how European audiences find, watch and think about television from other European countries, focusing on the reception of crime drama, which is the genre that travels best across European borders. The audience study presented here provides a unique pan-European perspective informed by the ongoing theoretical and empirical work of the Horizon 2020 project Detecting Transcultural Identity in European Popular Crime Narratives (DETECt). The study is carried out in eight European countries (IT, DK, D, F, UK, HU, RO, GR) and combines qualitative and quantitative methods: qualitative interviews with 14 viewers from Denmark, Germany and Italy and an online survey in all eight countries carried out in spring 2020.

Based on this data, we present: a) a typology of European crime drama viewers, which characterizes the tastes and habits of crime viewers across age, gender and nationality; b) observations on trends in viewing behaviour in the transition from linear to on-demand viewing; c) viewers' perceptions of different national (television) cultures through crime drama. The study provides three core insights.* 1) Although the offer of crime dramas is broadening, viewers often struggle to find dramas from the countries they are interested in, which reinforces the importance of accessibility demanded by the revised Audiovisual Media Service Directive. 2) Despite the overarching industry focus on streaming and 'quality' series, viewers mix and match linear and on-demand viewing, episodic and serial experiences as well as critically acclaimed and run-of-the mill productions in line with their everyday needs and life situations. 3) The differences viewers perceive between the domestic and foreign content influence their image of other national (television) cultures, which therefore changes the ways in which different nations are perceived via television across Europe.

* Because only the qualitative part of this study has been completed at the time of submission, the findings presented in this abstract are preliminary and will be adapted in the light of the quantitative survey.

PP 582 Technology habits and self-recognition: Spanish adolescents and young adults discourses about their engagement with fiction Television series of new online platforms

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The predominance of negative portraits of Youth in traditional television contents, especially in Fiction TV Series, has been an element internationally analysed (White et al., 2012, *Serving all ages: The views of the audience and experts*. London: BBC). Added to this stereotyped representation, in the case of Spain the recent and progressive appearance of new paid content global platforms has also created a new offer for these young audiences, with a large catalogue of productions devoted to this age group. The Fiction TV Series clearly oriented to new generations of teenagers and young adults on platforms such as Netflix or HBO (or Movistar + in the Spanish case) has reduced traditional television viewing among the 'millennials' and the audience belonging to the 'Z generation'. New commercial strategies of TV traditional channels are now trying to attract the attention of these young people, especially by creating specific online series and contents for young people. However, it is interesting to question if this inflation of new fictional content for young people and its transmedia projections are repeating or not the similar biases or negative portraits that, for example, were common in the so-called "teen series" produced by generalist TV channels during the 90's.

In this paper we would like to analyse the opinion of young Spanish audience between 14 and 24 years old about their representation in these new fiction series of online platforms. The first objective will be to find out if they consider that these series connect better with their interests and offer a less stereotyped portrait of their age group. The second objective will be to know which reason is the most decisive among them to explain their viewing habits: the new 'television technology' that now makes possible their new routines as audiences through online platforms, social networks, etc., or the different and alternative ways of representing Youth in these new TV series.

Through a qualitative methodology, the research is based on focus groups developed during 2021 with an expected participation of 20 informants from three different educational levels: Secondary Education students between 14-16 years old, High school students between 16 and 18 years, and University students between 18 and 24 years. The expected results would help to clarify to what extent there are differences of opinion by age. At the same time, we would like to know how they judge their generational portrait in these productions compared to the offer of traditional channels, and also how these portrait effects to their own individual identity or to the way in which they could be considered socially as a group.

This paper is part of the 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 the Ministry of Science and Innovation (Spain, 2018-2020). The project tries to identify, among other topics, what youngest Spaniards audiences think about their current portraits and depictions offered by both traditional television channels and new online platforms.

PP 580 Under pressure: Televisual affordances of (dis)connection

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This paper offers reflections on **television and visual communication as a social practice in times of lockdown**. The Covid-19 pandemic has forced millions of people around the globe into their homes and kept them apart from friends and family members, making the experience of social distance and physical isolation a new reality for many. This project investigates the roles of **(1)** television as a social practice and **(2)** visual communication in mediating personal relationships during the first weeks of forced isolations brought by the Covid-19 outbreak. The latter with a specific interest in the exchange of visual communication that participants liked the most or that affected them the most during lockdown.

Starting from contemporary understandings of television and visual communication as media in transition, this paper presents results from research on viewing cultures, questioning the contemporary function of television and visual communication within the attention economy. Whilst television in the digital era has been able to still uphold its function as a 'cultural forum' – a practice and process for 'understanding who and what we are' (Newcomb & Hirsh 1983) – the medium has developed into and beyond the so-called 'bookstore model' (Newcomb 2007). Television is continually testing its definitional boundaries as a multi-platform storytelling medium, drawing upon 'media platforms, content, products, activities and social spaces to provide audiences with a range of opportunities to engage with television content' (Askwith 2007). This importantly includes new opportunities for cross-media storytelling, multi-screening and connected viewing (Green et al 2019; Evans et al 2017; Holt and Sanson 2014), especially in relation to the central position of social and cross-platform media in the lives of modern media users. At the same time, television audiences, especially young people, are turning away from or forming new relations with traditional broadcast television, and are turning towards other screens and formats to engage with televisual content.

Drawing upon theoretical and methodological approaches to the study of European television, especially devoted to the new era of audiovisual consumption, streaming and cross-platform culture, and key challenges that come with this, this paper presents, first, results from Berber Hagedoorn's research on the function of television in the age of information overload; how television and related visual communication media function as a means to connect for current media generations, specifically in in times of lockdown; and second, related research by Hagedoorn with fellow colleagues Elisabetta Costa and Marc Esteve Del Valle at the Research Centre for Media and Journalism Studies, University of Groningen aimed at investigating the role of visual communication exchanges on WhatsApp, the cross-platform messaging service owned by Facebook. Drawing upon a cross-national dataset of in-depth interviews, visual materials and information gathered in Barcelona (Spain), Milan (Italy) and Groningen in March-June 2020, to investigate and compare visual communication practices, social networks and visual contents of WhatsApp communication amongst working adults in Barcelona (Spain), Milan (Italy) and Groningen (the Netherlands), it is studied how visual communication mediates personal relationships during the first weeks of forced isolations brought by the Covid-19 outbreak.

TVS05 - Formats in the Multi-Platform Era

PP 673 Figure, space and trust: Sixty years of Portuguese tv newscast

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This paper it's part of the research project entitled "25 frames per Second: Audio-visual Arts Communication, Culture and Aesthetics" the result of a cooperation protocol established between the public broadcaster (RTP) and the School of Arts and Humanities, University of Lisbon.

Our research group was created in 2015 and it seeks to develop four lines of action / reflection based on the audio-visual arts: the first line – entitled Ephemeral and Memory – aims at surveying what exists in the Portuguese audio-visual archives and questioning its preservation criteria; the second line – History, Theory and Critic – seeks to contextualize forms and themes, to think about modes of production and critical reception, to analyse and interpret contents, to relate aesthetic experience and technical possibilities; the third line – Poetic and Technic – aims at making a critical analysis of aesthetics and audio-visual grammar; finally the fourth line – Audio-visual Culture – focuses on understanding the importance of the audio-visual mediation in the construction and practice of the everyday life.

Our research is now focused on the analyse of the scenic landscape of tv newscast related to the sixty years of this format at RTP. We pretend to analyse the evolution of the concept of scenography space in the newscast from 1960 to 2020 and to reflect about the challenges of the 21st century.

This paper proposes an interdisciplinary approach that aims to examine how the formal appearance can communicate and create a notion of truth and trust.

What do the very opening moments of tv newscast tell us about form? What do the set of tv newscast tell us about communication?

This paper will look of a range of RTP newscast in order to ask how these scenic landscapes and mise-en-scène, address us. It will explore how these aspects play into, or work against, our ideas of community, politic, culture and trust.

Furthermore, this study will be complemented with a discussion group which will try to answer questions about preferences, past and present forms of news consumption. Within the scope of this project we will contextualize those new challenges that are currently occurring in Portugal and in Europe, which we aim to discuss and compare cases and methodologies.

Key-words: visual communication; audio-visual consumption; culture; trust.

PP 669 The game isn't over: Game-show as a key element of general-interest television schedules

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With the highly competitive television context that has been operating in Europe since the commercialization of television, mostly in the 80s, the biggest phenomenon related to television content has been the hybridization of the genres and the rise of infotainment. The most paradigmatic offspring of this hybridization has been the programs that combine elements from reality and game-show, that is the Reality-game, shaking the television schedules around the world. To face this competition, the game-show is a genre that has been forced to adapt and spectacularize (Culpeper, 2005). Despite this situation, the fact is that game-show, even if its small in terms of size, continue to be a key element for the programmers, been an excellent asset as an access prime-time show (Deery, 2015 ; Hill, 2005, 2019; Holmes, 2008; Prado and Delgado, 2010).

With this framework, in this communication we focus on the scheduling strategies related with the game-shows broadcast by the DTT general-interest television channels from the main European television markets (France, Germany, Italy, Spain and United Kingdom) which represent 25 channels: 11 public (Das Erste, ZDF, BBC One, BBC Two, France 2, France 3, Rai Uno, Rai Due, Rai Tre, La1 and La2) and 14 commercial (ProSieben, Sat.1, RTL, Channel 4, ITV1, TF1, M6, Canale 5, Italia 1, Rete 4, Antena 3, Cuatro, La Sexta and Telecinco).

The main aim of this research is to analyze different scheduling aspects as time-slot, but also attending to other elements of the shows like the format. We will also compare the factors above mentioned with other variables as country and ownership. Our sample is formed by one week of television programming of the channels aforementioned from the last three seasons (2017/18, 2018/19 and 2019/20).

PP 670 Television professionals`reflections on their practices while cooperating with amateur participants: A case study of three topical Finnish multiplatform shows

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The presentation focuses on television professional's work, which is undergoing interesting changes when challenged by evolving social media landscape. In the twenty-first century, thousands of programme types exploiting ordinary people as amateur (co-) presenters have been developed, especially in reality and lifestyle genres. The case study investigated the professional identities of key members of the television production teams that cooperate with volunteer citizens. The data is derived from production ethnographies conducted during three Finnish reality and documentary productions over the 2015–18 period, which included reflective interviews and stimulated recall interviews with scriptwriter-directors, operating producers, and a key cinematographer. The investigated productions, the 58-minute TV documentary and accompanying web series _To Nightwish with Love_ (2016), the popular prime-time music entertainment series _The Soundtrack of Love/SUOMILove_ (2014–present), and the police reality series _The Night Patrol/Poliisit_ (2009–present), differ clearly from manipulative realities such as the international Big Brother franchise. Quite the opposite, there is definitely no tendency to harm or embarrass or even direct amateur performers. The volunteers were utilized as story tellers, and the professionals focused on building multivocal television narration, which offered amateur presenters valuable opportunities to address the audience. In doing so, the professionals drew on their craft skills and gladly resorted to broader job descriptions and reciprocal teamwork. At the same time, they took the lead in planning the programme entirely and used production tools to control their communication with amateurs. However, in their reflections, the professionals also expressed uncertainty about many obstacles and tensions in selecting and encountering ordinary people. Their reflections revealed that they were in-between many historical stages of work. The history of TV has found its place as an operant part of the big picture in the whole society and economy, and TV production has been forced to keep its balance among many demands. The original audiovisual work as a craft was based on knowing the customer or the audience, but even more constitutively, it was premised on understanding and constructing ambiguous meanings; for example, by creating an inventive montage of image and sound. However, as a mass industry organized for mass delivery, TV had to use time-saving production practices and formats designed to mould the artistic craft-type work to more closely resemble work passed on a conveyor belt. According to activity theory, the television production staff's professional development has to be built on the relevant strata of their current skills. The professionals' identified interest in building multivocal content forms the basis for rejuvenating the entire production process towards co-creation, to take optimal advantage of the way regular citizens make sense.

Engeström, Y. (2008), _From Teams to Knots: Activity-theoretical Studies of Collaboration and Learning at Work_, Cambridge: Cambridge University Press.
Caldwell, J. T. (2008), _Production Culture_, Durham: Duke University Press.
Keywords: television, production practices in transition, professional development

PP 672 Interactive advertising in hydrid television: Legal framework and privacy risks

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Interaction between the audiovisual and the Internet has a direct impact, also, in advertising strategies. The progressive introduction of Smart TV and the progressive penetration of the Hybrid Broadcast Broadbrand (HbbTV) standard offer to the brands new possibilities of interactive advertising while the television and the Internet maintain their leaderships in terms of advertising investment year after year (Infoadex, 2018).

Born and promoted by the European audiovisual industry, in Spain there are 11 million HbbTV devices deployed and HbbTV is available on more than 40 television and radio channels including national, regional and local services (HbbTV Association, 2019). Connected televisions, decoders and multi-screen devices enable more interactive and personalised experiences and also allow monitor and control the activity of the user who interacts with the advertising content (Fondevila, Botey, Rom & Vila, 2018) with the consequent risk in terms of user privacy (Irion & Helderberg, 2017; Ghiglieri & Tews, 2014). To guarantee the user privacy rights, now more than ever, government and industry regulations are considered a relevant stakeholder in the television advertising landscape (Malthouse, Maslowska & Franks, 2018).

This research pursues the following two objectives: first, to identify and describe the legal limitation and challenges of the interactive advertising on HbbTV and, second, to analyze if HbbTV users remember being informed and authorising the installation of cookies to track their activity.

Through a model combining descriptive and analytic methodology, this work first presents and analysis the content of the Spanish and European Union legislation in the fields of advertising, audiovisual services and e-privacy. Furthermore, we use a survey (n=720) to analyze the perception, use and privacy risks of interactive advertising in HbbTV.

The results synthesize the main legal boundaries of this practice, detect a lack of regulation about HbbTV and, consequently, about interactive advertising broadcast in HbbTV, and make a series of proposals to minimize the privacy risks of interactive advertising in HbbTV since in most cases the users are unaware of these risks.

TVS06 - Sports and Live Television

PP 753 Tour de France transmissions - a hybrid genre

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Television transmissions from Tour de France stands out compared to most other sports transmissions. They cover a mobile sporting event taking place on public roads and was invented in 1903 to sell newspapers and bikes *and* to strengthen national identity in France by showcasing the cultural and geographic variety of the country (Campos, 2003). So, the event holds a distinct relationship between a sporting competition and geographic and cultural space which has become increasingly crucial for television. Research has shown that the route of the race accounts for almost 60% of the variation in the television audience and a majority of the French audience has even pointed to images of scenic landscapes as the main reason for watching (Van Reeth 2016). During the last 25 years the race has become increasingly globalized and increased its revenues from the selling of rights to international television broadcasters besides making more well-paying hosts outside France organize the opening days of the race. Since 2017 the television coverage of the race has been extended to include full live transmissions of all stages. Earlier flat stages were considered of less dramatic and spectacular value and therefore only covered during the last hours. However, the decision to broadcast everything in full reflects an intensified strategic demand from broadcasters for more hours of quality broadcasting and a request from foreign hosts for maximum audiovisual exposure. In this context television's images of spectacular landscapes, places and people on the route have become a crucial asset (Frandsen 2017).

The aim of this paper is to analyze how this is mirrored in a qualitative development of the visual representation of the event. It will be argued that landscapes, castles and monuments have changed from being mainly a permanent colorful backdrop of the sports event into a significant and increasingly integrated and important element in the televisual representation. In that sense the transmissions have developed into a hybrid genre combining elements from sports transmissions' focus on conveying "maximum action in the minimum space and time" (Whannel, 1992, p. 95), and elements from the travelogue. Thus, by adding a "contemplative mode of viewing" (Wheatley 2011, p. 237) television has supported road cycling into becoming "one of the most watched sports by non-sports fans (Van Reeth 2016, p. 102).

The analytical approach will be a comparative close analysis of the visual strategies, use of shots, computerized graphics and editing patterns in Tour de France transmissions from the mid 1990es and the second decade of the new millennium. This will be supplemented by analysis of written material provided to international broadcasters and interviews with television professionals engaged in the Tour de France production. Theoretically it will draw on White's (2004) reconceptualization of television emphasizing the medium's spatial articulation, Wheatley's (2011) conceptualization of landscape television as spectacular television and Whannel's (1992) understanding of the televisual transformation of sport as a set of visual principles interpreting sports' organization in time and space.

PP 752 Beyond the supercrip: A new framework for understanding the cultural (re)production of Paralympic media narratives

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Whilst historically televised representations of disability have centred on a limited number of negative stereotypes, scholars have continually depicted the 'supercrip' as the most pervasive in Paralympic representation (Kama 2004; Howe 2011); a narrative characterised by inspirational stories of personal determination to overcome adversity and achieve success. Despite the supercrip's currency in Paralympic studies, some argue it has received limited empirical and rigorous critique, taking on an 'assumed meaning' (Schalk 2016, 1757) that continues to frame the analysis of mediated representations of para-athletes.

At the same time, it is important to recognise media texts as sites of constant (re-)articulation shaped by social, economic and cultural contexts (Whannel 2013) across the interrelated processes of production, representation and consumption. Indeed, in the UK at least, there have been palpable shifts in mediated forms of disability representation that have sought to challenge dominant stereotypes in the context of public service broadcasting, and therefore warrant further empirical inquiry.

Drawing on interdisciplinary theoretical influences, this study develops a new framework for analysing disability narratives in Paralympic coverage through a circuit of culture approach. We draw on two integrated datasets: qualitative textual analysis of over 90 hours of Channel 4's 2016 Paralympic broadcasting, and focus groups with over 200 audience members across England and Wales. Whilst remaining mindful of the supercrip praxis, our analysis demonstrates three emergent and alternative narrative frames that run through both the broadcast coverage and audience interpretations.

First, told through the bodies of para-athletes who have sustained impairment through an accident, occupational hazard or military service, *the rehabilitation narrative* emphasises the assumed existential normality of impairment and the success of sport in achieving a more meaningful life, often told through the discourse of 'sport as rehabilitation' that forms the history of the Paralympic movement. The most dominant narrative present across Paralympic representation is *the ablenational sporting narrative*. This narrative is intrinsically tied to bodies where impairment has been fully 'exceeded' through technology – e.g. advanced prosthetic technology – or where impairment is simply not visible or severe enough to disrupt ableist norms of functionality, productivity and normative gendered aesthetics. The final narrative frame, what we define as *the debilitated narrative*, works in dialectic opposition to ablenational sporting narratives, and frames those who cannot exceed disability (i.e. through technological means) by the nature and severity of their disability as just disabled. The narrative performs to make palatable such bodies for public consumption through the discursive register of 'extraordinary normalcy': stories of a body performing conventional normalcy *despite* otherness.

We highlight how such narratives construct particular knowledge(s) that perform important cultural work in often problematic ways; demonstrating how televised Paralympic representation can have a very real impact on social attitudes toward disability and the (re-)production of dominant disability discourses. We argue that there is now an opportunity for the field to move beyond the supercrip praxis towards a plurality of disability sport narratives that are cognisant of the contemporary cultural moment, and propose a number of research directions for the continued development of the field.

PP 755 Public Service Media, sports and cultural citizenship in small territories: An examination of BBC ALBA (Scotland) and TG4 (Ireland)

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As a crucial part of their mandate, Public Service Media (PSM) has historically used sports programming to enhance 'cultural citizenship' (Rowe 2018). However, their ability to do so through linear broadcasting 'is increasingly under threat from a combination of the escalating cost of sports rights and a squeeze on their own finances' (Smith 2017: 204). PSM is facing crucial challenges arising from digitization, globalization, and commercialization. These include decreasing advertising revenues, severe budget cuts, and growing competition from pay-TV channels, Internet-distributed video, and on-demand platforms (Hesmondhalgh & Lotz 2020; Połońska & Beckett 2019).

Even though PSM in smaller territories often display patterns, cultures, and strategies that differ from those seen in larger communicative spaces, there is a struggle to maintain output and position in this competitive environment (McElroy, Nielsen, & Noonan 2018). In this context, it is of outmost importance to understand how broadcasters in small territories continue to utilize sports programming (1) to showcase autochthonous sporting manifestations, and (2) to support indigenous production companies and language communities.

Focusing on the Scottish and Irish contexts, the aim of this paper is to analyze the sports programming offered by BBC ALBA and TG4 and provide an insight into the socio-cultural value that they deliver. BBC ALBA is a television service that was launched in 2008 by the BBC and MG ALBA (*Meadhanan Gàidhlig Alba*), with the goal to 'ensure that persons living in Scotland are provided with a wide and diverse range of high-quality programmes in Gaelic' (MG ALBA 2019: 15). Established in 1996, TG4 (*Teilifís na Gaeilge*) is a channel with a mission to 'celebrate Irish language creativity and connect with audiences at home and worldwide' (TG4 2019). The programming schedules for 2020 are examined using content analysis to scrutinize the sports agenda offered by the two organizations. A deeper insight into strategies used by broadcasters and the impact is offered by consulting decision-makers and studying industry reports.

Despite operating on limited funding, both the channels have managed to deliver high-quality and distinctive sports content. Beyond showcasing hyper-professional sports, BBC ALBA and TG4 serve an important role in providing consistent exposure to disciplines that are deeply ingrained in the cultural fabric of both countries. Yet, these often remain on the periphery of the media-sports complex, such as shinty and curling (Scotland) or Gaelic football, hurling and camogie (Ireland). The attention being focused on women's sports is another indication of their proposition, as illustrated by the recent coverage of the Ladies Gaelic Football Association Championship's on TG4 and the promotion of women's shinty on BBC ALBA.

By offering visibility to culturally relevant sporting disciplines, BBC ALBA and TG4 play a crucial role in providing support to small but resilient production sectors. They also help to sustain Gaelic and Irish linguistic communities in predominantly English-speaking markets. The value provided by both broadcasters to enhance 'cultural citizenship' signals the enduring relationship between public television and national communities, even as digitization and dwindling resources continue to complicate these propagators of meaning and practice.

PP 754 Live piracy: Television and liveness in the age of on-demand

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Over the past two decades, norms and operations of the television industry are undergoing significant transitions. It has been a key concern for media and television studies scholars to consider how such ongoing development has shaped the ontology of television in this so-called post-TV era. Specifically, more and more unauthorized platforms and services have been offering informal access to live broadcast television – which is defined by Elkins (2017) as "live piracy". By re-livestreaming such broadcast content online, live piracy has allowed viewers to consume television programs as they air. It has been popular among domestic viewers who want free access to paid channels. More importantly, it has been embraced by transnational audiences (e.g. diaspora or fans of foreign cultures) searching for access to the televisual content that is otherwise unavailable to them. Despite being an increasingly popular form of viewing worldwide, not so much research has accounted for its importance. Particularly, while some studies have focused on online piracy of live sports (Hoof, 2016; Messe & Podkalicka, 2016), there has been a lack of research investigating how live piracy as a whole has shaped our understanding of global television.

This paper examines the implications of live TV piracy for television's changing relation to liveness in the global media landscape today. It first reviews how television's liveness (Couldry, 2004; Levine, 2008; Sørensen, 2016; Scannell, 2009, 2014; van Es, 2017; Ytreberg, 2009) has developed as well as studied throughout its history. Secondly, based on Elkins (2017) and Lobato (2018, 2019) on IPTV piracy and works on piracy of live sports, it traces the historical development of live TV piracy dated back to the age of satellite television. Thirdly, drawing on research on transitional audiences (Athique, 2016; Hill, 2019), it categorises different forms of live TV piracy, and provides an account of the contemporary ecology of online live TV piracy.

Television's liveness has long been considered one of its defining features. In the post-TV contexts, one the one hand, many emerging stand-alone video streaming platforms (e.g. Netflix) have offered a range of on-demand features. In so doing, they have called the importance of television's liveness into question. One the other hand, however, along with the growing popularity of live TV piracy, in the formal media economy, it has also been increasingly common for many VOD platforms (e.g. Amazon Prime) to livestream various kinds of content – sports, concerts and award shows in particular – alongside traditional television broadcasters. It is problematic, therefore, to simply regard that live television has lost its relevance to society today following the emergence of on-demand platforms – as frequently seen in the public discourse. Rather, it is imperative for us to examine carefully, how, or in what sense, the notions of liveness and live television may remain important. This paper, by historicising and conceptualising live television piracy, is an attempt to reconsider the continued importance of live television in an era commonly marked by on-demand and time-shifting.

VIS01 - Punctum, invention and trust

PP 576 Punctum in photography as a catalyst for critical awareness

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Last year was the 40th anniversary of Roland Barthes' last work _Camera Lucida_ (1980). In this essay he introduced the concept punctum (as opposed to studium) to move beyond semiotics and find a way to experience photography without being trapped inside language. Much has been said about this book since then. One critique has been that his text is not so much about photography as it is about Barthes mourning his mother (Maynard 1997). Another common critique is that Barthes writes about the analogue photography and that digitalization has made his reflections about photography obsolete (Ritchin 2009:30). Further, attempts to use the concepts he introduces – studium and punctum – as tools to analyze images provides to be rather fruitless. His book is not about analyzing photographs, it is about experiencing them. However, I would like to suggest that it is possible to read _CL_ as a refining of his earlier semiotic writings about photography.

If Barthes critical reading in works like _Mythologies_ (1957), "The photographic message" (1961), and "The rhetoric of the image" (1964), was about deciphering the underlying ideological message in the photograph, then _CL_ propagates for making us as users aware of our life experiences when we encounter pictures (illustrates a movement from text to user). For Barthes in _CL_ photography is essentially about experiencing life and death: the co-existence of presence (the living person or thing reflecting light rays) and absence (the moment is lost in an unreachable past). For him, the cultural and societal use of photographs entails ways of taming the medium's essence and turning it into something else. The overall contexts he points at are (mass-)media and art. If, what Barthes in his earlier semiotic writings about photography called, "the message without a code" was understood as the truly ideological message, then the punctum about life/death in _CL_ instead becomes a possibility for the user to reflect upon the different discourses that tries to frame the photograph in certain ways.

I suggest that the punctum about life/death in photographs is still relevant in the digital era as a catalyst for critical awareness from the spectator. The two prime examples discussed in this paper will be the horrifying pictures from the Abu Ghraib prison in 2004 and the photograph of the dead body of the 4-year old boy Alan Kurdi during the refugee crises in 2015. These examples have been widely discussed in public as well as academic contexts and illustrates how new opportunities for spreading as well as reworking photographs, due to digitalization, can be related to punctum (life/death as central in these pictures). In this paper I build on earlier research on these cases to argue for the continuing relevance of Barthes' concept in relation to critical awareness. The argument in _CL_ is that photographs can make us confront and reflect upon life/death and past moments; something that is perhaps more urgent than ever in today's era of presentism, whereby history is as uncertain as the future ("fake news", "alternative facts").

PP 575 Art and invention in a time of uncertainty: Aesthetics (of) change

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Facing a new threshold moment of the geological timescale – one where human action is irreversibly elevated to the category of erosive force – an absolute relay on the Planet is imposed. Here is *Gaia*, reacting and manifesting its vital metaestability (James Lovelock, 1991, *Gaia: The Practical Science of a Planetary Medicine*; Bruno Latour, 1995, *Facing Gaia: Eight Lectures on the New Climate Regime*).

Geologies revolve, machines assemble machines, algorithms write other algorithms, objects generate objects flowing at an ever-greater pace (also immaterial ones such as sounds and images). New ways of mattering and of fossilisation arouse as the primacy of humans as sole inventive force permanently dissolves. Thus commences the Anthropocene, and with it a dramatic rebound on anthropocentrism is cast: at a time when all categories of crises are unfolding, what can Art do in a time of such bare uncertainty?

Granting all subjects, also inhuman and non-sentient ones, an aesthetical status, this communication is an attempt to address the inventive agency – from the millenary crustal rocks to the solitude of the human mind – to find a common Geoaesthetics (Gary Shapiro, 2016, *Nietzsche's Earth: Great Events, Great Politics*) as both the geographical and mental milieu of invention.

Revisiting Gilbert Simondon's "On the Mode of Existence of Technical Objects" (1958), and also Gabriel Tarde's Monadology (1893) or Alfred North Whitehead's Process Philosophy (1929), we attempt to pursue the question of imagination which, more than unfolding the fictional, indicates a true activity of realization as pure possibility of invention; and the aesthetic thought, analogous to magical (and cosmic) modes of being, as the universable possibility for the future reticulation. If a predisposition to technics has released the human figure from the background nature, it will now be a reticular technical realization that poses the planetary challenge for the possibility of a future unity.

PP 578 Should we trust the visual? Arguing from a case: 'Facts first'

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In the post-photographic age, we witness a widespread disbelief in the representational or mimetic nature of the visual and, consequently, in its relation to "reality". The technological potentialities of visual manipulation, on the one hand (Flores, 2012; Melot, 2015), and the cultural tendency towards the decoupling between the sign and the referent, resulting in a simulacrum-reproducing visual culture of non-original copies (Benjamin, 1992; Baudrillard, 1981; Jameson, 1998), on the other, partially explains this phenomenon. In this context, it is very surprising to observe the appeal to belief in the visual as a strategy to fight the fake news. Such is the case with a CNN advertising campaign entitled 'Facts First'. This case aims to rescue, precisely, the trust in the image (Debray, 1994; Bredekamp, 2015) as a way to struggle against the conspiracy theories or, in particular, the «fake news».

This essay aims to identify the discursive strategies used against «fake news», considering the case under discussion, in order to understand and discuss the regime of (dis)belief in the visual that these same strategies take as an assumption (and to which they argue). The theoretical problematic will take into account three axes. Firstly, the relationship between the image and the referent, in terms of similarity and representation. Secondly, the relationship between vision, belief and intelligibility ("see to belief"). And finally, the implications of technical image (photography) in its relation with iconicity, indiciology and objectivity.

Nowadays, visual culture (Mirzoeff, 2003) is ambiguous in what concerns the role of (dis)belief in the image with regard to its effects on the observer (Eco, 1989, 2004; Joly, 2003; Sontag, 2004; Crary, 2017; Mondzain, 2015; Rancière, 2010; Aumont, 2009). To discuss the visual manifestations as a way to understand this phenomenon as a continuous social semiotic process of (re)signification is fundamental (Cobley, 2001; Kress, 2009). In particular, without deepening this discussion, we will not be able to understand the strength of the explicit and implicit arguments used by conspiracy theories, namely the strategies that use the visual, and, as such, we will find no mechanisms to counter-argue and exercise the right to free and critical reason, as a basic and desirable agency in democracy.

This essay hopes to contribute to the clarification of the complexity that characterizes the (de)belief regime about the relationship between the visual and the extra-discursive reality, fundamental to the exercise of critical thinking in contemporary times, aware of the risks of manipulation of the messages conveyed in the mass media.

Key-words: visual culture; image; belief; fake news.

PP 577 From reproducibility to copy: A (forensic) multimodal analysis of plagiarism in visual arts

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Plagiarism has attracted significant media attention over the last decades, in no small part due to the high profile of those involved - academics, politicians, artists and renowned journalists, among others (Sousa-Silva, 2019). These cases have traditionally been approached linguistically, as they use a certain amount of written text, although plagiarism detection and analysis have involved different disciplinary perspectives over the years. On the technological side, given that almost any text is nowadays publicly available computer scientists have provided significant advances in detection procedures (e.g. by producing software). However, the disciplinary field that has contributed the most to the analysis of plagiarism is linguistics - and especially forensic linguistics (Johnson, 1997; Turell, 2004, 2008). Research conducted in the area over the last decades demonstrated that, especially in forensic contexts (i.e. where there are legal implications for those involved), a distinction needs to be made between textual overlap and plagiarism, on the grounds that text reuse is not necessarily plagiarism (Sousa-Silva, 2014). More importantly, the analysis of textual overlap, in general, and lexical overlap, in particular, as well as the analysis of changes operated by suspect plagiarists, in addition to the identification of the strategies used by plagiarists to obfuscate the original, are all valuable resources in the linguistic analysis procedures. Nevertheless, plagiarism detection and analysis becomes comparatively more difficult in cases where multimodal material is used; although some methods and techniques used by forensic linguists can be adapted to multimodal materials, it is a known fact that different modes require proprietary methods (Kress, 2000). This paper, which is part of a wider research project, furthers the discussion of reuse of materials and resources in the visual arts. A corpus of recent cases of works of art and artists that have been involved in plagiarism scandals will be discussed to demonstrate the potential, as well as the limitations, of replicating and/or adapting forensic linguistic analytical procedures to the analysis of cases of plagiarism in the visual arts. Firstly, the features that render opaque the distinction between (a) a genuine and a counterfeited work of art, and (b) an original and a plagiarising artwork will be identified. Secondly, and perhaps more importantly, the concept of 'copy' (literally, as well as intertextually and semiotically) in the visual arts will be furthered and problematised, on the grounds that this is frequently common practice in the creative and interpretive process (Benjamin, 2008 [1936]; Eco, 1965, 2004; Goodman, 2006 [1976]; Heidegger, 2016 [1977], Jameson, 1998; Sontag, 2004). It is thus argued that a distinction needs to be made between cases of artistic plagiarism (where the plagiarising artist improperly attempts to appropriate someone else's work) and 'textual' (in the semiotic sense) proper reuse of a source. This presentation concludes by arguing that the different nature of the modes used – and especially in the visual arts – needs to be considered, especially in forensic scenarios, where a fair assessment of the cases is required to grant an appropriate administration of justice.

VIS02 - Seascapes, violence and subaltern others

PP 666 Seascapes: Islands visual culture and the 'photogénie' of the sea

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Our presentation reflects upon the importance of thinking the intersection between visual culture and islands studies. Grant McCall has posited the notion of "nissology" as "the study of islands on their own terms" (McCall, 1994) in the early 1990s and, since then, the study of *islandness* enjoys a growing interest and recognition. Yet, according to Holt, Martin-Jones & Jones (2018), the dimension of visual culture in this field has been largely "underexplored". This paper focuses on the Azorean commercial and amateur photographic production of the two last decades of the 19th century and the two first decades of the 20th century, which share the sea and the maritime activities as a common subject.

Through the research of a selection of photographic collections belonging to Azorean institutions and museums – already mapped by the Azores Image Archive (http://www.culturacores.azores.gov.pt/aia/fotografia/Roteiro.aspx) - we will analyse the different ways in which the photographic reproductions of the sea and their histories (either from scientific and historical contexts or from advertising and entertaining practices) allow a renewed interpretation of some of the most multifaceted aspects of *islandness*: mobility and isolation, utopia and dystopia, vulnerability and resistance, nature and artifice.

The photographic experiences of the Azorean scientist Afonso Chaves, which have the sea as a recurrent motif, have recently inspired a renewed interest among Portuguese photography historians (Jardim, Peres & Ré, 2014; Reis, 2017). It is predictable that his frames, along with the first itinerant photographers "Azores views" (Enes, 2011, p.21) precede chronologically the commercial and tourist photography, namely promoted by the Sociedade Propagadora de Notícias Micaelenses (Antunes, 2018).

Reviewing early photographic reproductions of the sea, in the context of scientific iconography and in the realm of popular entertainment, allows us, additionally, to rethink the ambivalence of the ontology and history of photography. This ambivalence would be expressively described by the notion of "photogénie" proposed by the French sociologist Edgar Morin to refer to the double quality of the photographic medium: that is, its capacity of providing both an "empirical view" and an "oneiric vision" (Morin, 1956).

PP 667 The articulation of the homeless subject position as a subaltern other: A visual analysis of the Greek street paper 'shedia'

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Within contemporary Western societies, homeless people are subjected to intense forms of stigmatisation and othering, which are largely present also through the media. For instance, if homeless people gain any visibility in mainstream media, they are portrayed through mainly negative stereotypical representations, as victims, parasites or sub-humans. As they are often talked about, they remain deprived of their own voice. Nevertheless, alternative discourses about homeless people do exist. They can, for instance, be found in street papers that have been produced in many countries since the late 1980s and 1990s. These publications, which are distributed by homeless and poor people, frequently host their vendors' voices, offering spaces of visibility to these highly marginalised groups. The Greek street paper *shedia* is such an example, offering broad and respectful understandings of homelessness.

By deploying discourse theory (Laclau and Mouffe, 1985) and the theoretical work on subalternity and othering (Spivak, 2010; Landry and Maclean, 1996; Louai, 2012), together with the frameworks of discourse-theoretical analysis (Carpentier, 2017) and visual and multimodal analysis (Kress and Van Leeuwen, 2006; Kress, 2009), this paper analyses the discursive construction of the homeless subject position in *shedia*'s visual representations. For the purposes of our study, we examine the *shedia* publications over a period of one year (July 2017 – June 2018); 160 photographs have been identified and analysed as relevant to homelessness from *shedia*'s 11 print issues and 726 pages that fell within the research period.

This analysis focusses on how *shedia* critiques, through its visual contents, the hegemonic discourse on the homeless identity, which constructs homeless people as subaltern others, through three main components (nodal points): the absence of house as stigma, the lack of agency for the homeless and the reduction of their political identity to that of the denizen. The analysis also shows how *shedia* simultaneously taps into an alternative discourse that aims to re-humanise, re-subjectivise and re-politicise the homeless subject position. *shedia*'s alternative discourse is largely built through strategies of de-othering, however, the analysis will also argue that there are certain limitations to these strategies, as the homeless' subalternity is not always, or not fully, reversed.

PP 668 Violent images and moral shock to challenge speciesism. A study of visual strategic communication

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The animal liberation movement, like other social justice movements, has frequently used images of nonhuman animals in its campaigns over time to promote changes in the speciesist _status quo_. Speciesism is the unequal moral consideration of nonhuman animals and is typically manifested in the use, exploitation and slaughter of nonhuman animals for human interests. By using images of nonhuman animals, animal liberation activists challenge people's complicity with atrocity, while promoting alternative visual landscapes of how a world based on equal relations between species would look.

This paper presents the main results of doctoral research on strategic visual communication within the animal liberation movement. In empirically exploring the concept of _moral shock_ (Jasper & Poulsen, 1995), it argues that certain emotional impacts created by images can moralise attitudes (Wisneski & Skitka, 2017). _Moral shock_ has been a persuasive strategy of the animal liberation movement since its beginnings that has caught the attention and interest of people with no prior political interest (Jasper & Nelkin, 2007). Strategic visual communications and the use of violent images inside social justice movements has been an important area of research within the field of Critical Animal and Media Studies (see, for example, Jenni, 2005; Freeman, 2009; and Almiron, Cole & Freeman, 2016).

The main goal of the research was to consider the effectiveness of different images in 1) promoting change in speciesist attitudes (the adoption of veganism), 2) promoting action against speciesism (involvement in activism) and 3) sustaining both veganism and activism in the long term. A second goal was to examine the activists' use of visual materials to promote non-speciesism and particularly their use of violent images and the _moral shock_ strategy. Finally, the third goal was to confirm the author's classification of violent images of farmed exploited animals.

For the first two goals, the methodology of the study consisted of in-depth interviews with 60 vegan animal liberation activists from three countries – Spain, Sweden and Denmark. Data was recorded, transcribed and analysed with qualitative data analysis software (NVivo) in order to obtain the indicators that helped answer the research questions. For the third goal, the analysis of the interviews was complemented by a quantitative assessment on a 1 to 10 Likert-type scale of the violence of each image in a total of 10 images of farmed animals.

The results will provide information about the emotions provoked by the exposure to images of farmed exploited animals, and the correlation of this exposure with the adoption of vegetarianism, veganism and/or becoming involved in animal liberation activism, thus confirming or rejecting the moralizing effects of _moral shocks_. These results will include a reference list of existing visual materials that affected activists and other materials used by activists to promote animal liberation. Finally, an agreed categorisation of the levels of visual violence of farmed exploited animals will be presented.

In short, this research contributes to the important discussions around the dilemmas of the strategy and the ethics of violent images, as well as their effects, risks and potentials.

VIS03 - Narratives and visual communication research

PP 750 Cartoons as bridge builders: dialogues on radicalization with the 'suspect community'

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Problem definition: The terrorist attacks and departure of foreign fighters have created a hasty security approach towards radicalization in countries like Belgium. The implemented policies impose a dominant security frame on communities, focusing on repression and prevention through, e.g., securitizing social policy (Ragazzi, 2017). However, these strategies risk further stigmatizing Muslim communities (Awan, 2012), resulting in labeling these communities as 'suspect' (Pantazis & Pemberton, 2009). This paper discusses the method of cartoon-elicitation (cf. photo-elicitation [Harper, 2002]) as a way to overcome ethical and methodological challenges of researching 'radicalization' with 'suspect communities'. Discomfort, stress, intense emotions, and potential risks for participants are considered.

Theoretical background: Framing is the dynamic process where the meanings of complex, social issues come about (cf. e.g., Iyengar 2005). According to Reese (2001), "Frames are organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world". Frames help to understand "what is going on", where facts do not stand on their own but gain meaning by being embedded in a narrative.

Method: A variation of photo-elicitation – "inserting a photograph into a research interview" (Harper, 2002, p. 13) – was used in semistructured interviews and focus groups. This method has advantages in urban environments, particularly with less powerful groups in society (Rose, 2016): evoking things researchers had not thought about (Allen, 2011); spurring more emotional interviews (Bagnoli, 2009, p. 548); and empowering participants (Rose, 2016, p. 318). The authors chose cartoons over photos to introduce more dimensions and represent issues using humor and metaphors.

N=40 youngsters with migration backgrounds (ages 16-25) were interviewed in Antwerp, Brussels/Molenbeek and Verviers, resulting in six one-on-one and three group interviews.

Results, discussion: The analysis revealed forms of internalization of dominant, stigmatizing discourses, as well as processes of dual distancing: opposing societal views on radicalization, and distancing from perceived radicalized individuals. Paradoxically, dominant discourses are denounced, while simultaneously radicalization is defined from within these frameworks.

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PP 749 How mixed methods in visual communication research reveal deeper insights into youth pictorial practices in cross-cultural comparison

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Our research examines youth media cultures in cross-cultural comparison (urban regions in Austria, Malaysia, and Vietnam) by investigating, how visual representations of self- and togetherness are mediated across different Social Media platforms, chat applications, and photo sharing services. Producing pictures (such as group photos, portraits and selfies) and sharing them aids in establishing intimacy (Miguel, 2016) but also in regulating temporal, spatial, and situational aspects and the people involved (Lasén 2015, 72).

Conceptualizing digital photographs as affective artefacts, our recent analysis focuses on culturally different mediations of proximity and distance, as well as publicness and privacy.

Due to the fact, digital photographs never exist in an isolated way, we need to uncover the pictorial contexts: what makes them a socio-technical phenomena (Vermaas et al. 2011) generating meanings and practices? Thus, cultural backgrounds, the constitution of social networks or dispositions are relevant frames beyond technological affordances.

Thorough investigation necessitates diverse methodological approaches. Mixed Methods as "a research, that intentionally integrates multiple methods in a single study to investigate new nuances of a phenomenon (...)" (Shannon-Baker & Edwards 2018: 937) was considered to be appropriate for our research focus.. A set of collected data (interviewee-statements, digital photographs, photo-elicitations, and network data) was continuously analyzed, and – in consequent phase of analysis and interpretation – the results were discussed, recombined, and revised within our intercultural research team. Informed consent was given by all contributors and participants in any phases of the study.

In opposition to "Sequential Exploratory Mixed Methods Designs" to intermediate qualitative and quantitative approaches, and "Conversion Design", which asks for reorganizing qualitative data into quantitative data, we used "Parallel Mixes Methods" as fully integrated, embedded design (Hollstein 2014) in order to validate data continuously while searching in the field. Moreover the complementary design ensured deeper understanding of different visual and textual material, in order to understand and/or eliminate discrepancies.

Starting with guided qualitative interviews (n=18) in combination with qualitative social network charts (Kahn/Antonucci 1980) and participatory observation of network creation, we uncovered, how individually and culturally differing affective scripts as well as technological affordances shape pictorial practices. Our next step allowed for the analysis of collected "Selfies" and group photos (self-selected by the interviewees, n=36) by applying the method of reconstructive image interpretation (Bohnsack 2009). Photo-elicitations ("thinking-out-lound" protocols) gave a direct voice and freedom of expression (Wang/Burris 1997) to our participants to deepen the understanding of displayed attitudes and emotions within the participant's group photos ,and reconnected to interview and observation data.

The results show that pictorial representations of Austrian, Malayan, and Vietnamese youth vary with regards to aesthetic style and the individual's position within the group and the surrounding environment. Culturally varying displays of intimacy (Hjorth et al. 2012), emotion, and gender roles affect pictorial "embodied practices" (Reckwitz 2012: 36) considerably.

The findings illustrate that different levels of intimacy are articulated by combining various communicative modes based on practices of selecting, manipulating and sharing photographs.

PP 748 Narratives on the in-the-app photographic practices in the transnational family communication

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Sharing photographs is a common practice in doing family at a distance. Photo-chatting plays an important role in transnational family display, acting as a form of visual co-presence with living-apart relatives. This study looks at the processes of the production and circulation of photographs within the family network, analyzing participants' narratives about their photo-chatting practices in WhatsApp. The data was collected as part of an ethnographic enquiry into the digitally mediated (transnational) family communication of Polish women and their children living in Finland. During interviews, participants eagerly shared with me their WhatsApp conversations, scrolling through archived chats. They always stopped at photographs, contextualizing them, commenting and reflecting on them. Interestingly, only rarely did the actual images still remain as part of the WhatsApp chat archives, so they did not give me the opportunity to see the images myself. Instead, I was confronted with blurred squares, accompanied by the participants' narratives on each photograph. For that reason, the in-app photographs are explored in this study as 'prose picture' (Hirsch, 1997) or 'imagetext' (Mitchell, 2015), that is, visual and verbal representations which create the WhatsApp 'iconology' of family visual communication. In participants' narratives, the photographs appear as fragmented, but conscious, practices with the intentional choice of the visual over the textual. Photo-chatting helps to maintain family relationships by showing affection, comforting, and caring over a distance. The content of the photographs seems to be less important than the phatic function of WhatsApp communication. Photographs are regarded as an obligation (always to be sent to somebody), evidence (of being somewhere or achieving something), or a form of visual co-presence with living-apart relatives. Photo-chatting entertains (images of pets), provides expertise (snaps of medication), or is used to show off (photos taken at competitions). Despite the ephemeral and momentary character of digital photo-sharing, WhatsApp photographs are consumed by some family members in the same way as analog images — like looking at family photo albums.

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PP 751 The visual history of Portuguese Universities on Facebook

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This paper introduces a medium-specific research perspective as a fundamental basis for digital culture and visual studies fieldwork. Through the notion of *calling into the platform* (Omena & Granado, 2020), we operationalise digital research about Facebook as a way of studying visual cultures. Drawing on the case of Portuguese Universities, and advanced by digital methods, we interrogate Facebook Graph API about what one can foresee from a historical dataset of Facebook images timelines. How universities visually communicate their missions, research activities or accomplishments? How to repurpose the methods of Facebook to study the visuality of higher education in Portugal? To address these challenges, we turned to the affordances of computer vision, thus, relying on two particular properties of Google Vision API: *label* and *face detection*. We furthermore explored the visual affordances of networks (Mintz et al., 2019; Ricci, Colombo, Meunier, & Brilli, 2017; Venturini, Jacomy, Bounegru, & Gray, 2018; Venturini, Jacomy, & Pereira, 2015) by building an image-label network with 22.594 timeline images of the 15 Portuguese Universities part of CRUP (Council of Deans of Portuguese Universities). Through computer vision *image-label* network, we found out that the dominant imagery of higher education in Portugal relates to the bad habit of publishing photos of people seated in conferences. Through computer vision *face detection* properties, we uncovered the limitations and lack of precision of the Google Vision API. These digital visual methods demanded thick descriptions, technical knowledge and practical expertise. By repurposing the methods of vision APIs and Facebook image URLs, we were able to describe, explore and identify the multi-sited composition and meanings of the visual culture of Portuguese Universities from 2009 to 2018. Beyond exposing some practical and institutional implications for both research and digital research practices, the main contribution of this paper is to introduce (in practice) the importance of combining knowledge on platform grammatisation (Gerlitz & Rieder, 2018; Omena, Rabello & Mintz, 2020) with data practices (capture, mining, analysis and visualization) for visual culture studies.

For the oral presentation, we will first provide a brief introduction on the proposal of *calling into the platform* which is a way of doing digital visual research through the lens of medium-specificity and software affordances (Omena & Granado, 2020). After that, a detailed explanation of the methodology advanced by digital methods and visual network analysis, followed by the main findings of the visual history of Portuguese Universities on Facebook.

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